

Applicable to NORTH CAROLINA only

# NORTH CAROLINA

### Map Explanation

Read figures in THOUSANDS

CITY POPULATION	SRDS Consumer	Market Data
Over 500	◻	◻
250-500	◻	◻
100-250	◻	◻
50-100	◻	◻
20-50	◻	◻
10-20	◻	◻
5-10	◻	◻
Under 5	◻	◻

Symbols Designate Types of Media.  
 ★ Newspaper    ◻ Radio    ◻ Television  
 COUNTY NAMES ARE IN ITALIC TYPE

# 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.

Asheville—Buncombe  
Burlington—Alamance  
Charlotte—Mecklenburg  
Durham—Durham

Fayetteville—Cumberland  
Gastonia—Gaston  
Goldsboro—Wayne  
Greensboro—Guilford

Greenville—Pitt  
High Point—Guilford  
Kannapolis—Cabarrus  
Kinston—Lenoir

Raleigh—Wake  
Rocky Mount—Nash  
Salisbury—Rowan  
Statesville—Iredell

Wilmington—New Hanover  
Wilson—Wilson  
Winston-Salem—Forsyth

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 Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)			
<b>NORTH CAROLINA STATE TOTALS</b>	4,583.1	1,148.97	5,652,516	4,920	3,871,923	916,831	120,728	474,998	226,209	214,321	738,451	354,018	1,263.5	974,208
<b>ALAMANCE G-4</b>	84.6	22.46	119,230	5,309	84,136	22,516	2,619	8,172	5,218	5,659	16,557	8,356	11.9	7,494
Burlington	30.6	8.73	54,898	6,288	59,111	13,789	1,779	6,066	4,668	3,853	12,528	5,668		
<b>ALEXANDER E-4</b>	15.8	3.90	13,717	3,517	11,076	2,949	61	2,135	207	773	2,423	1,042	7.5	3,950
<b>ALLEGHANY E-3</b>	8.3	2.20	6,942	3,155	4,353	648	189	638	199	295	1,596	348	5.6	1,667
<b>ANSON F-5</b>	26.2	6.24	23,310	3,736	11,457	2,801	218	1,731	510	785	2,811	1,085	10.5	4,504
<b>ASHE D-3</b>	21.8	5.33	18,389	3,450	6,326	1,124	204	1,330	307	358	1,837	461	16.8	3,919
<b>AVERY D-4</b>	13.5	3.19	11,434	3,584	4,533	601	203	1,628	213	106	443	698	7.2	1,227
<b>BEAUFORT K-5</b>	38.8	9.84	35,040	3,561	26,825	6,918	641	2,384	1,302	1,644	5,063	1,943	14.0	20,842
<b>BERTIE K-3</b>	27.3	6.14	21,475	3,498	10,823	2,364	199	1,749	199	347	2,910	1,233	16.6	19,141
<b>BLADEN H-6</b>	32.7	7.35	23,911	3,253	19,546	4,064	283	2,210	1,246	431	5,603	1,988	17.1	12,994
<b>BRUNSWICK H-7</b>	21.5	5.02	14,386	2,866	7,365	2,237	399	664	38	158	1,603	1,262	9.0	5,336
<b>BUNCOMBE C-4</b>	140.8	38.07	203,509	5,346	140,843	32,914	4,038	22,857	6,695	6,520	19,206	12,050	19.4	7,150
Asheville	59.6	17.36	102,154	5,884	118,474	25,182	3,050	21,155	6,536	5,678	16,512	8,444		
Asheville Metro Area	140.8	38.07	203,509	5,346	140,843	32,914	4,038	22,857	6,695	6,520	19,206	12,050		
<b>BURKE D-4</b>	52.5	12.50	53,100	4,248	28,387	9,047	864	2,481	1,846	1,485	4,129	3,496	8.4	1,406
<b>CABARRUS E-5</b>	69.3	18.57	93,865	5,055	64,717	19,081	2,331	7,636	3,521	6,107	12,982	6,780	8.5	3,794
Kannapolis	34.3	9.44	46,960	4,975										
<b>CALDWELL D-4</b>	50.9	12.55	54,088	4,310	32,191	10,114	1,058	2,781	2,218	2,083	6,323	3,055	10.4	2,004
<b>CAMDEN L-3</b>	5.1	1.33	4,065	3,056	798	472						123	2.1	3,730
<b>CARTERET K-5</b>	27.9	7.35	31,929	4,344	19,635	6,092	715	1,637	818	843	3,121	1,550	2.7	3,283
<b>CASWELL G-2</b>	22.3	4.88	17,693	3,626	7,330	1,386	249	1,655	72	156	1,423	815	14.6	9,480
<b>CATAWBA E-4</b>	72.2	19.11	95,985	5,023	81,401	22,313	2,219	9,371	5,155	4,614	17,641	7,692	12.7	3,748
<b>CHATHAM G-4</b>	26.9	6.70	28,392	4,238	23,122	4,698	461	1,072	1,182	813	4,896	2,759	12.2	12,100
<b>CHEROKEE A-5</b>	18.3	4.41	16,130	3,658	13,231	3,121	375	1,330	314	290	3,110	988	8.3	1,248
<b>CHOWAN K-3</b>	13.6	3.21	11,883	3,702	9,053	2,437	188	467	565	495	1,737	799	6.6	5,992
<b>CLAY A-5</b>	5.8	1.45	4,058	2,799	2,763	499	94	269			151	268	3.7	1,546
<b>CLEVELAND D-5</b>	71.4	17.69	80,416	4,546	49,533	12,903	1,396	7,351	1,918	2,501	10,026	4,842	21.0	8,624
<b>COLUMBUS H-6</b>	56.0	13.14	47,762	3,635	35,339	7,610	1,078	3,907	1,705	1,352	8,948	2,603	28.3	24,337
<b>CRAVEN K-5</b>	64.7	15.65	85,397	5,457	46,869	12,001	1,542	5,641	3,243	3,270	10,370	3,973	10.1	13,233
<b>CUMBERLAND H-5</b>	129.1	28.90	191,716	6,634	103,623	23,643	2,401	13,874	7,004	6,216	23,099	10,070	14.5	11,731
Fayetteville	49.9	13.71	82,008	5,982	85,329	15,000	1,899	12,914	6,687	5,466	20,548	6,729		
Fayetteville Metro Area	129.1	28.90	191,716	6,634	103,623	23,643	2,401	13,874	7,004	6,216	23,099	10,070		
<b>CURRITUCK L-3</b>	5.7	1.60	6,939	4,337	4,742	1,019		2,061		355		340	2.9	4,904
<b>DARE L-4</b>	4.9	1.43	7,194	5,031	7,851	2,484	582	760	247	181	1,344	281	.1	4
<b>DAVIDSON F-4</b>	71.2	18.90	87,828	4,647	65,958	17,461	1,677	5,632	4,839	3,560	15,337	5,530	13.9	7,339
<b>DAVIE E-4</b>	16.3	4.26	17,862	4,193	10,360	3,492	424	956	162	556	2,056	731	6.7	3,253
<b>DUPLIN J-5</b>	43.5	10.61	41,668	3,927	21,721	5,161	655	2,541	1,302	850	4,009	2,669	25.4	27,943
<b>DURHAM G-4</b>	122.2	32.01	183,471	5,732	126,500	29,041	3,605	17,074	8,465	8,848	24,235	10,867	7.0	4,170
Durham	87.2	22.98	134,312	5,845	124,172	27,372	3,467	16,675	8,465	7,830	24,235	9,322		
Durham Metro Area	122.2	32.01	183,471	5,732	126,500	29,041	3,605	17,074	8,465	8,848	24,235	10,867		
<b>EDGECOMBE J-4</b>	55.2	12.93	66,662	5,156	43,906	12,623	882	5,445	2,373	2,062	7,519	2,625	20.2	26,486
<b>FORSYTH F-3</b>	184.3	52.07	322,504	6,194	228,443	52,022	6,000	32,355	19,475	14,363	40,334	17,957	12.0	7,234
Winston-Salem	120.4	33.99	234,369	6,895	200,677	41,729	5,524	29,141	19,051	12,321	37,180	12,475		
Winston-Salem Metro Area	184.3	52.07	322,504	6,194	228,443	52,022	6,000	32,355	19,475	14,363	40,334	17,957		
<b>FRANKLIN H-3</b>	33.0	7.60	26,774	3,523	12,736	3,208	443	1,337	734	1,001	2,654	1,482	20.2	12,647
<b>GASTON E-5</b>	133.2	34.26	175,737	5,130	102,459	30,406	3,202	8,501	5,688	5,889	20,452	8,885	7.9	2,562
Gastonia	37.9	10.33	58,046	5,619	64,364	16,346	1,593	5,756	4,765	3,941	13,578	4,139		
<b>GATES K-3</b>	9.6	2.24	7,100	3,170	3,929	518		694			1,187	447	5.2	5,413
<b>GRAHAM A-5</b>	7.6	1.80	6,698	3,721	3,004	401		1,231	70	46	499	548	3.6	763
<b>GRANVILLE H-3</b>	35.0	7.63	34,724	4,551	21,156	5,016	642	2,652	815	838	4,094	2,894	17.4	12,932
<b>GREENE J-4</b>	18.2	3.88	17,711	4,565	5,499	1,140	48	1,185	27	177	1,040	800	14.5	20,465
<b>GUILFORD F-3</b>	216.8	56.97	366,522	6,434	310,929	66,804	8,055	32,349	18,880	14,394	49,975	22,074	19.4	13,173
Greensboro	121.4	31.76	239,964	7,556	210,429	39,691	4,672	27,013	11,424	8,285	30,170	14,633		
Greensboro-High Point Metro Area	216.8	56.97	366,522	6,434	310,929	66,804	8,055	32,349	18,880	14,394	49,975	22,074		
High Point	45.1	12.95	77,436	5,980	78,600	21,151	2,409	4,343	6,692	4,946	15,300	6,250		
<b>HALIFAX J-3</b>	61.7	13.97	60,016	4,296	39,130	10,410	988	4,767	2,118	1,910	7,635	3,517	25.0	19,932
<b>HARNETT H-5</b>	51.8	12.47	50,125	4,020	34,737	6,562	1,414	4,062	1,625	1,419	6,734	3,864	20.6	22,834
<b>HAYWOOD B-4</b>	41.0	10.66	49,290	4,624	37,349	7,378	1,672	5,408	1,138	2,535	8,193	3,937	12.2	4,633
<b>HENDERSON C-5</b>	35.9	10.14	46,717	4,607	35,106	9,972	1,213	2,401	1,610	2,215	6,389	3,066	9.2	5,628
<b>HERTFORD K-3</b>	23.8	5.41	19,795	3,659	16,046	2,624	514	1,662	1,217	1,151	3,431	1,182	9.2	9,781
<b>HOKE G-5</b>	16.8	3.51	12,863	3,665	6,918	1,994	193	1,158	348	212	1,127	1,080	8.8	7,176
<b>HYDE L-4</b>	5.5	1.42	4,433	3,122	2,058	618		837	32	37	46	416	2.2	2,665
<b>IREDELL E-4</b>	63.1	16.68	74,611	4,473	49,821	14,573	1,477	5,280	3,035	3,193	8,680	4,863	16.3	7,759
Statesville	20.2	5.79	28,618	4,943	29,968	8,484	865	3,110	2,288	1,304	5,157	2,768		
<b>JACKSON B-5</b>	19.9	4.69	16,488	3,516	11,384	2,628	344	1,463	767	405	2,857	1,023	9.0	1,202
<b>JOHNSTON H-4</b>	69.9	17.11	67,747	3,959	41,569	10,167	1,260	6,228	1,672	2,312	8,171	4,559	36.7	37,187
<b>JONES J-5</b>	11.6	2.56	6,704	2,619	3,1									

# NORTH CAROLINA

## 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)
MONTGOMERY F-5.....	18.6	4.78	18,309	3,830	9,710	2,435	267	850	596	389	2,521	1,451	4.8	4,709
MOORE G-5.....	36.1	9.31	42,105	4,523	29,681	7,612	1,159	2,546	1,460	987	4,320	3,423	10.9	9,636
NASH H-4.....	65.2	15.21	69,000	4,536	51,892	9,383	1,646	9,516	4,294	2,808	9,285	5,370	28.3	25,927
Rocky Mount <sup>2</sup> .....	33.2	9.25	54,447	5,886	54,042	10,926	1,491	6,096	5,524	4,003	9,995	3,552	.....	.....
NEW HANOVER J-6.....	77.6	21.94	117,930	5,375	95,742	22,269	3,508	8,376	5,834	7,617	12,883	6,099	1.6	2,991
Wilmington.....	55.6	16.15	92,597	5,734	83,032	20,380	3,253	7,966	5,737	7,370	12,050	4,647	.....	.....
Wilmington Metro Area.....	77.6	21.94	117,930	5,375	95,742	22,269	3,508	8,376	5,834	7,617	12,883	6,099	.....	.....
NORTHAMPTON J-3.....	29.1	6.41	24,012	3,746	8,147	2,303	303	1,130	162	172	686	1,430	13.9	11,861
ONSLow J-5.....	62.8	12.59	84,023	6,674	35,269	8,557	1,137	3,327	1,845	3,965	7,569	2,758	10.1	9,686
ORANGE G-3.....	44.7	10.37	65,792	6,344	30,941	8,277	1,131	1,356	2,974	1,023	5,427	3,440	9.2	5,716
PAMLICO K-5.....	10.6	2.68	8,234	3,072	2,777	1,168	.....	281	.....	.....	.....	474	2.7	4,122
PASQUOTANK K-3.....	28.2	7.56	34,543	4,569	26,967	7,471	565	3,212	1,423	1,749	5,647	2,605	3.2	5,523
PENDER J-6.....	19.5	4.62	14,651	3,171	5,380	1,742	154	1,073	276	192	970	581	10.5	7,593
PERQUIMANS K-3.....	9.8	2.48	7,974	3,215	8,435	1,301	17	769	18	179	2,144	513	3.6	4,687
PERSON G-3.....	24.7	5.84	22,744	3,895	22,488	4,528	627	3,457	1,073	1,049	4,995	2,840	17.6	10,915
PITT J-4.....	67.8	15.68	76,308	4,867	55,514	10,520	1,353	8,781	2,708	4,270	12,313	4,560	28.0	42,430
Greenville.....	20.1	5.16	33,414	6,476	31,959	6,944	934	3,941	1,884	2,932	6,559	2,293	.....	.....
POLK C-5.....	12.0	3.21	12,679	3,950	6,493	2,130	282	537	.....	302	1,385	1,062	4.3	1,417
RANDOLPH F-4.....	57.4	15.47	67,740	4,379	51,259	13,343	1,545	4,330	2,082	2,714	10,697	5,819	15.3	10,637
RICHMOND F-5.....	43.2	10.86	49,582	4,566	32,627	9,097	765	3,442	2,412	1,140	6,295	3,425	8.0	5,496
ROBESON G-6.....	99.4	22.19	80,496	3,628	51,480	11,386	1,428	7,888	3,681	2,616	10,429	4,364	44.4	40,706
ROCKINGHAM F-3.....	72.1	18.87	84,964	4,503	58,653	17,886	1,985	4,301	4,289	3,845	10,402	6,403	19.4	14,402
ROWAN E-4.....	82.6	22.62	115,324	5,098	76,101	22,170	1,748	7,335	4,382	4,104	11,344	7,767	13.2	4,791
Salisbury.....	22.9	6.69	42,412	6,340	53,852	14,910	1,123	5,539	4,225	2,470	10,767	3,990	.....	.....
RUTHERFORD D-5.....	48.5	12.46	49,054	3,937	35,849	9,316	962	3,036	2,326	2,511	8,753	4,177	14.2	3,424
SAMPSON H-5.....	53.5	12.53	44,628	3,562	25,723	5,081	1,159	3,898	1,178	1,549	5,725	1,998	31.2	31,473
SCOTLAND G-5.....	29.6	6.91	23,893	3,458	18,206	5,996	272	3,515	757	624	3,596	2,649	7.4	6,047
STANLY F-5.....	41.7	11.29	50,889	4,507	32,172	8,344	833	3,125	1,431	1,669	6,730	3,553	9.5	4,637
STOKES F-3.....	21.4	5.35	20,668	3,863	7,641	2,058	177	1,104	373	447	390	1,593	16.2	14,280
SURRY E-3.....	50.3	12.93	57,363	4,436	51,807	12,173	1,474	6,301	2,886	2,656	11,697	4,394	18.4	15,512
SWAIN B-4.....	8.5	2.01	8,927	4,441	7,596	1,704	389	600	144	243	739	1,337	4.3	394
TRANSLYVANIA C-5.....	17.3	4.29	18,775	4,376	14,582	5,088	226	1,154	329	976	2,430	1,182	4.2	1,240
TYRRELL L-4.....	4.8	1.17	4,166	3,561	2,318	516	140	47	120	44	594	85	2.0	1,920
UNION F-5.....	45.7	11.28	56,534	5,012	30,498	7,106	1,015	2,899	1,269	954	9,250	2,267	20.8	10,998
VANCE H-3.....	35.0	8.57	38,112	4,447	27,851	7,055	736	3,797	1,381	1,405	5,434	3,689	11.0	6,770
WAKE H-4.....	155.5	38.78	256,250	6,608	190,046	44,161	5,189	27,449	12,098	9,211	37,321	16,094	27.3	21,198
Raleigh.....	83.1	21.00	167,893	7,995	138,984	27,456	3,842	22,093	11,102	6,727	27,181	10,811	.....	.....
Raleigh Metro Area.....	155.5	38.78	256,250	6,608	190,046	44,161	5,189	27,449	12,098	9,211	37,321	16,094	.....	.....
WARREN H-3.....	24.9	5.43	17,636	3,248	8,395	2,030	247	1,368	290	438	1,178	858	15.3	8,014
WASHINGTON K-4.....	14.1	3.31	15,698	4,743	9,034	3,007	171	1,194	517	524	2,476	527	4.3	4,536
WATAUGA D-3.....	18.3	4.42	15,477	3,502	14,172	2,300	524	2,512	429	747	4,547	1,688	10.8	2,838
WAYNE J-4.....	70.9	17.02	68,785	4,041	55,530	10,225	1,278	8,876	3,132	4,595	11,524	4,046	22.5	27,023
Goldsboro.....	28.0	7.73	40,305	5,214	40,681	7,459	876	6,251	2,545	3,879	7,966	2,642	.....	.....
WILKES E-3.....	48.5	11.78	41,772	3,546	32,291	5,508	581	3,413	1,023	1,201	8,657	2,232	18.8	8,691
WILSON J-4.....	59.8	14.30	78,210	5,469	47,748	10,906	1,267	4,993	3,570	3,160	8,025	4,808	20.4	25,636
Wilson.....	27.1	7.42	49,466	6,667	37,489	8,420	1,087	3,397	3,490	2,933	7,384	2,880	.....	.....
YADKIN E-3.....	23.9	6.20	21,185	3,417	13,650	2,431	135	1,001	436	1,664	3,529	1,480	13.4	9,041
YANCEY C-4.....	15.6	3.72	12,637	3,397	4,017	1,071	75	550	102	.....	879	414	9.6	2,724

(2) Includes portion in Edgecombe County.

## 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
Craven	15,650	14,750	.0302	Moore	9,310	8,950	.0183
Cumberland	28,900	27,810	.0569	Nash	15,210	14,480	.0296
Currituck	1,600	1,520	.0031	New Hanover	21,940	20,890	.0427
Dare	1,430	1,360	.0028	Northampton	6,410	5,980	.0122
Davidson	18,900	18,180	.0372	Onslow	12,590	11,990	.0245
Davie	4,260	4,090	.0084	Orange	10,370	9,980	.0204
DuPlin	10,610	10,010	.0205	Pamlico	2,680	2,500	.0051
Durham	32,010	30,800	.0630	Pasquotank	7,560	7,200	.0147
Edgecombe	12,930	12,310	.0252	Pender	4,620	4,260	.0087
Forsyth	52,070	50,110	.1025	Perquimans	2,480	2,340	.0048
Franklin	7,600	7,240	.0148	Person	5,840	5,560	.0114
Gaston	34,260	32,960	.0674	Pitt	15,680	14,630	.0299
Gates	2,240	2,090	.0043	Polk	3,210	3,050	.0062
Graham	1,800	1,700	.0035	Randolph	15,470	14,890	.0305
Granville	7,630	7,190	.0147	Richmond	10,860	10,340	.0211
Greene	3,880	3,690	.0075	Robeson	22,190	20,700	.0423
Guilford	56,970	54,820	.1121	Rockingham	18,870	18,160	.0372
Halifax	13,970	13,170	.0269	Rowan	22,620	21,980	.0450
Harnett	12,470	11,880	.0243	Rutherford	12,460	11,870	.0243
Haywood	10,660	10,260	.0210	Sampson	12,530	11,930	.0244
Henderson	10,140	9,660	.0198	Scotland	6,910	6,510	.0133
Hertford	5,410	5,150	.0105	Stanly	11,290	10,980	.0225
Hoke	3,510	3,340	.0068	Stokes	5,350	5,150	.0105
Hyde	1,420	1,310	.0027	Surry	12,930	12,570	.0257
Iredell	16,680	16,050	.0328	Swain	2,010	1,880	.0038
Jackson	4,690	4,420	.0090	Transylvania	4,290	4,080	.0083
Johnston	17,110	16,470	.0337	Tyrrell	1,170	1,100	.0023
Jones	2,560	2,390	.0049	Union	11,280	10,850	.0222
Lee	7,100	6,830	.0140	Vance	8,570	8,080	.0165
Lenoir	12,400	11,680	.0239	Wake	38,780	37,700	.0771
Lincoln	7,580	7,300	.0149	Warren	5,430	5,070	.0104
McDowell	7,260	6,910	.0141	Washington	3,310	3,180	.0065
Macon	4,200	3,960	.0081	Watauga	4,420	4,250	.0087
Madison	4,720	4,500	.0092	Wayne	17,020	16,210	.0332
Martin	6,620	6,370	.0130	Wilkes	11,780	11,220	.0229
Mecklenburg	64,960	63,170	.1292	Wilson	14,300	13,620	.0279
Mitchell	3,700	3,530	.0072	Yadkin	6,200	6,030	.0123
Montgomery	4,780	4,510	.0092	Yancey	3,720	3,510	.0072

# NORTH CAROLINA

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

## STATE NETWORKS

### Carolina Farm Service Network

Rates effective June 1, 1958.  
Rates received April 30, 1958.  
Rev. received August 5, 1958.

Executive Office—c/o Radio Station WVOT, P. O. Box 170, Wilson, N. C. Phone 5157.

#### Personnel

Manager—Harry Severance.  
Assistant Manager—Joel Lawhon.

#### Representatives

Devney, Incorporated.

#### Comprised of:

WRCS—Ahoskie	*WFNC—Fayetteville
WRRZ—Clinton	WEED—Rocky Mount
WGBR—Goldsboro	WMPM—Smithfield
WGTC—Greenville	WCPS—Tarboro
WHNC—Henderson	WRRF—Washington
WELS—Kinston	WLAM—Williamston
WCBT—Roanoke Rapids	WVOT—Wilson
	*WTSB—Lumberton

(\*) Supplementary stations—rates on request.

#### Agency Commission

15% to recognized agencies on net station time only; no cash discount. No discounts or commission on talent, news service or other material or line charges.

#### General Advertising

##### TOTAL GROSS RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time....	492.90	289.90	202.85	185.75	126.35	64.00
26 times..	468.35	275.30	193.15	177.00	120.10	59.35
52 times..	444.40	261.40	183.20	167.30	114.10	57.10
104 times..	419.25	247.15	172.80	158.55	107.85	54.70
156 times..	394.95	232.55	163.10	149.10	101.35	48.45
260 times..	369.55	218.30	152.20	139.75	94.95	46.15
312 times..	329.80	193.75	135.55	124.30	84.15	43.95

##### SPECIAL FEATURES

Joe Overman-Weather—Monday through Saturday: 7:35 a.m. to 7:45 a.m.; 12:35 p.m. to 12:45 p.m.; 6:35 p.m. to 6:45 p.m.

### Carolina Radio Group

Rates effective September 17, 1958. (Card No. 1.)  
Rates received September 19, 1958.

Executive Office—P. O. Box 609, 205-1/2 W. Main St., Durham, N. C. Phone 2-4816.  
Copy: Send all transcriptions and commercial copy to individual stations.

#### Personnel

National Sales Manager—Tom Morris.

#### Representatives

John E. Pearson Company.

#### Comprised of:

Eastern Group:	Western Group:
WTIK—Durham	WBBC—Burlington
WFNC—Fayetteville	WSOC—Charlotte
WKIX—Raleigh	WGBG—Greensboro
WCEC—Rocky Mount	WIRC—Hickory
WRRF—Washington	WSAT—Sallsbury
WGNI—Wilmington	WTOB—Winston-Salem

#### Agency Commission

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

#### General Advertising

Accepts AAAA copyrighted contracts, but is subject to conditions of group's published rate card. Blanket contracts accepted for purposes of establishing advertiser's contractual year and calculating frequency earned. Blanket contracts will not be accepted for purposes of rate projection. Continuous advertisers will receive six months' protection at these rates from date of increase. Continuing discounts are allowed.

##### CLASS "A" (Eastern or Western Group separately)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	400.00	240.00	160.00	120.00	60.00
26 times	380.00	228.00	152.00	114.00	57.00
52 times	360.00	216.00	144.00	108.00	54.00
104 times	340.00	204.00	136.00	102.00	51.00
156 times	320.00	192.00	128.00	96.00	48.00
260 times	300.00	180.00	120.00	90.00	45.00
312 times	280.00	168.00	112.00	84.00	42.00

##### ANNOUNCEMENTS

	1 min.	30 sec.	15 sec.	1 min.	30 sec.
1 time....	40.00	30.00	15.00	32.00	24.00
26 times..	38.00	28.50	14.25	30.00	22.50
52 times..	36.00	27.00	13.50	28.00	21.00
104 times..	34.00	25.50	12.75	26.00	19.50

(\*) Station breaks, 20 or 30 seconds.

##### CLASS "B" (Entire Network)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	800.00	480.00	320.00	240.00	120.00
26 times	760.00	456.00	304.00	228.00	114.00
52 times	720.00	432.00	288.00	216.00	108.00
104 times	680.00	408.00	272.00	204.00	102.00
156 times	640.00	384.00	256.00	192.00	96.00
260 times	600.00	360.00	240.00	180.00	90.00
312 times	560.00	336.00	224.00	168.00	84.00

##### ANNOUNCEMENTS

	1 min.	30 sec.	15 sec.	1 min.	30 sec.
1 time....	80.00	60.00	30.00	64.00	48.00
26 times..	76.00	57.00	28.50	60.00	45.00
52 times..	72.00	54.00	27.00	56.00	42.00
104 times..	68.00	51.00	25.50	52.00	39.00

(\*) Station breaks, 20 or 30 seconds. Advertiser may buy Eastern or Western group as split buy, minimum buy consists of either group. Addi-

tional stations from the other group may be added at the following rates:

- 1 station (total 7) add 1/6 applicable rate to Class "A".
- 2 stations (total 8) add 1/3 applicable rate to Class "A".
- 3 stations (total 9) add 1/2 applicable rate to Class "A".
- 4 stations (total 10) add 2/3 applicable rate to Class "A".
- 5 stations (total 11) add 5/6 applicable rate to Class "A".

Minimum schedule on any one station determines frequency for group buy. Multiple product advertisers may combine schedules of different products for total earned frequency. Individual station schedules are not combinable with group buys for discount purposes. ID's—8 or 10-second announcements available at 50% of earned minute rate, may be combined with other announcements for total frequency.

### East Coast Network, The

Rates effective July 1, 1956.  
Rates received July 9, 1956.

Executive Office—P. O. Box 7, New Bern, N. C. Phone 311.

#### Personnel

President—Paul E. Reid, WOOW.

#### Representatives

Joe Wootton Associates.

#### Comprised of:

WJCI—Edenton	WTAB—Tabor City
WMBL—Moorehead City	WHED—Washington
WOOW—New Bern	

#### Agency Commission

15% to recognized agencies; no cash discount.

#### General Advertising

Rates are for time only. Talent and services extra.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	247.25	155.25	97.75	74.75	48.90	14.40

Frequency discounts to be listed when received.

### Tobacco Network, The

See Advertisement Opposite North Carolina Map  
Rates effective May 1, 1958.  
Rates received March 3, 1958.

Executive Office—516 S. Salisbury St., W. R. Peele Company Bldg., Raleigh, N. C. Temple 2-8885.

#### Personnel

President—Vassie G. Balkcum, WGBR.  
Vice-President—Jack P. Hankins, WELS.  
General Manager—Wally Volgt.  
Office Manager—Nina J. Livingston.  
Sec'y-Treas.—Bill Currie, WRAL.

#### Representatives

Grant Webb & Company.

#### Comprised of:

WRCS—Ahoskie	WCEC—Rocky Mount
WFNC—Fayetteville	WGNI—Wilmington
WFMO—Fairmont	WHIT—New Bern
WELS—Kinston	WTRK—Durham
WRAL—Raleigh	WJAY—Marion, S. C.
WHVE—Henderson	WJAY—Mullins S. C.
WGBR—Goldsboro	WEYE—Sanford, N. C.

#### Agency Commission

15% of net station time to accredited advertising agencies; no cash discount. No commission on talent, program or production charges.

#### General Advertising

Rates are for time only. Cost of talent and special facilities extra.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time....	529.12	308.99	205.82	176.92	115.49	64.16
26 times..	477.79	301.07	192.42	163.91	109.09	59.21
52 times..	426.41	263.58	178.99	150.76	102.70	57.02
104 times..	399.81	240.82	165.69	137.72	96.22	54.63
156 times..	386.01	217.20	152.21	126.27	89.85	48.30
260 times..	368.17	204.35	138.73	111.51	83.45	46.01
312 times..	354.43	190.58	127.13	98.49	75.02	43.95

##### ANNOUNCEMENT PACKAGE PLAN (Minimum buy, 5 stations)

Per week:	5 st.	10 st.	15 st.	20 st.	30 st.
5 stations	103.60	196.60	270.60	312.40	438.30
6 stations	122.05	232.10	319.20	367.60	515.40
7 stations	140.50	267.60	367.80	422.80	592.50
8 stations	155.50	297.30	408.00	468.00	651.90
9 stations	170.50	327.00	448.20	509.20	711.30
10 stations	185.50	356.70	488.40	552.40	770.70
11 stations	200.35	384.30	526.95	595.60	830.10
12 stations	215.20	411.90	565.50	638.80	889.50
13 stations	230.05	439.50	604.05	682.00	948.90

##### WEATHER OR NEWS PACKAGE PLAN (Minimum buy, 5 stations)

	5 min.	10 min.	15 min.	20 min.
5 stations.....	227.40	430.00	593.55	733.80
6 stations.....	261.95	494.20	682.35	846.40
7 stations.....	296.50	558.40	771.15	959.00
8 stations.....	331.05	617.60	852.60	1,058.00
9 stations.....	363.15	676.80	934.05	1,157.00
10 stations.....	395.25	736.00	1,030.50	1,256.00
11 stations.....	422.40	785.50	1,097.10	1,348.00
12 stations.....	449.55	835.00	1,163.70	1,436.00
13 stations.....	476.70	884.50	1,230.30	1,528.00

### AHOSKIE

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

#### WRCS

(Established 1947)

Rates effective April 1, 1948.

Owned and operated by Roanoke-Chowan Broadcasting Co., Inc.

#### Personnel

President—Charles H. Jenkins,  
Manager—P. G. Sewell.

# NORTH CAROLINA

#### Representatives

Hil F. Best Company.

#### Mailing Instructions

Business Office—P. O. Box 80, Ahoskie, N. C., telephone 3101.  
Studio and Transmitter—N. C. Highway No. 350, three miles west of Ahoskie, N. C.

#### Wave—Power—Time

Operating power—1,000 watts.  
Frequency—970 kilocycles.

#### Non-directional

Licensed to operate from sunrise to sunset.  
Operates on Eastern Standard Time.

#### Operating schedule

Agency Commission  
15% to recognized agencies on station time only. No cash discount.

#### General Advertising

For combination rates see Tobacco Network.

Rates are for station time only. Maximum length of contract one year. Actual times of periods of 5 minutes or more are 30 seconds less than shown. No wine, beer or liquor broadcasts permitted.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	60.00	36.00	24.00	18.00	10.00	5.00
13 times....	57.00	34.20	22.80	17.10	9.50	4.75
26 times....	54.00	32.40	21.60	16.20	9.00	4.50
52 times....	51.00	30.60	20.40	15.30	8.50	4.25
104 times....	48.00	28.80	19.20	14.40	8.00	4.00
156 times....	45.00	27.00	18.00	13.50	7.50	3.75
260 times....	42.00	25.20	16.80	12.60	7.00	3.50
312 times....	39.00	23.40	15.60	11.70	6.50	3.25

(\*) One minute or less.

Station breaks limited to 30 seconds transcribed or 50 words live.

##### SPECIAL FEATURES

News Service—UPI.

##### Closing Time

One week prior to starting date.

### ALBEMARLE (2 AM; 1 FM)

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

#### WABZ

(Established 1948)

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

Owned and operated by Radio Station WABZ.

#### Personnel

Manager—Mrs. Rameile G. Varner.

#### Representatives

None.



# NORTH CAROLINA

## ASHEBORO (1 AM; 1 FM)

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

### WGWR

(Established 1946)



Rates received October 28, 1949.  
Owned and operated by Asheboro Broadcasting Co.

**Personnel**  
Manager—J. R. Marlowe.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—303 E. Salisbury, P. O. Box 309, Asheboro, N. C., telephone 2187.  
Transmitter—Asheboro, N. C.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1280 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: 5:00 a.m. to local sunset.

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

**General Advertising**  
Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
13 tl. 26 tl. 52 tl. 104 tl. 260 tl. 312 tl.  
1 hour..... 35.00 33.25 31.50 29.75 27.00 25.00  
1/2 hour..... 21.00 19.95 18.90 17.85 15.80 14.75  
1/4 hour..... 13.00 12.35 11.70 11.05 9.40 8.75  
10 minutes 8.00 7.60 7.20 6.80 6.40 6.00  
5 minutes 5.25 4.99 4.72 4.46 4.20 3.94

**ANNOUNCEMENTS**  
One minute or less..... 5.00 4.75 4.50 4.25 4.00 3.75

**SPECIAL FEATURES**  
News Service—UPI.  
Time signals—rates on request.

**TRANSCRIPTIONS**  
Library Service—Associated.

**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.

## WGWR-FM

(Established 1949)

Rates received March 5, 1951.  
Owned and operated by Asheboro Broadcasting Co.

**Personnel**  
Manager—J. R. Marlowe.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—303 E. Salisbury, P. O. Box 309, Asheboro, N. C., telephone 2187.  
Transmitter—Asheboro, N. C.

**Wave—Power—Time**  
Effective radiated power—10,000 watts.  
Frequency—92.3 megacycles; channel 222, Class B.  
Antenna height—650 feet above average terrain.  
Operating schedule: Sundays 7:30 a.m. to 12:00 mid night; week days 5:00 a.m. to 12:00 midnight.

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

**General Advertising**  
FM operated in conjunction with AM during daylight hours.  
(From sign-off of AM at local sunset until 12:00 midnight)

13 tl. 26 tl. 52 tl. 104 tl. 260 tl. 312 tl.  
1 hour..... 35.00 33.25 31.50 29.75 27.00 25.00  
1/2 hour..... 21.00 19.95 18.90 17.85 15.80 14.75  
1/4 hour..... 13.00 12.35 11.70 11.05 9.40 8.75  
10 minutes 8.00 7.60 7.20 6.80 6.40 6.00  
5 minutes 5.25 4.99 4.72 4.46 4.20 3.94

**SPECIAL FEATURES**  
News Service—UPI.  
Time signals—rates on request.

**TRANSCRIPTIONS**  
Library Service—Associated.

**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.

## ASHEVILLE (4 AM; 1 FM)

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

### WISE

(Established 1939)

A Thoms Station



Rates effective January 1, 1958.  
Rates received November 18, 1957.  
Rev. rec'd January 27, 1958.  
Owned and operated by Radio Station WISE, Inc.

**Personnel**  
President—Harold H. Thoms.  
Station Manager—John Morris.

### Representatives

Broadcast Time Sales.  
Thoms Radio & TV Enterprises.  
**Mailing Instructions**  
Business Office and Studio—92 Haywood St., Asheville, N. C. Alpine 3-5381.  
Transmitter—Near Woodfin, N. C.  
**Wave—Power—Time**  
Operating power—5,000 watts days; 1,000 watts nights.  
Frequency—1310 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Eastern 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.

**General Advertising**  
Station break announcements, when available, are limited to 35 words.  
Rates do not include talent, extra charges and participation in special events.

	1 wk.	13 wks.	26 wks.	52 wks.
1 time per week:				
5 minutes.....	20.00	19.00	18.00	17.00
1 minute.....	10.00	9.50	9.00	8.50
30 seconds.....	7.50	7.10	6.75	6.35
2 times per week:				
5 minutes.....	19.00	18.00	17.00	16.00
1 minute.....	9.50	9.00	8.50	8.00
30 seconds.....	7.10	6.75	6.35	6.00
3 times per week:				
5 minutes.....	18.00	17.00	16.00	15.00
1 minute.....	9.00	8.50	8.00	7.50
30 seconds.....	6.75	6.35	6.00	5.60
5 times per week:				
5 minutes.....	17.00	16.00	15.00	14.00
1 minute.....	8.50	8.00	7.50	7.00
30 seconds.....	6.35	6.00	5.60	5.25
6 times per week:				
5 minutes.....	16.00	15.00	14.00	13.00
1 minute.....	8.00	7.50	7.00	6.50
30 seconds.....	6.00	5.60	5.25	4.85
12 times per week:				
5 minutes.....	15.00	14.00	13.00	12.00
1 minute.....	7.50	7.00	6.50	6.00
30 seconds.....	5.60	5.25	4.85	4.50

**SATURATION PACKAGES**  
Per week: 25 Plan 50 Plan 100 Plan  
1 minute..... 7.00 6.50 6.00  
30 seconds..... 5.25 4.85 4.50  
Quickie..... 2.60 2.40 2.25

**POLITICAL BROADCASTS**  
Cash in advance. Copy must be submitted 24 hours in advance.

## WLOS

(Established 1946)



Rates effective November 15, 1958. (Card No. 1-A.)  
Rates received November 26, 1958.

Owned and operated by Skyway Broadcasting Co.

**Personnel**  
Vice-Pres. & Gen'l Mgr.—Theodore A. Eiland.  
Station Manager—Dewey H. Long.  
Program Director—Fred Brown.

**Representatives**  
Peters, Griffin, Woodward, Inc.  
Southeast—James S. Ayers.

**Mailing Instructions**  
Business Office and Studio—288 Macen Ave., P. O. Box 2150, Asheville, N. C. Al 4-4321. TWX ASVL 80.  
Transmitter—Emma, N. C.

**Wave—Power—Time**  
Operating power—5,000 watts days; 1,000 watts nights.  
Frequency—1380 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:00 a.m. to 12:00 midnight.

**F M Facilities**  
Effective radiated power—9,200 watts.  
Frequency—104.3 megacycles; channel 282, Class B.  
Antenna height—130 feet above average terrain.

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

**General Advertising**  
Affiliated with NBC and ABC Radio Network.  
Accepts AAAA copyrighted contract.  
FM operated in conjunction with AM.  
The following rates are for national advertising and include music copyright fees.  
B.M.I., ASCAP and SESAC licenses.  
Advertising of alcoholic beverages other than beer and light wine not accepted.

**ANNOUNCEMENTS**

	1 wk.	5 wks.	13 wks.	26 wks.	39 wks.
1-minute:					
1 time per week.....	8.00	7.60	7.20	6.80	6.40
7 times per week.....	7.20	6.80	6.40	6.00	5.60
14 times per week.....	6.40	6.00	5.60	5.40	5.20
21 times per week.....	5.60	5.40	5.20	5.00	4.80
30-seconds:					
1 time per week.....	6.00	5.70	5.40	5.10	4.80
7 times per week.....	5.40	5.10	4.80	4.50	4.20
14 times per week.....	4.80	4.50	4.20	4.05	3.90
21 times per week.....	4.20	4.05	3.90	3.75	3.60

**PROGRAMS**

	1 wk.	5 wks.	13 wks.	26 wks.	39 wks.
5-minutes:					
1 time per week.....	18.00	16.20	14.40	12.60	-----
4 times per week.....	16.20	14.40	12.60	10.80	-----
7 times per week.....	14.40	12.60	10.80	9.00	-----
13 times per week.....	12.60	10.80	9.00	7.20	-----
1/4 hour:					
1 time per week.....	30.00	27.00	24.00	21.00	-----
4 times per week.....	27.00	24.00	21.00	18.00	-----
7 times per week.....	24.00	21.00	18.00	15.00	-----
13 times per week.....	21.00	18.00	15.00	12.00	-----
1/2 hour:					
1 time per week.....	48.00	43.20	38.40	33.60	-----
4 times per week.....	43.20	38.40	33.60	28.80	-----
7 times per week.....	38.40	33.60	28.80	24.00	-----
13 times per week.....	33.60	28.80	24.00	19.20	-----
10-minutes—80% of 1/4-hour rate.					

**SPECIAL FEATURES**  
News Service—UPI. No extra charge for newscasters.  
**POLITICAL**  
Rates and details on request.  
**TRANSCRIPTIONS**  
Library Service—World.  
Instantaneous reference recordings: One recording free to advertiser per 13 week series. Additional recordings at the following rates, each:  
Announcements..... 2.50  
15 minute programs..... 5.00  
20 minute programs..... 7.50  
No extra charge for transcribed programs or announcements furnished by advertiser.

**Closing Time**  
Copy and program material must be received 72 hours in advance of broadcast.

## WSKY Independent



Rates effective November 3, 1955. (Card No. 3.)  
Card received January 23, 1956.

Owned and operated by Radio Asheville, Inc.

**Personnel**  
Pres. & Gen'l Mgr.—Zeb Lee.  
Commercial Manager—Bruce Barnes.  
Program Director—Mike Ling.

**Representatives**  
Everett-McKinney, Inc.  
**Mailing Instructions**  
Business Office and Studio—12 Church St., Asheville, N. C. Alpine 3-4451.  
Transmitter—Campbell Woods, Asheville, N. C.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1230 kilocycles.  
Non-directional.  
Operating schedule: 5:00 a.m. to 12:05 a.m. daily; 7:30 a.m. to 12:00 midnight Sunday.

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

**General Advertising**  
Rates are for station time only.  
Maximum length of contract one year. All contracts become effective within 30 days after signing.  
B.M.I., ASCAP and SESAC licenses.

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	60.00	36.00	24.00	11.00	6.00
13 times..	57.50	34.00	22.50	10.50	5.75
26 times..	55.00	32.00	21.00	10.00	5.50
52 times..	52.50	30.00	19.40	9.50	5.25
104 times..	50.00	28.00	18.00	8.75	5.00
260 times..	47.50	26.00	16.50	7.50	4.75
312 times..	45.00	24.00	15.00	7.50	4.50

(\*) One-minute or less  
All times before 6:30 a.m. and after 10:00 p.m. available at 25% off the Class "A" rate.

**ANNOUNCEMENT PACKAGES**  
(Run-of-Schedule)  
10 or more 1-minute spots per week, 6:30 a.m. to 10:00 p.m., each 4.50.  
15 1-minute spots per week, 6:30 a.m. to 10:00 p.m., each, 4.00.  
20 or more 1-minute spots per week, each, 3.75.

**SPECIAL FEATURES**  
News Service—AP. No extra charge. Limited to 5 minutes. Weather jingles, political talks, remote broadcast and special service broadcasts are sold at regular rate plus actual charges involved.

**POLITICAL**  
Regular rates apply; cash in advance. Copy must be submitted 24 hours in advance.

## WWNC CBS Radio Network



Rates effective January 1, 1955. (Card No. 14.)  
Card received January 26, 1955.

Owned and operated by Asheville Citizen-Times Publishing Co.

**Personnel**  
President—Robert Bunnelle.  
General Manager—Cecil B. Hoskins.  
Sales Manager—James A. Hagen.  
Program Director—William F. Melia.

**Representatives**  
H-R Representatives, Inc.  
**Mailing Instructions**  
Business Office and Studio—14 O. Henry Avenue, Asheville, N. C. Al 2-5611.  
Transmitter—Near Emma, N. C.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—570 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time on regional channel.  
Operates on Eastern Time.  
Operating schedule: 5:30 a.m. to 12:05 a.m. daily; 7:30 a.m. to 12:05 a.m. Sundays.

**Agency Commission**  
15% to recognized agencies on station time; no cash discount on billings. Bills rendered monthly.

(This listing continued on next page)

**Asheville—W W N C—Continued**

**General Advertising**  
For combination rates see CBS Radio Network (Southeastern Group).  
Maximum length of contract one year.  
Programs and announcements may not be combined to earn higher discounts.  
Program time one minute and 30 seconds less than indicated.

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	85.00	50.00	30.00	17.00
13 times.....	80.75	47.50	28.50	16.25
26 times.....	76.50	45.00	27.00	15.25
52 times.....	72.25	42.50	25.50	14.50
104 times.....	68.00	40.00	24.00	13.50
260 times.....	63.75	37.50	22.50	12.75
312 times.....	59.50	35.00	21.00	12.00

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

1 time.....	60.00	36.00	24.00	12.00
13 times.....	57.00	34.20	22.80	11.40
26 times.....	54.00	32.40	21.60	10.80
52 times.....	48.50	30.60	20.40	10.20
104 times.....	46.05	29.10	19.40	9.70
260 times.....	44.75	27.65	18.45	9.20
312 times.....	42.50	26.30	17.55	8.75

**ANNOUNCEMENTS**

**CLASS "A"**

1 time.....	9.75	104 times.....	7.80
13 times.....	9.25	260 times.....	7.30
26 times.....	8.75	312 times.....	6.80
52 times.....	8.30		

**CLASS "B"**

1 time.....	7.00	104 times.....	5.65
13 times.....	6.65	260 times.....	5.35
26 times.....	6.30	312 times.....	5.10
52 times.....	5.95		

Announcement rates apply to transcribed and/or live copy announcements. One minute transcribed announcements or 125 words live. Station break announcements may not exceed 25 seconds transcribed, or 40 words live.

**SPECIAL FEATURES**  
News Service—UPI.  
Rates on request for special participating programs, sports events and other special events.

**POLITICAL**  
Regular rates apply, cash in advance.

**TRANSCRIPTIONS**  
Library Service—Thesaurus.

**Closing Time**  
Broadcast material and copy must be received at least 48 hours in advance of broadcast.

**BEAUFORT**

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

**WBMA**

(Established 1954)

Rates effective December 1, 1954. (Card No. 1.)  
Card received March 30, 1955.

Owned and operated by Richard Ray Cummins.

**Personnel**  
General Manager—Richard Ray Cummins.  
Promotion Manager—Hilda Cummins.

**Representatives**  
None.

**Mailing Instructions**  
Business Office, Studio and Transmitter—Box 156, Ocean St., Beaufort, N. C., telephone 2-9401.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.  
Operates on Eastern Standard Time.  
Licensed to operate unlimited time.  
Operating schedule: 4:55 a.m. to 12:00 midnight week days; 6:00 a.m. to 12:00 midnight Sunday.

**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 and BMI licenses.

**PROGRAMS**

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time....	25.00	15.00	10.00	7.50	6.75
13 times....	23.50	14.10	9.40	7.05	6.00
26 times....	21.00	12.60	8.40	6.30	5.00
52 times....	18.50	11.10	7.40	5.55	4.15
104 times....	16.00	9.60	6.40	4.80	3.50
156 times....	13.00	7.80	5.20	3.90	3.10
260 times....	12.00	7.20	4.80	3.60	2.90

**ANNOUNCEMENTS**

One minute:				
1 time.....	2.50	104 times.....	1.75	
13 times.....	2.35	156 times.....	1.60	
26 times.....	2.10	260 times.....	1.50	
52 times.....	1.85	500 or more times.....	1.40	

One minute from 12:00 noon to 1:00 p.m.:

1 time.....	2.65	104 times.....	1.90
13 times.....	2.50	156 times.....	1.75
26 times.....	2.25	260 times.....	1.65
52 times.....	2.00	500 or more times.....	1.55

50 words:

1 time.....	1.85	104 times.....	1.35
13 times.....	1.75	156 times.....	1.25
26 times.....	1.55	260 times.....	1.15
52 times.....	1.40	500 or more times.....	1.00

**SPECIAL FEATURES**  
News Service—AP. No extra charge.

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

**TRANSCRIPTIONS**  
Library Service—World.

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

**BELMONT**

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

**WCGC**

(Established 1954)



Rates effective March 1, 1958.  
Rates received February 3, 1958.  
Rev. rates rec'd November 20, 1958.  
Owned and operated by Central Broadcasting Co.

**Personnel**  
Pres. & Gen'l Mgr.—Robert R. Hlker.  
Commercial Manager—Frank Thomas.  
Program Director—Ebb Gantt.

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

**Mailing Instructions**  
Business Office and Studio—P. O. Box 629, Belmont, N. C., Ta 5-2812, Ta 5-8224.  
Transmitter—1 mile west of Belmont on Wilkinson Blvd., Belmont, N. C.

**Wave—Power—Time**  
Operating power—1,000 watts days; 500 watts nights.  
Frequency—1270 kilocycles.  
Directional—nights only.  
Licensed to operate unlimited time.  
Operates on Eastern Standard Time.  
Operating schedule: 5:00 a.m. to 12:35 a.m. daily.

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

**General Advertising**  
Affiliated with Mutual Broadcasting System. ABC Radio and Southeastern Key Market Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Rates protection for 1 contract renewal period.  
Length of commercial copy: NAB Standards.

	1/2 hr.	1/4 hr.	5 min.
1 time.....	26.00	14.00	9.00
13 times.....	25.00	13.50	8.75
26 times.....	24.00	13.25	8.50
52 times.....	23.00	13.00	8.25
104 times.....	22.00	12.75	8.00
156 times.....	21.00	12.50	7.75
260 times.....	20.00	12.25	7.50
312 times.....	19.00	12.00	7.25

**ANNOUNCEMENTS**

	1 min.	30 sec.	10 sec.
1 time.....	4.00	3.50	2.75
26 times.....	3.75	3.25	2.50
52 times.....	3.50	3.00	2.25
156 times.....	3.25	2.75	2.00
312 times.....	3.00	2.50	1.75
500 times.....	2.75	2.25	1.50

**SATURATION PLANS**

1-minute:	1 wk.	2 wks.	3 wks.	4 wks.
50 announcements	175.00	195.00	215.00	235.00
75 announcements	250.00	270.00	290.00	310.00
100 announcements	310.00	330.00	350.00	370.00
30-seconds:				
50 announcements	150.00	165.00	170.00	175.00
75 announcements	220.00	235.00	240.00	245.00
100 announcements	285.00	300.00	305.00	310.00
10-seconds:				
50 announcements	100.00	115.00	120.00	125.00
75 announcements	145.00	160.00	165.00	170.00
100 announcements	190.00	205.00	210.00	215.00

All Saturation Packages are offered to client at his times, except when times are not available, in which event these spots will be placed at discretion of station to give client maximum exposure.

**Teasers**  
Maximum 10 words—50% of 30-second rates. Limited to certain times of day and night and placed at discretion of station. Availabilities on request.

**SPECIAL FEATURES**  
News Service—UPI, no extra charge.  
Weather capsules—when available, 30-second rates apply.  
5-minute weather forecasts—live at 6:55 a.m., 7:35 a.m., 12:40 p.m. and 6:25 p.m. Monday through Saturday. Regular rates apply.

**Participating Programs**  
"Gurney Thomas Show"—5:00 a.m. to 7:00 a.m. Monday through Saturday. 1-minute announcements, 6.50.  
"Rich & Wimpy Show"—7:00 a.m. to 9:00 a.m. Monday through Friday. 1-minute announcements, 6.50; 15-minute blocks, when available, regular rates plus 5.00 talent.  
"Tomkat Show"—3:05 p.m. to 6:25 p.m. Monday through Friday. 1-minute announcements, 6.50; 15-minute blocks, when available, regular rates plus 5.00 talent.

"Night Beat" with Steve Delaney—8:35 p.m. to 12:35 a.m. Monday through Saturday. 1-minute announcements, 6.50.

"The King Bee" with Robert Moses—4:30 p.m. to 6:30 p.m. Saturdays. 1-minute announcements, 6.50.  
"The Sunday Show" with Runt Wilson—10:30 p.m. to 12:30 a.m. Sunday. 1-minute announcements, 5.50.  
"The Sports Review" with Ebb Gantt—6:45 p.m. to 7:00 p.m. Monday through Friday. 1-minute announcements, 6.50; entire show, when available, regular rates plus 5.00 talent.

"Hit Parade" with Dave Reel—11:05 a.m. to 11:55 a.m. Monday through Friday. 1-minute announcement, 6.50.  
"Show Boat" with Dave Reel—7:05 a.m. to 11:55 a.m. Saturday. 1-minute announcement, 6.50.

**POLITICAL**  
Regular rates apply.

**Closing Time**  
Broadcast material and copy must be received at least 48 hours in advance of broadcast.

**NORTH CAROLINA**

**BOONE**

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

**WATA**

(Established 1950)



Rates effective April 1, 1956.  
Rates received April 2, 1956.  
Owned and operated by Wilkes Broadcasting Co.

**Personnel**  
Manager—Doris B. Brown.  
Sec'y-Treasurer—Roland B. Potter.  
Commercial Manager—W. Ralph Tugman.  
Program Director—Jane Smith.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—Depot St., Boone, N. C., Amherst 4-8461.

Transmitter—Council Grove, Boone, N. C.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to 11:00 p.m. week days; 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**  
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	20.00	12.00	9.00	4.50
13 times....	28.00	19.00	11.00	8.50	4.25
26 times....	26.00	18.00	10.00	8.00	4.00
52 times....	24.00	17.00	9.00	7.50	3.75
104 times....	22.00	16.00	8.00	7.00	3.50
312 times....	20.00	14.00	7.00	6.50	3.20

**SPECIAL FEATURES**  
News Service—AP.  
**POLITICAL**  
Regular rates apply.

**BREVARD**

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

**WPNF**

(Established 1950)

Rates effective June 1, 1950. (Card No. ..)  
Card received April 19, 1951.

Owned and operated by Pisgah Broadcasting Co., Inc.

**Personnel**  
President—Mrs. Ed. M. Anderson.  
Executive Director—John I. Anderson, Jr.  
Station Manager—Bobby Hoyle.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—Brevard, N. C., telephone 3-2621.

Transmitter—Brevard, N. C.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1240 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: week days 6:00 a.m. to 10:00 p.m.; Sundays 7:00 a.m. to 9:00 p.m.

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

**General Advertising**  
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., 12:00 noon to 2:00 p.m., 6:00 p.m. to 10:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	40.00	24.00	15.00	6.00	4.00
13 times....	36.00	21.00	13.50	5.40	3.80
26 times....	34.00	20.40	12.75	5.10	3.60
52 times....	32.00	19.20	12.00	4.80	3.40
104 times....	30.00	18.00	11.25	4.50	3.20
156 times....	28.00	16.80	10.50	4.20	3.00
260 times....	26.00	15.60	9.75	3.90	2.80
312 times....	24.00	14.40	9.00	3.60	2.60

**CLASS "B"**  
(6:00 a.m. to 7:00 a.m., 9:00 a.m. to 12:00 noon, 2:00 p.m. to 6:00 p.m., 10:00 p.m. to 12:00 midnight)

1 time....	32.00	19.00	12.00	5.00	3.00
13 times....	30.00	18.00	11.00	4.75	2.70
26 times....	29.00	17.00	10.50	4.50	2.55
52 times....	27.00	16.00	10.00	4.25	2.40
104 times....	26.00	15.00	9.50	4.00	2.25
156 times....	24.00	14.00	9.00	3.75	2.10
260 times....	21.00	12.00	8.00	3.50	1.95
312 times....	19.00	11.00	7.00	3.00	1.80

(\*) One minute announcement and/or station break. One minute announcements are limited to 100 words. All one minute announcements are accepted for scheduling in announcement periods only. Station break announcements are limited to 40 words.

**SPECIAL FEATURES**  
News Service—AP. No additional charge.

**POLITICAL**  
One time rates apply. Political scripts must be submitted 24 hours in advance and paid in advance.

**Closing Time**  
Three days in advance of broadcast.

# NORTH CAROLINA

## BURLINGTON (2 AM; 2 FM)

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

### W B B B

(Established 1941)



Rates effective November 1, 1957.

Rates received February 24, 1958.

Owned and operated by Alamance Broadcasting Co., Inc.

#### Personnel

General Manager—E. Z. Jones.  
Assistant to General Manager—Bob Ray.

#### Representatives

Thomas F. Clark Company, Inc.

#### Mailing Instructions

Business Office and Studio—318 S. Main St., P. O. Box 1119, Burlington, N. C., Canal 6-6376, 6-6377.  
Transmitter—West Front Street Extension, three miles west of Burlington, N. C.

#### Wave—Power—Time

Operating power—5,000 watts days.  
Frequency—920 kilocycles.

##### Non-directional.

Licensed to operate daytime.

Operates on Eastern Standard Time.

Operating schedule: Sundays 7:00 a.m. to local sunset; week days 5:30 a.m. to local sunset.

#### Agency Commission

15% to recognized agencies on station time only; 2% cash discount. Bills rendered monthly; due when rendered.

#### General Advertising

For combination rates see Mutual Broadcasting System and Keystone Network.

Advertising of alcoholic beverages not accepted, excepting light wines and beer; none Sundays.

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

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	260 tl.
1 hour.....	62.50	53.75	47.38	43.60	40.00	36.00
1/2 hour.....	40.00	36.00	32.40	30.00	27.50	24.50
1/4 hour.....	27.50	25.50	22.50	20.00	17.50	15.00
5 minutes.....	13.50	12.20	10.50	9.25	8.75	8.25
1 minute.....	7.00	6.65	6.30	5.95	5.60	5.25
Station bks. 5.25	4.90	4.72	4.46	4.19	3.94	
8 sec. ID 2.63	2.45	2.36	2.23	2.10	1.97	

#### SPOT PACKAGE RATES

10 1-minute spots per week..... 60.00

15 1-minute spots per week..... 85.00

20 1-minute spots per week..... 105.00

All spots may be scheduled in any combination on the following programs:

"Glenn Thompson Time"—5:30 a.m. to 7:00 a.m. Monday through Saturday.  
"Chocolate Jam"—1:35 p.m. to 3:00 p.m. Monday through Friday and 3:00 p.m. to 4:00 p.m. Saturday, Negro dj.  
"Cornbread Matinee"—3:00 p.m. to 4:30 p.m. Monday through Friday and 11:00 a.m. to noon Saturday.  
"920 Club"—4:35 p.m. to 5:30 p.m. Monday through Friday.

#### SPECIAL FEATURES

News Service—AP. Rates on request.  
Weather forecasts and time signals—rates on request.

#### POLITICAL

Political copy must be filed 24 hours before broadcast. Payable in advance.

#### Closing Time

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

## W B B B-FM

(Established 1946)



Rates effective January, 1948.

Owned and operated by Alamance Broadcasting Co., Inc.

#### Personnel

General Manager—E. Z. "Easy" Jones.  
Ass't to Gen'l Mgr.—Bob Ray.

#### Representatives

Thomas F. Clark Company, Inc.

#### Mailing Instructions

Business Office and Studio—318 S. Main St., Burlington, N. C., Canal 6-6376.  
Transmitter—W. Front St. Extension, 3 miles west of Burlington, N. C.

#### Wave—Power—Time

Effective radiated power—3,525 watts.

Frequency—101.1 megacycles on channel 267, Class B.

Antenna height—450 feet above average terrain.

Licensed to operate full time.

Operates on Eastern Standard Time.

Operating schedule: 5:30 a.m. to 10:30 p.m.

#### Agency Commission

15% to recognized agencies on time only; 2% cash discount. Bills rendered 1st of following month; payable when rendered.

#### General Advertising

FM rates 75% of AM rates. See AM listing. Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

#### SPECIAL FEATURES

News Service—AP. 10% of time charges.

#### POLITICAL

Regular rates apply. Cash in advance.

#### Closing Time

48 hours in advance of broadcast.

# WFNS

(Established 1946)



Rates effective September 1, 1958.

Rates received July 31, 1958.

Owned and operated by the Burlington-Graham Broadcasting Company.

#### Personnel

Manager—G. C. Starnes.  
Commercial Manager—Harold Nall.

#### Representatives

Walker-Rowatt Company, Inc.

#### Mailing Instructions

Business Office and Studio—Maple at Broad Street, P. O. Box 1328, Burlington, N. C. Canal 7-4261, 62, 63.

Transmitter—Birch Bridge Road, Burlington N. C.

#### Wave—Power—Time

Operating power—1,000 watts days.

Frequency—1150 kilocycles.

Non-directional.

Licensed to operate daytime only.

Operates on Eastern Time.

Daylight Saving Time not observed.

Operating schedule: 5:30 a.m. to local sunset Monday through Saturday; 7:25 a.m. to local sunset. Sundays.

#### F M Facilities

Effective radiated power—2,850 watts.

Frequency—93.9 megacycles; Class B.

Antenna height—241 feet above average terrain.

Operating schedule: 5:30 a.m. to 10:30 p.m.

#### Agency Commission

15% to recognized advertising agencies on station time only; 2% cash discount. Bills rendered monthly, payable by the 10th.

#### General Advertising

Accepts AAAA copyrighted contract.

FM operated in conjunction with AM.

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	50.00	35.00	20.00	10.00
13 times.....	48.00	33.00	19.00	9.65
26 times.....	46.00	31.00	18.00	9.35
52 times.....	44.00	29.00	17.00	9.00
104 times.....	42.00	27.00	16.00	8.65
260 times.....	40.00	25.00	15.00	8.35
312 times.....	38.00	23.00	14.00	8.00

#### ANNOUNCEMENTS

	1 min.	30 sec.	(*)
1 time.....	5.50	4.50	2.50
13 times.....	5.25	4.25	2.30
26 times.....	5.00	4.00	2.10
52 times.....	4.75	3.75	1.90
104 times.....	4.50	3.50	1.70
260 times.....	4.25	3.25	1.50

(\*) 8 second ID's.

#### SPECIAL FEATURES

News Service—UPI.

Weather forecasts and time signals. Rates on request.

#### Participating Programs

All announcements may be scheduled in any combination on the following programs:

"Jim Hall Show"—5:30 a.m. to 7:00 a.m. and 1:05 p.m. to 3:00 p.m. Monday through Friday. 5:30 a.m. to 7:00 a.m. and 12:35 p.m. to 2:30 p.m. Saturday.  
"Timekeeper Show"—7:05 a.m. to 9:45 a.m. Monday through Saturday.  
"Suntan Follies"—3:00 p.m. to 3:30 p.m. Monday through Friday. 2:30 p.m. to 4:00 p.m. Saturdays.  
"Club Matinee"—3:30 p.m. to 4:55 p.m. Monday through Friday.

#### POLITICAL

Political announcements and programs accepted at regular rates: payable in advance.

#### TRANSCRIPTIONS

Library Service—RCA Thesaurus.

#### Closing Time

All program matter and commercial copy is subject to the approval of station management. Broadcast copy and material must be received 48 hours in advance.

# USE UP-TO-DATE SRDS INFORMATION FOR MOST VALUE

SRDS books are designed to give you more than a little knowledge . . . to give you all the information possible upon which you can make media selections. The data contained in all SRDS listings are brought up to date between issues through Rate Bulletins, thus ensuring you the latest information from one publication date to the next.

The danger that arises from the use of SRDS publications actually arises from their mis-use . . . from the continued use by some of out-dated issues. Remember, when you use old SRDS publications, you are discarding as "unimportant" the timeliness that has been a Standard Rate must for 39 years.

Be sure the information that you are using is up to date. If you don't have your own subscription to any of the SRDS books, write immediately to Subscription Department, Standard Rate & Data Service, 1740 Ridge Ave., Evanston, Ill.

Be sure . . . be safe!

# CANTON

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

## WWIT

(Established 1954)

Rates effective July 4, 1954.

Rates received April 28, 1954.

Owned and operated by Western North Carolina Broadcasters, Inc.

#### Personnel

President—Beverly M. Middleton.  
Vice-President—Kermit Edney.  
Treasurer—D. A. Gilmore.

#### Representatives

Hil F. Best Company.

#### Mailing Instructions

Business Office and Studio—Radio Center, Superhighway West, Canton, N. C., Mission 8-3588, 3589.  
Transmitter—Canton, N. C.

#### Wave—Power—Time

Operating power—1,000 watts days.

Frequency—976 kilocycles.

Non-directional.

Licensed to operate daytime.

Operates on Eastern Standard Time.

Daylight Saving Time not observed.

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

#### Agency Commission

15% to recognized agencies on station time only; no cash discount. Billing rendered monthly; payment required by 15th.

#### General Advertising

Affiliated with Mutual Broadcasting System. Combination rates with WHKP, Hendersonville, N. C. on request. WWIT and WHKP interconnected to serve Western North Carolina. No interconnection charge for simultaneous broadcasting. Accepts AAAA copyrighted contract.

Rates are for station time only.

One year is contract limit. If contract not completed, advertiser will be rebilled on basis of actual rate earned.

Programs and announcements cannot be combined to earn greater discount.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	36.00	21.60	14.40	10.80	7.20	4.00
13 times.....	34.20	20.50	13.60	10.20	6.80	3.80
26 times.....	32.40	19.40	12.90	9.70	6.40	3.60
52 times.....	30.60	18.30	12.20	9.10	6.10	3.40
100 times.....	28.80	17.20	11.50	8.60	5.70	3.20
200 times.....	27.00	16.10	10.80	8.10	5.40	3.00
260 times.....	25.20	15.00	10.00	7.50	5.00	2.80

#### SPECIAL FEATURES

News Service—UPI. On the hour 11 times daily. Area and UPI Round-ups 3 times daily. Rates on request.

"A" Train—Race show beamed to Negro audience. Rates on request.

#### POLITICAL

Rates on request. Payment in advance.

# CHAPEL HILL

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

## WCHL

(Established 1952)



Rates effective March 1, 1958.

Rates received January 27, 1958.

Owned and operated by the Village Broadcasting Co., Inc.

#### Personnel

President General Manager—Sandy McClamroch.  
Assistant Manager—R. B. Boyd.

#### Representatives

None.

#### Mailing Instructions

Business Office and Studio—Durham Rd., Chapel Hill, N. C. Phone 8485.  
Transmitter—Durham Road, Chapel Hill, N. C.

#### 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: 6:00 a.m. to local sunset.

#### Agency Commission

15% to recognized agencies on time and talent; cash discount. Bills rendered 1st of month, payable in 10 days.

#### General Advertising

ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	40.00	24.00	16.00	8.00	4.00
13 times.....	39.00	23.40	15.70	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
156 times.....	34.00	20.40	13.70	6.80	3.40
260 times.....	32.00	19.20	12.80	6.40	3.20
312 times.....	30.00	18.00	12.00	6.00	3.00

(\*) One minute or station break.

#### SPECIAL FEATURES

News Service—AP. No extra charge.

#### POLITICAL

Regular rates apply. Copy to be submitted one week in advance of broadcast.

#### TRANSCRIPTIONS

Library Service—World.

#### Closing Time



# CHARLOTTE (6 AM; 2 PM)

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

## WAYS

(Established 1941)



A Thoms Station

Rates effective January 1, 1958.  
Rates received November 18, 1957.  
Rev. rec'd January 27, 1958.

Owned and operated by Inter-City Advertising Co.

### Personnel

Gen'l & Sta. Mgr.—Howard P. Mendell.  
Assistant Manager—Ralph Little.  
Production Manager—Ted R. Thomas.

### Representatives

Broadcast Time Sales.  
The Thoms Radio & TV Enterprises.

### Mailing Instructions

Business Office and Studio—3229 S. Blvd., Radio Center Bldg., Charlotte, N. C., JA 3-0121.  
Transmitter—Oakdale, N. C., 5-1/2 miles northwest of Charlotte, N. C.

### 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: 24 hours daily.

### General Advertising

Accepts AAAA copyrighted contract with certain exceptions; modified contract forms available.  
Announcements and programs cannot be combined to obtain a lower rate.

1 time per week:	1 wk.	13 wks.	26 wks.	52 wks.
5 minutes.....	30.00	28.50	27.00	25.50
1 minute.....	15.00	14.25	13.50	12.75
30 seconds.....	10.00	9.50	9.00	8.50
2 times per week:				
5 minutes.....	28.50	27.00	25.50	24.00
1 minute.....	14.25	13.50	12.75	12.00
30 seconds.....	9.50	9.00	8.50	8.00
3 times per week:				
5 minutes.....	27.00	25.50	24.00	22.50
1 minute.....	13.50	12.75	12.00	11.25
30 seconds.....	9.00	8.50	8.00	7.50
5 times per week:				
5 minutes.....	25.50	24.00	22.50	21.00
1 minute.....	12.75	12.00	11.25	10.50
30 seconds.....	8.50	8.00	7.50	7.00
6 times per week:				
5 minutes.....	24.00	22.50	21.00	19.50
1 minute.....	12.00	11.25	10.50	9.75
30 seconds.....	8.00	7.50	7.00	6.50
12 times per week:				
5 minutes.....	22.50	21.00	19.50	18.00
1 minute.....	11.25	10.50	9.75	9.00
30 seconds.....	7.50	7.00	6.50	6.00

### SATURATION PACKAGES

Per week:	25 Plan	50 Plan	100 Plan
1 minute.....	10.50	9.75	9.00
30 seconds.....	7.00	6.50	6.00
Quickies.....	3.50	3.25	3.00

### POLITICAL

Cash in advance. Copy must be submitted 24 hours in advance; no political time accepted within 24 hours of election.

### Closing Time

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

## WBT

(Established 1921)



A Jefferson Standard Owned Station

Rates effective September 1, 1956. (Card No. 20.)  
Card received August 1, 1956.

Owned and operated by Jefferson Standard Broadcasting Company.

### Personnel

President—Joseph M. Bryan.  
Exec. Vice-Pres. & Gen'l Mgr.—Charles H. Crutchfield.  
Vice-Pres., Research & Prom.—J. Robert Covington.  
Vice-Pres. in Charge of Eng.—Thomas E. Howard.  
Managing Director—Virgil V. Evans.  
General Sales Manager—Paul B. Marlon.  
Sec'y & Treas.—M. H. Crocker.  
Controller—C. K. Spicer.  
Program Supervisor—Bailey Hobgood.  
News Manager—Nelson Benton.  
Research Manager—Jack Burney.  
Promotion Supervisor—Ned Burgess.

### Representatives

CBS Radio Spot Sales.

### Mailing Instructions

Business Office and Studio—1 Jefferson Place, Charlotte 8, N. C. Edison 3-8833, TWX CE 295.  
Transmitter—Nine miles southeast of Charlotte, N. C.

### 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 Eastern Standard Time.  
Daylight Saving Time not observed.

Operating schedule: 5:15 a.m. to 1:30 a.m. Monday through Saturday; 6:45 a.m. to 12:05 a.m. Sunday.

### Agency Commission

15% to recognized agencies on station time after deduction of all discounts. Invoices rendered and payable monthly unless other arrangements are made in advance. Rates listed include deduction of 2% cash discount for receipt of payment by 15th of month following broadcast. Payments not received on or before 15th of month subject to charge back of 2%.

**CHARLOTTE IS THE NATION'S 24th RADIO MARKET**

The Katz Agency, in cooperation with the A.C. Nielsen Company, re-evaluated major radio markets on a basis of total circulation.

This realistic approach to true relative market rating shows the Charlotte Market placing 24th in the nation.

Nielsen also shows WBT Radio leading its nearest competitor by 711%.

Contact WBT or your nearest CBS Radio Spot Sales Office for the full story of WBT Radio — its 164 county coverage area — and its appreciable audience domination over all other local and area stations.

**WBT**  
CHARLOTTE  
50,000 watts  
CBS AFFILIATE

JEFFERSON STANDARD BROADCASTING COMPANY

# NORTH CAROLINA

### General Advertising

For combination rates see CBS Radio Network (Southeastern Group). Rates are applicable to national and local advertisers and include music copyright fees.

Does not accept copyrighted contract forms, station contract forms available.

BMI, ASCAP and SESAC licenses.

Station is a member of the NAB. As a subscriber, station provides its facilities to products, programs and continuity which adhere to the NAB Standards and are acceptable to station. Type of audience and program balance also may affect acceptability of product, program or continuity for specific time periods. Station will be glad to discuss such acceptability for specific time periods in advance of receipt of order. In some cases contracts will be accepted up to 60 days in advance of initial broadcast of programs; up to 30 days for announcements.

Rate protection policy: Advertisers using station facilities or who have placed confirmed orders at the effective date of any rate increase are granted protection on uninterrupted schedules under the lower rate for six months beginning with the effective date of the increase. The rate card in effect on the last day of the six months protection period will then apply.

Length of commercial copy:	(*)	(†)
60 minutes.....	6:00 min.	7:00 min.
30 minutes.....	3:00 min.	4:15 min.
15 minutes.....	2:30 min.	3:00 min.
10 minutes.....	2:00 min.	2:10 min.
5 minutes.....	1:00 min.	1:15 min.

(\*) After 6:00 p.m. (†) Before 6:00 p.m.

### GENERAL TIME RATES

(Without Talent)

Rates under Section One and Two are the net (agency commissionable) rates after deduction of applicable discounts. All discounts are based upon the use of broadcast facilities within each seven day period. All rates shown are based on fixed weekly schedules of uninterrupted broadcasting. Section One may not be combined with Sections Two and Three for discount purposes. Sections Two and Three may be combined for CWD and DPWD.

### SECTION ONE—PROGRAMS

#### CLASS "A"

(7:00 a.m.—10:30 p.m. Monday through Saturday 12:00 noon—10:30 p.m. Sunday)

Per program	1-2 Days	Days 3-4-5	6-7 Days
1 hour:	per wk.	per wk.	per wk.
1-25 weeks.....	212.50	191.25	170.00
26-51 weeks.....	201.88	181.69	161.50
52 weeks.....	191.25	172.13	153.00
1/2 hour:			
1-25 weeks.....	127.50	114.75	102.00
26-51 weeks.....	121.13	109.01	96.90
52 weeks.....	114.75	103.28	91.80
1/4 hour:			
1-25 weeks.....	85.00	76.50	68.00
26-51 weeks.....	80.75	72.68	64.60
52 weeks.....	76.50	68.85	61.20
10 minutes:			
1-25 weeks.....	74.38	66.94	59.50
26-51 weeks.....	70.66	63.59	56.53
52 weeks.....	66.94	60.25	53.55
5 minutes:			
1-25 weeks.....	63.75	57.38	51.00
26-51 weeks.....	60.56	54.51	48.45
52 weeks.....	57.38	51.64	45.90

#### CLASS "B"

(6:00 a.m. to 7:00 a.m. Monday through Saturday)

Per program:	1-2 Days	Days 3-4-5	6-7 Days
1 hour:	per wk.	per wk.	per wk.
1-25 weeks.....	175.00	157.50	140.00
26-51 weeks.....	166.25	149.63	133.00
52 weeks.....	157.50	141.75	126.00
1/2 hour:			
1-25 weeks.....	105.00	94.50	84.00
26-51 weeks.....	99.75	89.78	79.80
52 weeks.....	94.50	85.05	75.60
1/4 hour:			
1-25 weeks.....	70.00	63.00	56.00
26-51 weeks.....	66.50	59.85	53.20
52 weeks.....	63.00	56.70	50.40
10 minutes:			
1-25 weeks.....	61.25	55.13	49.00
26-51 weeks.....	58.19	52.37	46.55
52 weeks.....	55.13	49.61	44.10
5 minutes:			
1-25 weeks.....	52.50	47.25	42.00
26-51 weeks.....	49.88	44.89	39.90
52 weeks.....	47.25	42.53	37.80

#### CLASS "C"

(Sign-on — 6:00 a.m.; 10:30 p.m. — Sign-off Monday through Saturday. Sign-on—12:00 noon; 10:30 p.m.—Sign-off Sunday)

Per program	1-2 Days	Days 3-4-5	6-7 Days
1 hour:	per wk.	per wk.	per wk.
1-25 weeks.....	150.00	135.00	120.00
26-51 weeks.....	142.50	128.25	114.00
52 weeks.....	135.00	121.50	108.00
1/2 hour:			
1-25 weeks.....	90.00	81.00	72.00
26-51 weeks.....	85.50	76.95	68.40
52 weeks.....	81.00	72.90	64.80
1/4 hour:			
1-25 weeks.....	60.00	54.00	48.00
26-51 weeks.....	57.00	51.30	45.60
52 weeks.....	54.00	48.60	43.20
10 minutes:			
1-25 weeks.....	50.00	45.00	40.00
26-51 weeks.....	47.50	42.75	38.00
52 weeks.....	45.00	40.50	36.00
5 minutes:			
1-25 weeks.....	40.00	36.00	32.00
26-51 weeks.....	38.00	34.20	30.40
52 weeks.....	36.00	32.40	28.80

Periods longer than one hour pro-rata of 1-25 weeks one hour rate less applicable discounts.  
3/4 hour—80% of 1-25 weeks one hour rate less applicable discounts.

(This listing continued on next page)



# NORTH CAROLINA

## Charlotte—W B T—Continued

### SECTION TWO

#### ANNOUNCEMENTS

All discounts based upon the use of broadcast facilities within each 7 day period.  
All rates shown are based on fixed weekly schedules of uninterrupted broadcasting.  
NOTE: Starting time of announcements determines rate classifications.

#### CLASS "A"

(6:59 a.m. to 10:30 p.m. Monday through Saturday; noon to 10:30 p.m. Sunday)

See Section Three for "Grady Cole" participation rates.

Seconds:	Per spot—			12 Plan—			21 Plan—		
	1-2 days	3-4-5 days	6-7 days	1-2 days	3-4-5 days	6-7 days	1-2 days	3-4-5 days	6-7 days
1-25 weeks—									
60	40.00	36.00	32.00	30.00	27.00	24.00	24.00	21.60	19.20
20	35.00	31.50	28.00	26.25	23.63	21.00	21.00	18.90	16.80
8	20.00	18.00	16.00	15.00	13.50	12.00	12.00	10.80	9.60
26-51 weeks—									
60	38.00	34.20	30.40	28.50	25.65	22.80	22.80	20.52	18.24
20	33.25	29.93	26.60	24.94	22.45	19.95	19.95	17.96	15.96
8	19.00	17.10	15.20	14.25	12.83	11.40	11.40	10.26	9.12
52 weeks—									
60	36.00	32.40	28.80	27.00	24.30	21.60	21.60	19.44	17.28
20	31.50	28.35	25.20	23.63	21.27	18.90	18.90	17.01	15.12
8	18.00	16.20	14.40	13.50	12.15	10.80	10.80	9.72	8.64

#### CLASS "B"

(5:59 a.m. to 6:59 a.m. Monday through Saturday)  
See Section Three for "Grady Cole" participation rates.

Seconds:	Per spot—			12 Plan—			21 Plan—		
	1-2 days	3-4-5 days	6-7 days	1-2 days	3-4-5 days	6-7 days	1-2 days	3-4-5 days	6-7 days
1-25 weeks—									
20	30.00	27.00	24.00	22.50	20.25	18.00	18.00	16.20	14.40
8	18.00	16.20	14.40	13.50	12.15	10.80	10.80	9.72	8.64
26-51 weeks—									
20	28.50	25.65	22.80	21.38	19.24	17.10	17.10	15.39	13.68
8	17.10	15.39	13.68	12.83	11.54	10.26	10.26	9.23	8.21
52 weeks—									
20	27.00	24.30	21.60	20.25	18.23	16.20	16.20	14.58	12.96
8	16.20	14.58	12.96	12.15	10.94	9.72	9.72	8.75	7.78

#### CLASS "C"

(Sign-on to 5:59 a.m. and 10:30 p.m. to sign-off Monday through Saturday; sign-on to noon and 10:30 p.m. to sign-off Sunday)

Seconds:	Per spot—			12 Plan—			21 Plan—		
	1-2 days	3-4-5 days	6-7 days	1-2 days	3-4-5 days	6-7 days	1-2 days	3-4-5 days	6-7 days
1-25 weeks—									
60	30.00	27.00	24.00	22.50	20.25	18.00	18.00	16.20	14.40
20	25.00	22.50	20.00	18.75	16.88	15.00	15.00	13.50	12.00
8	16.00	14.40	12.80	12.00	10.80	9.60	9.60	8.64	7.68
26-51 weeks—									
60	28.50	25.65	22.80	21.38	19.24	17.10	17.10	15.39	13.68
20	23.75	21.38	19.00	17.81	16.04	14.25	14.25	12.83	11.40
8	15.20	13.68	12.16	11.40	10.26	9.12	9.12	8.21	7.30
52 weeks—									
60	27.00	24.30	21.60	20.25	18.23	16.20	16.20	14.58	12.96
20	22.50	20.25	18.00	16.88	15.19	13.50	13.50	12.15	10.80
8	14.40	12.96	11.52	10.80	9.72	8.64	8.64	7.78	6.91

#### DISCOUNTS

Station provides two-way discounts based upon the use of broadcast facilities within each seven day period. These discounts apply in the order shown:

##### Days Per Week Discount

Program periods (under Section One) of any length or in different rate classifications may be combined for Day Per Week Discount. All announcements under Section Two, regardless of length or rate classification, may be combined for Days Per Week Discounts. Section One and Section Two may not be combined.

Number of days in seven day periods.	Per week
1 or 2 days—no discount	(*)
3, 4, or 5 days.....	10%
6 or 7 days.....	20%

(\*) Discount from 1-25 week one-day rate.

##### Consecutive Weeks Discount

Discount for consecutive weeks applicable to rates listed under Section One or Section Two, after deducting applicable Days Per Week Discount, if any. Section One and Section Two may not be combined.

Number of weeks:	Discount
Less than 26 weeks—no discounts.	
26-51 weeks.....	5%
52 weeks.....	10%

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

#### PACKAGE PLANS

##### 12 PLAN

12 Spot Package Plan allows advertisers a 25% package discount on the purchase of 12 or more minutes, station breaks and 8 second ID announcements a week or any combination thereof, after 1:00 p.m. and until sign-off Monday through Friday; 9:00 a.m. until sign-off Saturday and all day Sunday. Under the 12 Plan, the purchaser is also eligible for Days Per Week Discount and Consecutive Weeks Discount, as applicable. While no announcements before 1:00 p.m. are eligible for the discount, they may be used to make up the necessary 12.

##### 21 PLAN

21 Package Plan allows advertisers a 40% package discount on the purchase of 21 or more minutes, station breaks and 8 second ID announcements a week or any combination thereof, after 1:00 p.m. and until

sign-off Monday through Friday; 9:00 a.m. until sign-off Saturday and all day Sunday. Under the 21 Plan, the purchaser is also eligible for Days Per Week Discount and Consecutive Weeks Discount as applicable. While no announcements before 1:00 p.m. are eligible for the discount, they may be used to make up the necessary 21.

#### WEEK-END PACKAGES

Minimum of 10 announcements (minutes, station breaks and ID's) to be used between 7:00 p.m. Friday and sign-off Sunday (excluding "Grady Cole Time", sign-on to 9:00 a.m. Saturday). Client will receive consecutive week discount and days per week discount where applicable plus week-end package plan discount of 50%. No other announcement schedule running on station may be used to make up the minimum 10 announcements. Week-end package announcements will be moved to accommodate regular-rate announcements.

#### SECTION THREE

##### SPECIAL FEATURES

News Service—UPI. Broadcast charges on request. "Grady Cole Time"—1 minute announcements. Live or transcribed.

#### CLASS "A"

(6:59 a.m. to 9:00 a.m. and 12:15 p.m. to 12:30 p.m.)

Consecutive Weeks	Days Per Week					
	1 day	2 days	3 days	4 days	5 days	6 days
1-25 weeks	60.00	120.00	162.00	216.00	270.00	288.00
26-51 weeks	57.00	114.00	153.90	205.20	256.50	273.60
52 weeks	54.00	108.00	145.80	194.40	243.00	259.20

#### CLASS "B"

(5:59 a.m. to 6:59 a.m.)

Consecutive Weeks	Days Per Week					
	1 day	2 days	3 days	4 days	5 days	6 days
1-25 weeks	50.00	100.00	135.00	180.00	225.00	240.00
26-51 weeks	47.50	95.00	128.25	171.00	213.75	228.00
52 weeks	45.00	90.00	121.50	162.00	202.50	216.00

#### CLASS "C"

(Sign-on to 5:59 a.m.)

Consecutive Weeks	Days Per Week					
	1 day	2 days	3 days	4 days	5 days	6 days
1-25 weeks	40.00	80.00	108.00	144.00	180.00	192.00
26-51 weeks	38.00	76.00	102.60	136.80	171.00	182.40
52 weeks	36.00	72.00	97.40	129.60	162.00	172.80

"Grady Cole Time"—5:00 a.m. to 9:00 a.m. Monday through Saturday; 12:15 p.m. to 12:30 p.m. Monday through Friday. Per participation, see above.

"Carolina Corner Store" with Arthur Smith and "Crackerjacks"—11:30 a.m. to noon. Folk and hill-billy music. Per participation, 40.00.

"Alan Newcombe Show"—1:00 p.m. to 1:15 p.m. Monday through Friday. Music with personality.

"Pat's Pick" with Pat Lee—9:15 a.m. to 10:00 a.m. Monday through Friday. Women's Program. Per participation, 40.00.

"By Jimminy" with Jimmy Patterson—5:00 p.m. to 6:00 p.m. Monday through Saturday and 10:05 p.m. to 11:00 p.m. Monday through Friday.

"Carolina Country Style" with Doug Mayes—3:30 p.m. to 4:30 p.m. Monday through Friday. Country and western music. Per participation, 40.00.

"Spemosa"—11:15 p.m. to 1:15 a.m. Monday through Friday. The Society for Playing of Entertaining Music in Order to Stay Awake with Alan Newcombe. Per participation, 30.00.

"Sports Wrap-up"—11:10 p.m. to 11:15 p.m. Monday through Saturday. Latest scores and news plus feature. Per participation, 30.00.

(\*) Eligible for 12 and 21 Plan discounts.

#### POLITICAL

Regular rates apply; details on request.

#### TRANSCRIPTIONS

Library Service—World; rates on request. Instantaneous reference recordings for 15 minute units or less, each 7.50 net; 30 minute units or less, each 12.50 net. (Plus shipping charges.)

#### Closing Time

All program content and advertising copy subject to approval of station and must be received 48 hours exclusive of Saturdays, Sundays and holidays prior to broadcast.

## WCGC

City of license, Belmont, N. C.  
Considered by Mutual Broadcasting System and ABC Radio Network as their Charlotte-Belmont outlet.  
See listing under Belmont, N. C.

## WGIV

(Established 1947)

Rates effective January 1, 1957.  
Rates received February 4, 1957.  
Owned and operated by Charlotte Radio & Television Corp.

#### Personnel

Pres. & Gen'l Mgr.—Francis M. Fitzgerald  
Sales Manager—Ray W. Ervin  
Program Manager—Peter Toomey  
Chief Engineer—S. K. Lineberger.

#### Representatives

Forjoe & Company.

#### Mailing Instructions

Business Office, Studio and Transmitter—2520 Toomey Ave., P. O. Box 10063, Charlotte, N. C., Edison 3-2195.

#### Wave—Power—Time

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

#### Agency Commission

15% commission to recognized advertising agencies; no cash discount.

#### General Advertising

Rates are for station time only and do not include talent.

BMI, ASCAP and SESAC licenses.

Announcements and programs cannot be combined to obtain a lower rate. Regularly scheduled accounts earning a maximum discount must conform to schedule or be rebilled on actual discount earned by number of units used on schedule. In computing discounts, on current broadcasting, advertisers may combine announcements or programs (but not both) in same twelve months to earn maximum discount. Maximum length of contract, one year. All contracts are cancellable unless started within 30 days of signing and approval by station. On one hour programs 45 seconds reserved for station use; all other units 30 seconds less than indicated.

#### Length of commercial copy:

5 minutes.....	1:25 minutes
10 minutes.....	2:20 minutes
15 minutes.....	3:15 minutes
30 minutes.....	4:30 minutes
60 minutes.....	9:00 minutes

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time....	120.00	72.00	48.00	40.00	24.00	12.00	10.00
26 times..	114.00	68.40	45.60	38.00	22.80	11.40	9.60
52 times..	108.00	64.80	43.20	36.00	21.60	10.80	9.20
104 times..	102.00	61.20	40.80	34.00	20.40	10.20	8.80
208 times..	96.00	57.60	38.40	32.00	19.20	9.60	8.40
312 times..	90.00	54.00	36.00	30.00	18.00	9.00	8.00
500 times..	84.00	50.40	33.60	28.00	16.80	8.40	7.60

#### SPECIAL FEATURES

Newscastrs—7:00 a.m. to 7:07 a.m., 8:00 a.m. to 8:07 a.m., noon to 12:15 p.m., 5:00 p.m. to 5:07 p.m. and 6:00 to 6:07 p.m. Monday through Saturday. One-minute participations in the middle and after news but preceding weather. Newscastrs are available only on participating basis and are treated as participating programs which allows for a full 5 minutes of news.

#### Participating Programs

Monday through Saturday:

"Genial Gene Show" with Eugene S. Potts, Negro DJ—6:00 a.m. to 7:00 a.m., 12:05 p.m. to 1:00 p.m., and 2:00 p.m. to 4:00 p.m.

"Larry Keith Show" DJ—7:00 a.m. to 9:00 a.m.

"Hound Dawg Show" with Pete Toomey, DJ—4:00 p.m. to 5:00 p.m.

"Chatty Hatty Show" with Hatty Fleming, female Negro DJ and Home economist—10:00 a.m. to 10:30 a.m. and 1:00 p.m. to 2:00 p.m.

"Joy Ride" with Joy Boy Sanders, Negro DJ—9:00 a.m. to 10:00 a.m. and 10:30 a.m. to 11:00 a.m.

Sunday:  
"Genial Gene Show" with Eugene S. Potts, Negro DJ—7:00 a.m. to 11:00 a.m.

"Danny Owens Show", Negro DJ—noon to 2:00 p.m.

"Weekend Pass"—2:00 p.m. to 5:15 p.m. News and Music.

## WIST

(Established 1951)



Rates effective April 4, 1957. (Card No. 4.)  
Card received April 4, 1957.

Owned and operated by The Broadcasting Company of the South.

#### Personnel

General Manager—G. Richard Shafto.  
Managing Director—Ray M. Stanfield.  
Program Director—Jon A. Holiday.

#### Representatives

Peters, Griffin, Woodward, Inc.

#### Mailing Instructions

Business Office and Studio—Liberty Life Bldg., 112 S. Tryon St., Charlotte 2, N. C., Franklin 6-3511.  
Transmitter—Off Hovis Road, Thomasboro, N. C.

#### Wave—Power—Time

Operating power—5,000 watts days; 1,000 watts nights.  
Frequency—930 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time on regional channel.  
Operates on Eastern Standard Time.  
Operating schedule: 6:00 a.m. to 11:30 p.m. Monday through Saturday; 7:30 a.m. to 11:30 p.m. Sunday.

#### Agency Commission

15% to recognized agencies on station time and specified talent charges; no cash discount. Billed monthly and payable 15th of month following services.

#### General Advertising

Announcements cannot be considered when determining the rate applicable to programs or vice-versa. Program time applies in excess of one minute. Non-contiguous programs may not be combined to secure larger time segment rate.

Length of commercial

5 minutes.....	1:15 min.
10 minutes.....	2:10 min.
15 minutes.....	3:00 min.
30 minutes.....	4:15 min.
60 minutes.....	7:00 p.m.

**CLASS "AA"**

(6:30 a.m. to 9:00 a.m. Monday through Saturday and 4:59 p.m. to 7:00 p.m. Monday through Friday)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	(*)
1 time.....	60.00	50.00	30.00	15.00	11.50	-----
26 times.....	60.00	47.50	28.50	14.25	11.00	-----
52 times.....	60.00	45.00	27.00	13.50	10.50	-----
156 times.....	60.00	42.50	25.50	12.75	10.00	-----
260 times.....	60.00	40.00	24.00	12.00	9.75	-----
520 times.....	60.00	37.50	22.50	11.25	9.50	-----

**CLASS "A"**

(9:01 a.m. to 4:59 p.m. Monday through Friday, 9:01 a.m. to 7:00 p.m. Saturday and 7:55 a.m. to 7:00 p.m. Sunday)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	(*)
1 time.....	60.00	50.00	30.00	15.00	10.00	6.00
26 times.....	60.00	47.50	28.50	14.25	9.50	5.70
52 times.....	60.00	45.00	27.00	13.50	9.00	5.40
156 times.....	60.00	42.50	25.50	12.75	8.50	5.10
260 times.....	60.00	40.00	24.00	12.00	8.00	4.80
520 times.....	60.00	37.50	22.50	11.25	7.50	4.50

**CLASS "B"**

(7:01 p.m. to 6:29 a.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	(*)
1 time.....	60.00	40.00	20.00	12.00	6.00	5.00
26 times.....	60.00	38.00	19.00	11.40	5.70	4.75
52 times.....	60.00	36.00	18.00	10.80	5.40	4.50
156 times.....	60.00	34.00	17.00	10.20	5.10	4.25
260 times.....	60.00	32.00	16.00	9.60	4.80	4.00
520 times.....	60.00	30.00	15.00	9.00	4.50	3.75

(\*) Station break or 20 seconds.

Rates for periods longer than one hour are in direct proportion to the corresponding one hour rate.

**SATURATION ANNOUNCEMENT PLAN**

(9:01 a.m. to 7:00 p.m.)

	1 min.	(*)
12 times per week.....	8.00	6.00
24 times per week.....	7.00	5.00
48 times per week.....	6.00	4.00

(7:01 p.m. to 6:29 a.m.)

	1 min.	(*)
12 times per week.....	4.80	4.00
24 times per week.....	4.20	3.50
48 times per week.....	3.60	3.00

(\*) Station break or 20 seconds.

The 6:30 a.m. to 9:00 a.m. period is not included in this package plan, but Class "AA" announcements scheduled at regular rates can apply to total needed to earn package rates for announcements at other hours. However, regular card rate announcements may not be combined with saturation announcements to earn greater frequency discounts.

**SPECIAL FEATURES**

News Service—AP and local news staff.

**Participating Programs**

"Martin's Manor" with Jim Martin—6:00 a.m. to 9:00 a.m. Monday through Saturday. Early morning personality program. Participations at applicable one minute rates.

"Charlotte USA"—9:00 a.m. to 11:00 a.m. Monday through Friday. Pop music variety show designed for housewives. Participations at applicable 1-minute rate.

"Reid Leath Show"—11:00 a.m. to 1:00 p.m. Monday through Friday. Top tunes and old favorites plus time, news and weather. Participations at applicable 1-minute rates.

"Queen City Matinee"—1:00 p.m. to 3:00 p.m. Monday through Friday. Musical variety show. Participations at applicable 1-minute rate.

"Sound Track"—3:00 p.m. to 5:00 p.m. Monday through Friday; 3:00 p.m. to 7:00 p.m. Saturday. Top tunes. Participations at applicable 1-minute rates.

"The Road Show"—5:00 p.m. to 7:00 p.m. Monday through Friday. Top songs, news sports and weather reports. Participations at applicable one minute rates.

"This Night of Music"—7:05 p.m. to 11:30 p.m. Sunday through Saturday. Musical variety show. Participations at applicable 1-minute rate.

"Sunday Driver"—1:00 p.m. to 5:30 p.m. Sundays. Top songs of yesterday and today plus news, weather, road information, etc. Participations at applicable 1-minute rate.

"Parade of Hits" with Jim Martin—9:00 a.m. to 11:00 a.m. Saturday. Top songs of the week. Participations at applicable 1-minute rate.

"The Road Show"—3 minute news, sports or weather features. Aimed at motorist.  
3 times weekly..... 42.00 5 times weekly..... 65.00

**POLITICAL**

Card rate applies; plus recording charge of 8.00 per quarter hour in those instances where the candidate does not provide station a transcription or written copy of his talk, provided that available periods of equally desirable time are sufficient to accommodate all candidates for the same office. Payment in advance.

**RELIGIOUS**

Consult station for details.

**Closing Time**

Copy and program material must be received by station three days in advance of broadcast date.

**WMIT**  
—FM—

(Established 1951)



Rates effective March 1, 1956.  
Rates received September 10, 1956.  
Owned and operated by Mount Mitchell Broadcasters, Inc.  
Personnel Pres. & Gen'l Mgr.—J. R. H. Wilson.  
Prog. Dir. & Chief Eng.—Tom Bryant.

Representatives  
Grant Webb & Company.

Mailing Instructions  
Business Office and Studio—Commerce Building, Charlotte, North Carolina, Franklin 6-7561.  
Transmitter—P. O. Box 192, Marion, N. C.  
(Clingman's Peak at Mt. Mitchell, N. C.)

**Wave—Power—Time**

Effective radiated power—36,000 watts.  
Frequency 106.9 megacycles; channel 205. Class B.  
Antenna height—3,300 feet above average terrain; 6,700 feet above sea level.  
Licensed to operate full time on channel Class B.  
Operates on Eastern Standard Time.  
Operating schedule: 7:00 a.m. to midnight weekdays; 8:00 a.m. to 11:00 p.m. Sunday.

**Agency Commission**

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

**General Advertising**

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Contract may not be signed more than 60 days in advance of starting date.  
Quantity discounts will be applied as indicated herein. Quantity discounts may not be combined between announcements and time periods. Quantity discounts will be allowed on consecutive use within a 52 week period. Consecutive use requires the use of at least one announcer or time period, whichever the contract is written for, each week. Rate tables shown below are for station time only, after deduction of all applicable discounts, and do not include charges for artists, program material, or remote pickup charges.  
Advertising of alcoholic beverages not acceptable. Other products subject to current station policy. Maximum length of contract 52 weeks.

Length of commercial copy:	Programs		News	
	day & night	day & night	day & night	day & night
5 minutes.....	1:45 min.	1:30 min.	2:00 min.	1:45 min.
10 minutes.....	2:30 min.	2:15 min.	3:00 min.	2:45 min.
15 minutes.....	3:00 min.	2:45 min.	3:30 min.	3:15 min.
30 minutes.....	6:00 min.	5:30 min.	6:00 min.	5:30 min.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	54.00	32.40	21.60	10.80	5.40
12 times.....	51.30	30.78	20.52	10.26	5.13
26 times.....	48.30	29.16	19.44	9.75	4.86
52 times.....	45.90	27.54	18.36	9.18	4.59
104 times.....	43.20	25.92	17.28	8.64	4.32
156 times.....	38.48	22.10	15.39	7.70	3.76
260 times.....	34.92	21.56	14.37	7.18	3.60

Announcements 125 words live or one minute transcribed may be scheduled adjoining a network program or a local commercial program, providing the other adjacency is of local sustaining origin. Otherwise, only 35 word live or 20 second transcribed announcements may be scheduled at station breaks.

**SPECIAL FEATURES**

Participating Programs  
"Let's Listen to Opera" with Norman Cordon—Sunday afternoon. Rates on request.  
Programming consists entirely of light, semi-classical music, weather and stock market reports.

**Foreign Language**

Foreign language programs are subject to approval.

**POLITICAL**

Regular rates apply, payable in advance.  
Closing Time  
Copy and program material should be received by station 3 days in advance of broadcast date.

**WSOC**

(Established 1933)



Rates effective September 1, 1958. (Card No. 6.)  
Rates received August 4, 1958.

**Personnel**

President—Larry Walker.  
General Manager—Henry Sullivan.

**Representatives**

H-R Representatives, Inc.  
Southeastern—F-J Representatives, 770 Spring St., N. W., Atlanta, Georgia.

**Mailing Instructions**

Business Office, Studio and Transmitter—P. O. Box 2536, Charlotte, N. C. Franklin 6-8401.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1240 kilocycles.  
Non-directional.  
Licensed to operate full time on local channel.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: Sunday 7:30 a.m. to 12:05 a.m.; week days 5:30 a.m. to 12:05 a.m.

**FM Facilities**

Effective radiated power—35,000 watts.  
Frequency—103.5 megacycles.

**Agency Commission**

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

(This listing continued on next page)

In CHARLOTTE there are

"AREA"  
Radio Stations

best buy by far is ...

**WIST**

● ON TOP during the important morning hours

● NEAR THE TOP all day long

**LOWEST COST per thousand** among all Charlotte stations

**GET THE FACTS**

from any office of

**PETERS, GRIFFIN, WOODWARD, INC.**

Exclusive National Representatives



In Charlotte, the trend is to

**WIST**

3374

A BROADCASTING COMPANY OF THE SOUTH STATION

# NORTH CAROLINA

## Charlotte—W S O C—Continued

### General Advertising

For combination rates see NBC Radio Network. Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. FM operated in conjunction with AM. Maximum length of contract, 52 consecutive weeks. Contracts may not be signed more than 60 days prior to starting date. Quantity discounts apply on each classification only. Announcements and programs cannot be combined to secure quantity discounts. Quantity discounts apply to periods or announcements used within 12 months. 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.
30 minutes.....	3:00 min.	
60 minutes.....	6:00 min.	

### 5 MINUTE RATES

(Within a 52 week period)

1 time.....	15.00	104 times.....	12.00
13 times.....	14.25	156 times.....	10.50
26 times.....	13.50	260 times.....	9.75
52 times.....	12.75	312 times.....	9.50

For periods of more than 5 minutes, rates on request. ANNOUNCEMENTS (Within a 52 week period 6:30 a.m. to 8:30 a.m. and 4:00 p.m. to 6:00 p.m.)

1-minute:			
1 time.....	9.50	52 times.....	8.00
13 times.....	9.00	100 times.....	7.50
26 times.....	8.50	300 times.....	6.50

(5:30 a.m. to 6:29 a.m.; 8:31 a.m. to 3:59 p.m.; 6:01 p.m. to 12:05 a.m.)

1 time.....	8.00	52 times.....	6.50
13 times.....	7.50	100 times.....	6.00
26 times.....	7.00	300 times.....	5.00

(5:30 a.m. to 6:29 a.m.; 8:31 a.m. to 3:59 p.m.; 6:01 p.m. to 12:05 a.m.)

10 times in 1 week.....	7.50	75.00
20 times in 1 week.....	7.25	145.00
30 times in 1 week.....	7.00	210.00
40 times in 1 week.....	6.75	270.00

(5:30 a.m. to 6:29 a.m.; 8:31 a.m. to 3:59 p.m.; 6:01 p.m. to 12:05 a.m.)

10 times in 1 week.....	6.00	60.00
20 times in 1 week.....	5.75	115.00
30 times in 1 week.....	5.50	165.00
40 times in 1 week.....	5.25	210.00

8-second identifications announcements—rates on request. POLITICAL Regular rates apply; cash in advance. Closing Time Two weeks prior to starting date.

## WWOK

(Established 1955)

Rates effective November 1, 1958. (Card No. 3.) Card received September 29, 1958. Owned and operated by Radio Charlotte, Inc.

### Personnel

President—Sherwood J. Tarlow. Executive Vice-President—Allan W. Roberts. General Manager—Herb Berg.

### Representatives

East—Richard O'Connell, Inc. Midwest—William J. Reilly. Southeast—James S. Ayers Co.

### Mailing Instructions

Business Office and Studio—215 Greystone Rd., Charlotte, N. C., Jackson 3-1041. Transmitter—2501 Chamberlain Ave., Charlotte, N. C.

### Wave—Power—Time

Operating power—1,000 watts days. Frequency—1480 kilocycles. Non-directional. Licensed to operate daytime only. Operates on Eastern Standard Time. Operating schedule: 6:00 a.m. to local sunset.

### Agency Commission

15% to recognized agencies; no cash discount. Bills due and payable when rendered. Talent, remote control and other charges must be added to station time and are not commissionable.

### General Advertising

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

Flat.....	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
	50.00	30.00	20.00	15.00	10.00

### WEEKLY PACKAGE PLANS

5 announcements.....	9.00	45.00
10 announcements.....	8.50	85.00
15 announcements.....	7.50	112.50
20 announcements.....	7.00	140.00
30 announcements.....	6.50	195.00
50 announcements.....	6.00	300.00

### Discounts

20- or 30-second spots, 75% applicable minute rate. 8- or 10-second spots, 50% applicable minute rate.

### SPECIAL FEATURES

News Service—UPI. 4 Mobile units available. 5-minute newscasts at 15 minutes after the hour. Time, news and temperature at 5 minutes before the hour. "OK Radio Weather Gal"—30 minutes past the hour.

### Participating Programs

Monday through Friday: "The Early Berg Show" with Herb Berg—6:00 a.m. to 9:00 a.m. "Dick Brown Show"—9:00 a.m. to noon. "Bobby Vann"—noon to 3:00 p.m. "Art Lawrence Show"—3:00 p.m. to sign-off. Saturday: "Musical Saturday"—sign-on to sign-off. Sunday: "Musical Sunday"—sign-on to sign-off.

### POLITICAL

Regular rates apply. Closing Time 24 hours in advance of broadcast.

# CLINTON

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

## WRRZ

(Established 1946)

Rates effective January 1, 1947. (Card No. 5.) Rev's. received (Card No. 5) July 28, 1958. Owned and operated by WRRZ Radio Company.

### Personnel

General Manager—Geo. S. Walston. Commercial Manager—E. D. Powell. Program Director—Jim Tew. Chief Engineer—J. L. Bowles.

### Representatives

Walker-Rawalt Company, Inc.

### Mailing Instructions

Business Office and Studio—1.6 miles south on Highway 701, Clinton, N. C., telephone 2165. Transmitter—1.6 miles south on highway 701, Clinton, N. C.

### Wave—Power—Time

Operating power—1,000 watts days. Frequency—880 kilocycles. Non-directional. Operates on regional channel. Licensed to operate daytime only.

### Agency Commission

15% to recognized advertising agencies on net charges for station time only; no cash discount. Invoices payable when rendered.

### General Advertising

For combination rates see ABC Radio. ASCAP, BMI and SESAC licenses.

	1	1/2	1/4	5	(*)	(†)
	hr.	hr.	hr.	min.		
1 time.....	60.00	36.00	24.00	12.00	6.00	4.50
26 times.....	58.00	35.00	23.25	11.50	5.75	4.35
52 times.....	56.00	34.00	22.50	11.00	5.50	4.20
65 times.....	54.00	33.00	21.75	10.50	5.25	4.05
130 times.....	52.00	32.00	21.00	10.00	5.00	3.90
156 times.....	50.00	31.00	20.50	9.50	4.75	3.75
260 times.....	48.00	30.00	19.65	9.00	4.50	3.60
312 times.....	46.00	29.00	19.20	8.50	4.25	3.45

(\* One minute announcement live or transcribed. 100 word maximum; preferred position station break, 20 seconds transcribed or 35 words live.

(†) Run-of-schedule 50 words live or 30 seconds transcribed.

### SPECIAL FEATURES

News Service—AP.

# CONCORD

Cabarrus County—Map Location E-6

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

## WEGO

(Established 1943)

Rates effective August 1, 1947. (Card No. 2.) Owned and operated by Concord-Kannapolis Broadcasting Company.

### Personnel

President—Robert R. Hiler. Vice-Pres. & Gen'l Mgr.—J. Norman Young. Sales Manager—Claude Gibson. Chief Engineer—Kenneth Kennedy.

### Representatives

None.

### Mailing Instructions

Business Office, Studios and Transmitter—P. O. Box 527, Highway 29 Bypass, Concord, N. C. State 2-6215.

### Wave—Power—Time

Operating power—1,000 watts to local sunset. Frequency—1410 kilocycles. Non-directional. Daylight Saving Time not observed.

### Agency Commission

15% to recognized agencies; cash discount 2% for payment by 10th of month.

### General Advertising

Affiliated with Keystone Broadcasting System and Southeastern Key Market Network. BMI, SEAC and ASCAP licenses.

	1 hr.	13 tl.	26 tl.	52 tl.	104 tl.	313 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.....	10.00	9.50	9.00	8.50	8.00	7.50
5 minutes.....	7.50	7.13	6.75	6.38	6.00	5.63
1 minute or 100 words.....	6.00	5.70	5.40	5.10	4.80	4.50
50 words.....	4.00	3.80	3.60	3.40	3.20	3.00

### PACKAGE PLAN

14 spots in 7 days.....	63.00
28 spots in 7 days.....	152.00
100 spots per month.....	300.00

### COMBINATION RATES

Sold in combination with WCGC, Belmont, N. C.

### SPECIAL FEATURES

News Service—AP. No extra charge.

### POLITICAL

One time rates apply; cash in advance.

# DUNN

Harnett County—Map Location H-5

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

## WCKB

(Established 1946)

Rates effective March 1, 1954. (Card No. 3.)

Rates received February 1, 1954. Owned and operated by North Carolina Central Broadcasters, Inc.

### Personnel

General Manager—A. Lincoln Faulk. Commercial Manager—Nathan T. Lasapter. Promotion Manager—Corbett Hartley. Program Manager—Rudy Zurlo. News Director—John Thomas.

### Representatives

None

### Mailing Instructions

Business Office and Studio—Dunn, N. C. Transmitter—Outside city limits on U. S. highway 421, Dunn, N. C.

### Wave—Power—Time

Operating power—1,000 watts days. Frequency—780 kilocycles. Non-directional. Licensed to operate daytime only on clear channel. Operates on Eastern Time. Local sunrise to sunset.

### Agency Commission

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

### General Advertising

Affiliated with Keystone Network and Southeastern Key Market Network. Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Foreign languages not accepted. PI accounts not accepted. Discounts based on number of broadcasts per year. Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption.

	1	1/2	1/4	5	100	50
	hr.	hr.	hr.	min.	ws.	ws.
5 minutes.....	1:45 min.				1:20 min.	
10 minutes.....	2:00 min.				1:45 min.	
15 minutes.....	2:30 min.				2:15 min.	
25 minutes.....	2:45 min.					
30 minutes.....	3:00 min.					
60 minutes.....	6:00 min.					

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

	1	1/2	1/4	5	100	50
	hr.	hr.	hr.	min.	ws.	ws.
1 time.....	40.00	26.00	16.00	9.00	4.50	3.50
26 times.....	35.00	24.00	15.00	7.50	4.25	3.25
52 times.....	32.00	22.00	14.00	6.25	4.00	3.00
104 times.....	30.00	20.00	13.00	6.00	3.75	2.75
156 times.....	28.00	18.00	12.00	5.50	3.50	2.50
260 times.....	26.00	16.00	10.00	5.00	3.25	2.25
312 times.....	25.00	14.00	9.00	4.50	3.00	2.00

### PACKAGE RATES

Special rates on 1000 or more spot announcements used annually.

### SPECIAL FEATURES

News Service—UPI. Weather forecasts, time signals, temperature reports and market quotations, rates on request.

### Participating Programs

"Wake Up to Music"—sign-on to 7:45 a.m. "Cape Fear Capers"—8:00 a.m. to 9:00 a.m. "Homemaker's Club"—9:40 to 10:00 a.m. "Music in the Midmorning"—10:10 a.m. to 11:00 a.m. "The Top Show"—11:00 a.m. to noon. "Tennessee Ernie Ford Show"—12:15 p.m. to 12:30 p.m. 3 times weekly. "Red Foley Show"—12:45 p.m. to 1:00 p.m. 3 times weekly. "Medlin with Music"—1:15 p.m. to 2:15 p.m. "Editorial Opinion"—3:00 p.m. to 3:05 p.m. "Private Line"—2:30 p.m. to 2:35 p.m. "The Mail Bag Show"—3:05 p.m. to 4:00 p.m. "Five County News"—4:00 p.m. to 4:15 p.m. "Stone's Hayloft Jamboree"—4:15 p.m. to 5:00 p.m. "The Tiny Hour"—5:10 p.m. to 5:30 p.m. "The Golden Hour"—5:35 p.m. to 6:00 p.m.

### TRANSCRIPTIONS

Library Service—Capitol.

For your convenience . . .

Page 3 of this issue now carries the names and addresses of the various associations with which radio stations are affiliated.



National Association of Radio and Television Broadcasters  
1771 "N" St., N.W., Washington 6, D. C.



Radio Advertising Bureau, Inc.  
460 Park Ave., New York 22, N. Y.



Station Representatives Association  
366 Madison Ave., New York 17, N. Y.

R-64



# DURHAM (4 AM; 1 PM)

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

## WDNC

(Established 1928)



Rates effective September 1, 1948. (Card No. 6.)  
Rev. received March 28, 1957.  
Owned and operated by Durham Radio Corporation.

### Personnel

Manager—J. F. Jarman.  
Program Director—E. R. Higgins, Jr.

### Representatives

Paul H. Raymer Company, Inc.

### Mailing Instructions

Business Office and Studio—138-1/2 E. Chapel Hill St., Durham, N. C., telephone 6155.  
Transmitter—Hillboro Road, Durham, N. C.

### Wave—Power—Time

Operating power 5,000 watts days; 1,000 watts nights.  
Frequency—620 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate full time.  
Operates on Eastern Time.  
Operating schedule: Sundays 6:30 a.m. to 12:05 a.m.; week days 5:30 a.m. to 12:05 a.m.

### F M Facilities

Effective radiated power—36,000 watts.  
Frequency—105.1 megacycles; channel 286.  
Antenna height—330 feet above average terrain.

### Agency Commission

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

### General Advertising

For combination rates see CBS Radio Network (South-eastern Group).

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

The following rates are for national advertising. For local advertising rates consult station management. Rates are for consecutive times within one year of start of broadcast. 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.

Contract subject to conditions of standard NAB and AAAA contracts. At station's option cancellation of contracts cannot become effective until two weeks after contractual starting date. Management reserves the right to discontinue or reject any advertising or program.

Announcements broadcast at times adjacent to higher rate classification will take higher rate. 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. Discounts allowed retroactively on the number of broadcasts given within a year. Announcements cannot be combined with programs of five minutes or more to earn larger discounts.

Length of commercial copy:	Day & Evening	
	Programs	News
5 minutes.....	1:30 min.	1:20 min.
15 minutes.....	2:30 min.	2:15 min.
30 minutes.....	3:00 min.	
60 minutes.....	6:00 min.	

	CLASS "A" (6:00 p.m. to 11:00 p.m.)				
	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time..	125.00	75.00	50.00	25.00	15.00
13 times	118.75	71.25	47.50	23.75	14.25
26 times	112.50	67.50	45.00	22.50	13.50
52 times	106.25	63.75	42.50	21.25	12.75
156 times	100.00	60.00	40.00	20.00	12.00
260 times	93.75	56.25	37.50	18.75	11.25
624 times	87.50	52.50	35.00	17.50	10.50

	CLASS "B" (7:00 a.m. to 6:00 p.m.)				
	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time..	75.00	45.00	30.00	15.00	10.00
13 times	71.25	42.75	28.50	14.25	9.50
26 times	67.50	40.50	27.00	13.50	9.00
52 times	63.75	38.25	25.50	12.75	8.50
156 times	60.00	36.00	24.00	12.00	8.00
260 times	56.25	33.75	22.50	11.25	7.50
624 times	52.50	31.50	21.00	10.50	7.00

	CLASS "C" (Sign-on to 7:00 a.m. and 11:00 p.m. to sign-off)				
	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time..	55.00	30.00	16.00	7.00	5.25
13 times	52.25	28.50	15.20	6.65	4.99
26 times	49.50	27.00	14.40	6.30	4.73
52 times	46.75	25.50	13.60	5.95	4.46
156 times	44.00	24.00	12.80	5.60	4.20
260 times	41.25	22.50	12.00	5.25	3.94
624 times	38.50	21.00	11.20	4.90	3.68

(\*) One minute transcription or 125 words; 20 seconds transcribed station break or 35 words.  
Service charge for cut-ins: 7-1/2% of network hour rate for time of broadcast.

### PACKAGE PLANS (Minutes or station breaks)

1 to 26 weeks:	
8 announcements per week.....	39.00
12 announcements per week.....	72.00
18 announcements per week.....	99.00
24 announcements per week.....	120.00
52 weeks:	
6 announcements per week.....	37.50
12 announcements per week.....	69.00
18 announcements per week.....	94.50
24 announcements per week.....	114.00

All package announcements are run-of-schedule. Package rate spots will be moved to accommodate regular rate spots.  
Advertisers may indicate general time segment preferred. Package-rate spots will be moved to accommodate regular-rate spots.

Time Signals or Shorts  
Maximum of 15 words, fixed position or floating; 50% of earned rate.

## SPECIAL FEATURES

News Service—UPI.  
News charges 20% of net station time after frequency discounts have been deducted. Frances Jarman participations are: 1.00 per minute announcement, and 2.00 per five minutes. Rates available on request for sponsorship or participation in other women's programs; farm features; disc jockey programs; news and sports features.

### POLITICAL

Regular rates apply. Frequency discounts determined by total number of broadcasts for individual candidates. Cash in advance.

### TRANSCRIPTIONS

Library Service—World.  
Instantaneous reference recordings: Five minutes 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 7.50; 30 minute programs each, 10.00.

## WPTF

# NBC Radio Network

City of license Raleigh, N. C.  
Considered by NBC Radio Network as their Raleigh-Durham outlet.  
See listing under Raleigh, N. C.

## WSRC

(Established 1954)

Rates effective October 1, 1954. (Card No. 1.)  
Card received October 21, 1954.  
Owned and operated by Carolina Radio, Inc.

### Personnel

President—Robert A. Monroe.  
General Manager—James H. Mayes, Jr.

### Representatives

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

### Mailing Instructions

Business Office, Studio and Transmitter, Box 28, East Club Blvd., Durham, N. C., telephone 2-4681.

### Wave—Power—Time

Operating power—1,000 watts, days.  
Frequency—1410 kilocycles.

Non-directional.

Licensed to operate daytime only.  
Operates on Eastern Standard Time.

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

### Agency Commission

15% to recognized agencies; no cash discount. Bills rendered monthly; payable 10th of month following broadcast.

### General Advertising

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising: beer only.  
Maximum length of contract 52 consecutive weeks.  
Failure to complete contract necessitates re-billing at rate applicable under actual number of times used. Programs and announcements cannot be combined to earn frequency discounts. Discounts allowed as earned in listed rate tables.

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

### PROGRAMS

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	100.00	65.00	34.00	25.50	17.00
13 times	95.00	61.00	31.00	23.00	15.00
26 times	90.00	57.00	28.00	20.50	13.00
52 times	85.00	53.00	25.00	18.00	11.00
104 times	80.00	49.00	23.00	16.00	10.00
156 times	75.00	45.00	20.00	14.00	9.50
260 times	70.00	41.00	19.00	13.00	9.00
312 times	65.00	37.00	17.00	12.00	8.50

### ANNOUNCEMENTS

	(*)	(†)	(*)	(†)
1 time.....	9.00	7.50	156 times 6.50	5.75
13 times..	8.50	7.00	260 times 6.00	5.50
26 times..	8.00	6.50	312 times 5.50	5.00
52 times..	7.50	6.25	624 times 5.00	4.50
104 times..	7.00	6.00	1,000 times 4.50	4.00

(\*) One minute transcribed or 125 words live.  
(†) 30 seconds transcribed or 50 words live.

### SPECIAL FEATURES

Time signals, weather, temperature, news and sports, rates on request.

### Participating Programs

"Roll Jordan" with Dennis Ford—5:00 a.m. to 5:30 a.m. Spirituals.  
"Honeyboy Ford Show" with Honeyboy Ford—5:30 a.m. to 7:00 a.m. Rhythm and blues.  
"Norfley Whitted Show" with Norfley Whitted—7:00 a.m. to 9:00 a.m. Rhythm and blues.  
"Bells of Joy" with Jimmy Byrd—9:00 a.m. to 10:00 a.m. Spirituals.  
"Dr. Jive Show" with Dr. Jive—10:00 a.m. to 11:00 a.m. Rhythm and blues.  
"Spiritual Echoes" with Dennis Ford—11:00 a.m. to 12:30 p.m. Spirituals.  
"Dr. Jive Show" with Dr. Jive—12:30 p.m. to 1:30 p.m. Rhythm and blues.  
"Honeyboy Ford Show" with Honeyboy Ford—1:30 p.m. to 2:30 p.m. Rhythm and blues.  
"Norfley Whitted Show" with Norfley Whitted—2:30 p.m. to 3:45 p.m. Rhythm and blues.  
"The Gospel Train" with Jimmy Byrd—3:45 p.m. to 5:15 p.m.

### POLITICAL

One time rate applies; payable in advance. No frequency discounts. Copy of all speeches must be submitted 48 hours in advance.

### Closing Time

All program and commercial copy must be received by station at least 48 hours in advance of broadcast.

# NORTH CAROLINA

## WSSB

(Established 1947)

Rates effective June 1, 1957. (Card No. 4.)  
Rates received July 1, 1957.

Owned and operated by Public Information Corp.

### Personnel

Pres. & Sales Mgr.—E. L. Clinton.  
Representatives Gill-Perna, Inc.

### Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box 1168, Cole Road, Forest Hills, Durham, N. C.  
Wave—Power—Time Operating power—250 watts.  
Frequency—1490 kilocycles.

Non-directional.

Licensed to operate full time.

Operates on Eastern Time.  
Operating schedule: Sundays 7:00 a.m. to 12:05 a.m.; week days 5:00 a.m. to 12:00 a.m.

### Agency Commission

15% to recognized advertising agencies on station time; no cash discount. Bills rendered monthly and payable on 10th of month following broadcast date.

### General Advertising

Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Alcoholic beverages not acceptable except wine and beer.

Maximum length of contract 52 consecutive weeks.  
Failure to complete contract necessitates re-billing at short rate applicable under actual number of times used. Programs cannot be combined with announcements to earn frequency discounts.

Length of commercial copy:	Programs	News
5 minutes.....	1:30 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.	5 min.	1 min.
1 time..	42.00	28.00	14.00	11.00	8.00
13 times	39.90	26.60	13.30	10.50	7.75
26 times	37.80	25.20	12.60	10.00	7.50
52 times	35.70	23.80	11.90	9.50	7.00
104 times	33.60	22.40	11.20	9.00	6.50
156 times	31.50	21.00	10.50	8.75	6.25
260 times	29.40	19.60	9.80	8.50	6.00
312 times	27.30	18.20	9.10	8.00	5.50

### Scheduled Package Plan

	1-week	4-weeks
6 announcements.....	30.00	110.00
12 announcements.....	54.00	200.00
18 announcements.....	72.00	268.00
24 announcements.....	84.00	316.00
30 announcements.....	97.00	360.00

Time signals or shorts. 20 word maximum 50% of earned rate.

### SPECIAL FEATURES

Local news gathered by station news staff. Talent on newscasts—rates on request. Talent not commissionable.

"News at 55"—8 newscasts available daily including Sunday for a flat rate of 110.00 per week, commissionable.

"News at 30"—8 newscasts available daily including Sunday for a flat rate of 70.00 per week, commissionable.

"Sports Special"—6 sportscasts available daily including Sunday, at 1/4 hours from 12:15 p.m. to 11:15 p.m., at a flat rate of 70.00 per week, including talent, commissionable.

Time signals, weather reports, temperature reports, news, sports, Women's Programs—rates on request.

### POLITICAL

Regular rates apply. Payable in advance.

### Closing Time

All programs and commercial copy must be received by station at least 48 hours in advance of broadcast. Copy of all political speeches must be delivered to station 48 hours in advance.

## WTIK

(Established 1946)



Rates effective May 15, 1958.  
Rates received May 16, 1958.

Owned and operated by W. and W. Broadcasting Co., Inc.

### Personnel

General Manager—H. Tom Morris.  
Representatives

Joseph Hershey McGillivra.

### Mailing Instructions

Business Office and Studio—205-1/2 W. Main St., P. O. Box 609, Durham, N. C., telephone 6101, TWX 5053.  
Transmitter—N. Glendale Ave., just inside city limits, Durham, N. C., TWX Durham 5053.

### 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.  
Operating schedule: 5:00 a.m. to 12:05 a.m. Monday through Saturday; 7:00 a.m. to 12:05 a.m. Sunday.

### Agency Commission

15% to recognized agencies; 2% cash discount. Invoices payable 10th of month following broadcast.

### General Advertising

For combination rates see ABC Radio and Tobacco Network.  
25% discount for combination with WSAT, Salisbury, N. C. Equal dollar volume.

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.  
Rates are for station time only. Maximum length of contract, 1 year.

</



# NORTH CAROLINA

## Durham—W T I K—Continued

	1 min. or less	5 min.	1/4 hr.
1 time.....	5.75	11.50	23.00
13 times.....	5.70	11.40	22.80
26 times.....	5.55	11.10	22.20
52 times.....	5.40	10.80	21.60
156 times.....	5.25	10.50	21.00
312 times.....	4.90	9.80	19.60

Time Signals  
Minimum of 30 per week:  
1-13 weeks..... 2.50 13-26 weeks..... 2.00

**DISCOUNTS**  
Rates shown are net after discount and are based on total number of broadcasts used within one year. Discounts allowed in advance only on non-cancellable contracts or portions of contracts which are non-cancellable. Rebates will be paid at end of contract year to earned rate, provided continuous or blanket yearly contract is in effect and account is kept current. Programs and announcements cannot be combined to earn larger discounts however, any number of announcements may be bought at earned program rate.

**SPECIAL FEATURES**  
News Service—AP and local staff. News service fee 30% of the time charges. No extra charge for new-caster on duty.  
All charges subject to agency commission.  
Sports programs—30% higher than listed rates.

**Run-of-Schedule Package**

	Per week	4 weeks
5 announcements.....	22.50	90.00
10 announcements.....	40.00	160.00
15 announcements.....	52.50	210.00
25 announcements.....	81.25	325.00
50 announcements.....	150.00	600.00

**POLITICAL**  
Accepted from qualified candidates. Regular rates apply. Broadcasts not later than 8:00 p.m. day prior to election. Payment required in advance. Recording or scripts must be submitted in advance.

**Closing Time**  
Continuity must be approved at least 48 hours before broadcast; for Sunday and Monday programs by noon Friday preceding.

## EDENTON

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

### WCDJ

(Established 1955)



Rates effective November 19, 1955.  
Card received January 30, 1956.  
Owned and operated by Colonial Broadcasting Company, Inc.

**Personnel**  
President—E. M. Schuman.  
Manager—R. W. Schuman.  
Program Director—Boyce Williams.  
Chief Engineer—Anthony Ostapoff.

**Representatives**  
Hil F. Best Company.  
**Mailing Instructions**  
Business Office, Studio and Transmitter—Paradise Road, P. O. Box 509, Edenton, N. C., telephone 2178, 9.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1260 kilocycles.  
Non-directional.  
Operates on Eastern Standard Time.  
Licensed to operate daytime only.  
Operating schedule: 6:00 a.m. to local sunset week days; 7:00 a.m. to local sunset Sundays.

**Agency Commission**  
15% to recognized agencies on time and talent; no cash discount. Bills rendered first of month; payable 10th of month.

**General Advertising**  
Affiliated with Keystone Network.  
ASCAP, BMI and SESAC licenses.  
Maximum length of contract one year. All contracts cancellable unless program starts within 30 days. Rates are for facilities of station only.

	1	27	53	105	157	312
	tl.	tl.	tl.	tl.	tl.	tl.
1 hour.....	45.00	42.75	40.60	38.60	36.70	34.90
1/2 hour.....	27.00	25.65	24.40	23.70	22.50	21.40
1/4 hour.....	15.00	14.25	13.55	12.90	12.25	11.65
10 minutes.....	10.50	10.00	9.50	9.00	8.60	8.15
5 minutes.....	7.50	7.15	6.80	6.50	6.20	5.90
1 minute.....	4.50	4.30	4.10	3.90	3.70	3.50
25 seconds.....	3.00	2.85	2.75	2.65	2.55	2.45

**SPECIAL FEATURES**  
News Service—AP. No extra charge.  
**POLITICAL**  
Regular rate applies; cash in advance. Copy must be submitted 24 hours in advance.  
**Closing Time**  
48 hours in advance of broadcast.

## ELIZABETH CITY (2 AM)

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

### WCNC

(Established 1939)



Rates effective April 1, 1958.  
Rates received March 26, 1958.  
Owned and operated by Albemarle Broadcasting Co.

**Personnel**  
Manager—Joseph L. Lamb, Jr.  
Assistant Manager—Desmond S. Barclay.  
Commercial Manager—Claude Ferrell.  
Program Director—Bill Diggs.

**Representatives**  
Bogner & Martin.  
**Mailing Instructions**  
Business Office, Studio and Transmitter—P. O. Box 535, Parsonage St. Extended, Elizabeth City, N. C., telephone 4379.  
Transmitter—Parsonage Street extended Northwest, one mile.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1240 kilocycles.  
Non-directional.  
Licensed to operate full time on local channel.  
Operates on Eastern Standard Time.  
Operating schedule: 6:00 a.m. to 12:00 midnight.

**Agency Commission**  
15% to recognized agencies; no cash discount. Bills due weekly on local accounts and monthly on national accounts.

**General Advertising**  
Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
No time sold for resale.  
Programs and announcements cannot be combined for discount purposes.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	45.00	28.00	20.00	15.00	10.00
13 times.....	43.00	26.50	18.00	14.00	9.50
26 times.....	42.00	25.00	17.00	13.00	9.00
52 times.....	40.00	23.50	16.00	12.00	8.50
104 times.....	37.50	20.00	15.00	11.00	7.50
156 times.....	35.00	18.00	13.00	10.00	7.00
260 times.....	27.50	16.50	11.00	9.00	6.50
312 times.....	25.00	15.00	10.00	8.00	6.00

**ANNOUNCEMENTS**

	1 min.	30 sec.	(*)
1 time.....	5.50	4.50	3.50
13 times.....	5.30	4.30	3.30
26 times.....	5.20	4.20	3.20
52 times.....	5.00	4.00	3.00
104 times.....	4.80	3.80	2.80
156 times.....	4.50	3.50	2.50
260 times.....	4.25	3.25	2.25
312 times.....	4.00	3.00	2.00

(\*) 10-second "Quickie", maximum 30 words.

**SPECIAL FEATURES**  
News Service—AP and local.  
Local weather reports—rates and details on request.  
"RFD 1240"—farm features.  
Sports—local, regional and national.

**POLITICAL**  
Regular rates apply; cash in advance. Recording and scripts must be submitted in advance.

**TRANSCRIPTIONS**  
Library Service—Thesaurus.  
**Closing Time**  
All programs and commercial copy must be received by station at least 48 hours before broadcast.

## WGAI

(Established 1947)

Rates effective March 1, 1957. (Card No. 3.)  
Card received March 4, 1957.  
Owned and operated by WGAI Radio Co., Inc.

**Personnel**  
General Manager—C. Alden Baker.  
**Representatives**  
None.  
**Mailing Instructions**  
Business Office, Studio and Transmitter—P. O. Box 649, 4 mi. north on Rt. 17, Elizabeth City, N. C. Phone 4371.

**Wave—Power—Time**  
Operating power—1,000 watts days; 500 watts nights.  
Frequency—560 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate unlimited time.  
Operates on Eastern Standard Time.  
Operating schedule: 6:00 a.m. to midnight weekdays, 7:30 a.m. to 11:00 p.m. Sundays.

**Agency Commission**  
15% to recognized advertising agencies on time charges; no commission on talent. No cash discount.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Programs cannot be combined with announcements to earn frequency discounts.

	1	1/2	1/4	10	5	1	50
	hr.	hr.	hr.	min.	min.	min.	wds.
1 time.....	35.00	24.00	18.00	15.00	12.00	5.50	4.50
26 times.....	33.00	22.00	17.00	14.00	11.00	5.22	4.27
52 times.....	30.00	20.00	16.00	13.00	10.00	4.95	4.05
78 times.....	28.00	18.00	15.00	12.00	7.50	4.67	3.82
104 times.....	26.00	17.00	14.00	11.00	7.00	4.40	3.60
156 times.....	24.00	16.00	13.00	10.00	6.50	4.12	3.37
260 times.....	22.00	15.00	12.00	9.00	6.00	3.85	3.15
312 times.....	20.00	14.00	10.00	8.00	5.00	3.57	2.92

**SPECIAL FEATURES**  
News Service—AP.  
**Closing Time**  
Announcements, transcriptions and talks close 48 hours in advance.

## ELIZABETHTOWN

Bladen County—Map location H-6  
See SRDS consumer market map and data at beginning of the State.

### WBLA

(Established 1956)

Rates effective October 1, 1956.  
Rates received October 8, 1956.  
Owned and operated by Bladen Broadcasting Corp.

**Personnel**  
President—E. Clayton Register.  
Vice-President—Edward B. Clark.  
Secretary-Treasurer—Chatham C. Clark.  
**Representatives**  
Hil F. Best Company.  
**Mailing Instructions**  
Business Office and Studio—P. O. Box 327, Elizabethtown, N. C. Phone 3126-7.  
Transmitter—Elizabethtown, N. C.

**Wave—Power—Time**  
Operating power—1000 watts days.  
Frequency—1440 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Eastern Standard Time.  
Operating schedule: 6:00 a.m. to sunset.  
**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Bills rendered 1st of month; payable 10 days.

**General Advertising**  
Affiliated with Keystone Network.  
Rates include music copyright fees.  
ASCAP, BMI, SESAC licenses.

	1	1/2	1/4	10	5	1	(*)
	hr.	hr.	hr.	min.	min.	min.	min.
1 tl.....	40.00	24.00	16.00	12.00	8.00	4.00	3.00
13 tl.....	39.00	23.40	15.70	11.70	7.80	3.90	2.90
26 tl.....	38.00	22.80	15.20	11.40	7.60	3.80	2.85
52 tl.....	37.00	22.20	14.80	11.10	7.40	3.70	2.75
104 tl.....	36.00	21.60	14.40	10.80	7.20	3.60	2.70
156 tl.....	34.00	20.40	13.70	10.50	6.80	3.40	2.55
312 tl.....	30.00	18.00	12.00	10.00	6.00	3.00	2.25

(\*) Station-break.

**SPECIAL FEATURES**  
News Service—UPI. No extra charge.  
**POLITICAL**  
1 time rates apply; cash in advance.  
**Closing Time**  
24 hours in advance of broadcast.

## ELKIN (1 AM; 1 FM)

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

### WIFM

(Established 1951)

Rates effective September 1, 1957.  
Rates received August 16, 1957.  
Owned and operated by Tri County Broadcasting Co., Inc.

**Personnel**  
Gen'l Mgr. & Chief Eng.—Eugene Smith.  
Program Director—Ruth Smith.  
**Representatives**  
None.  
**Mailing Instructions**  
Business Office and Studio—P. O. Box 152, Radlo Bldg., Elk Spur St. Ext., Elkin, N. C., telephone 860.  
Transmitter—Elkin, N. C.

**Wave—Power—Time**  
Operating power—250 watts days.  
Frequency—1540 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Time.  
Operating schedule:—.

**FM Facilities**  
Effective radiated power—350 watts.  
Frequency—100.9 megacycles; channel 265; Class "A"  
Licensed to operate unlimited time.

**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Bills due monthly on national accounts.

**General Advertising**  
Affiliated with Southeastern Key Network.  
ASCAP, BMI and SESAC licenses.  
Maximum length of contract one year.  
AM duplicated over FM.

	1	1/2	1/4	5	1	30
	hr.	hr.	hr.	min.	min.	sec.
1 time.....	40.00	24.00	16.00	8.00	4.00	3.00
13 times.....	39.00	23.40	15.70	7.80	3.90	2.90
26 times.....	38.00	22.80	15.20	7.60	3.80	2.85
52 times.....	37.00	22.20	14.80	7.40	3.70	2.75
104 times.....	36.00	21.60	14.40	7.20	3.60	2.70
156 times.....	34.00	20.40	13.70	6.80	3.40	2.55
312 times.....	30.00	18.00	12.00	6.00	3.00	2.25

The above rates are for combined coverage of AM and FM.

**SPECIAL FEATURES**  
News Service—UPI.  
Sport events, weathercasts, time signals and temperature reports—rates on request.

**POLITICAL**  
Regular rates apply, cash in advance. Copy must be submitted 24 hours in advance.  
**Closing Time**  
24 hours in advance of broadcast.

## FAIRMONT

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

### WFMO

(Established 1953)



Card received September 19, 1955.  
Owned and operated by Carolinas Broadcasting Co., Inc.

**Personnel**  
President—Cutler Moore.  
General Manager—Billy E. Peele.  
**Representatives**  
None.  
**Mailing Instructions**  
Business Office, Studio and Transmitter—one mile North on Hwy. 41 of Fairmont, P. O. Box 492, Fairmont, N. C., Main 8-4781.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—360 kilocycles.  
Non-directional.  
Operates on Eastern Standard Time.  
Licensed to operate daytime only.  
Operating schedule: Local sunrise to sunset.  
(This listing continued on next page)

**Fairmont—W F M O—Continued**

**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Bills rendered end of month; payable when rendered.

**General Advertising**  
For combination rates see Tobacco Network. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Short rate will apply if full contract not used. Maximum length of contract, one year. Rates are for station time only and apply to national advertising.

	1/2 hr.	1/4 hr.	5 min.	1 min.	50 wds.
1 time....	36.00	24.00	12.00	7.00	5.50
13 times..	34.20	22.80	11.40	6.65	4.75
26 times..	32.40	21.60	10.80	6.30	4.50
52 times..	30.60	20.40	10.20	5.95	4.25
104 times..	28.80	19.20	9.60	5.60	4.00
156 times..	27.00	18.00	9.00	5.25	3.75
260 times..	25.20	16.80	8.40	4.90	3.50

Station break spots limited to 50 words, carry one minute rate. One minute spots placed as near desired time as possible. Position of station breaks guaranteed.

**SPECIAL FEATURES**

News Service—UPI. No extra charge.

**POLITICAL**

One time rate applies. Cash in advance.

**TRANSCRIPTIONS**

Library Service—Thesaurus & Lang-Worth.

**Closing Time**

24 hours in advance of broadcast.

**FARMVILLE**

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

(Call letters not received)

(C. P.—1050 kc; 250 w. days)

Atlantic Broadcasting Corp.

c/o Bert M. Montagne

P. O. Box 1841

Raleigh, N. C.

(C. P. is for Farmville, N. C.)

**FAYETTEVILLE (3 AM; 1 FM)**

Cumberland County—Map Location H-5

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

**WFAI**

(Established 1948)

**CBS Radio Network**

Rates effective July 1, 1953. (Card No. 6.)

Rates received May 29, 1953.

Owned and operated by Ralph E. Hess.

**Personnel**

Pres. & Gen'l. Mgr.—Ralph E. Hess.

Prog. Mgr. & Coordinator—R. Allen Hess.

Commercial Manager—R. E. Hess.

**Representatives**

Thomas F. Clark Co., Inc.

**Mailing Instructions**

Business Office and Studio—Rogers Building, Eutaw Shopping Center, Fayetteville, N. C., Hudson 4-6161-6162. TWX FYTVL 5074.

Transmitter—Raleigh Road, Fayetteville, N. C.

**Wave—Power—Time**

Operating power—250 watts.

Frequency—1230 kilocycles.

Non-directional.

Operates on Eastern Standard Time.

Daylight Saving Time not observed.

Operating schedule: 5:30 a.m. to midnight week days; 6:45 a.m. to midnight, Sundays.

**Agency Commission**

15% to recognized agencies on station time only; no cash discount. Invoices rendered monthly, payable 10th of month.

**General Advertising**

Affiliated with CBS Radio Network.

BMI, SESAC and ASCAP licenses.

Copy and commodity restrictions in accord with current NAB regulations.

Continuing discount allowed. Announcement or program service which has been maintained for 52 consecutive weeks and continues without lapse will receive the same rates or the rate applicable to that portion of the service which continues without interruption. Announcements and programs cannot be combined for discount purposes.

	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	7.00
13 times..	47.50	28.50	19.00	14.25	9.50	6.75
26 times..	45.00	27.00	18.00	13.50	9.00	6.50
52 times..	42.50	25.50	17.00	12.75	8.50	6.25
104 times..	40.00	24.00	16.00	12.00	8.00	6.00
156 times..	37.50	22.50	15.00	11.50	7.50	5.85
260 times..	36.00	21.00	14.00	11.00	7.00	5.75
312 times..	35.00	20.00	13.00	10.00	6.75	5.65

(\*) Station break.

**SPECIAL FEATURES**

News Service—AP, local news. News service, sports, markets, time signals and weather reports—rates and details on request. Special mobile unit service—rates on request.

**POLITICAL**

Regular rates and frequency discounts apply; cash in advance.

**Closing Time**

One week unless other arrangements approved by station management.

**WFLB**

(Established 1947)

Rates effective December 1, 1953.  
Rates received December 1, 1953.

Owned and operated by Fayetteville Broadcasters, Inc.

**Personnel**

President—L. W. Allen.

General Manager—Jimmy Simpson.

Commercial Manager—Charles Cooper.

Program Director—Mal Jones.

**Representatives**

Burn-Smith Company, Inc.

**Mailing Instructions**

Business Office and Studio—P. O. Box 512, 1332 Bragg Blvd., Fayetteville, N. C. Hemlock 2-7136. TWX FYTVL 5002.

Transmitter—Bragg Blvd., Fayetteville, N. C.

**Wave—Power—Time**

Operating power—250 watts.

Frequency—1490 kilocycles.

Non-directional.

Licensed to operate full time.

Operates on Eastern Time.

Operating schedule: 5:30 a.m. to 12:00 midnight.

**Agency Commission**

15% to recognized agencies on time only; no cash discount. Invoices rendered monthly. Payable by 10th of month following service.

**General Advertising**

For combination rates see ABC Radio. Rates include music copyright fees.

Accepts AAAA copyrighted contract.

	1	1/2	1/4	10	5	1	Sta.
	hr.	hr.	hr.	min.	min.	min.	brk.
1 time....	50.00	30.00	16.00	12.00	8.00	5.00	4.00
13 times..	47.50	28.50	15.00	11.30	7.60	4.75	3.80
26 times..	45.00	27.00	14.00	10.60	7.20	4.50	3.60
52 times..	42.50	25.50	13.00	9.90	6.80	4.25	3.40
104 times..	40.00	24.00	12.00	9.20	6.40	4.00	3.20
156 times..	37.50	22.50	11.00	8.50	6.00	3.75	3.00
260 times..	36.00	21.00	10.00	7.80	5.60	3.50	2.90
312 times..	35.00	20.00	9.00	7.10	5.20	3.25	2.80

10-second ID's or Quikkle announcements, Run-of-Schedule—50% of 1-minute rates.

**PACKAGE RATES**

(1-9 weeks)

1 minute.....	Each	Total	Each	Total
10 times.....	4.00	40.00	30 times.....	3.40 102.00
15 times.....	3.80	57.00	50 times.....	3.00 150.00
20 times.....	3.60	72.00		

**Additional Discounts**

10 weeks..... 10% 25 weeks..... 20%

**SPECIAL FEATURES**

News Service: AP and local news staff.

Information on sports, weather reports and other special features on request.

**Participating Programs**

"The Mal Jones Show"—5:30 a.m. to 7:15 a.m.  
"The Jimmy Simpson Show"—7:30 a.m. to 9:00 a.m.  
"Pulse"—10:00 a.m. to noon.  
"Sports Caravan"—12:10 p.m. to 12:15 p.m.  
"Your Next Door Neighbor"—12:15 p.m. to 12:30 p.m.  
"Easy Listening"—1:15 p.m. to 3:30 p.m.  
"Top 15"—3:30 p.m. to 4:30 p.m.  
"Traveling Light"—4:30 p.m. to 6:00 p.m.  
"Sports Page on the Air"—6:00 p.m. to 6:15 p.m.  
"Music for the Young at Heart"—8:00 p.m. to midnight.

**POLITICAL**

Payable in advance.

**TRANSCRIPTIONS**

Library Service—Lang-Worth.

**WFNC**

(Established 1938)

**Mutual Network**

Rates effective May 1, 1956. (Card No. 7.)

Rates received March 30, 1956.

Owned and operated by the Cape Fear Broadcasting Company.

**Personnel**

President—Victor W. Dawson.

General Manager—Norman Suttles.

Com'l Mgr. & Nat'l Sales Mgr.—Johnny Joyce.

Program Director—Mack Stamps.

**Representatives**

Walker-Rowatt Company, Inc.

**Mailing Instructions**

Business Office, Studio and Transmitter—1009 William Clark Rd., Fayetteville, N. C. Hudson 4-4181.

**Wave—Power—Time**

Operating power—5,000 watts days; 1,000 watts nights.

Frequency—1390 kilocycles.

Directional—separate patterns, day and night.

Licensed to operate full time.

Operates on Eastern Time.

Daylight Saving Time not observed.

Operating schedule: 6:00 a.m. to 12:45 a.m.

**FM Facilities**

Effective radiated power—14,000 watts.

Frequency—98.1 megacycles.

Antenna height—300 feet above average terrain.

**Agency Commission**

Agency commission 15% to recognized advertising agencies on time only. No cash discount.

**General Advertising**

For combination rates see listings of Mutual Broadcasting System and Tobacco Network.

Accepts AAAA copyrighted contract.

BMI, ASCAP and SESAC licenses.

Rates include music copyright fees.

FM operated full time in conjunction with AM.

Maximum length of contract one year.

In some cases, contracts will be accepted up to 60 days in advance of initial broadcast.

No commercially sponsored foreign language programs accepted.

**NORTH CAROLINA**

All accounts are subject to same rates. No time periods (either announcements or programs) are sold in bulk for resale.

Rates include all applicable discounts. No other discounts are allowed. Announcements and programs cannot be combined to earn larger frequency discounts. Rates for periods longer than one hour are in exact proportion to the corresponding one-hour rate. The following rates are for station only.

Length of commercial copy:	Programs	News
5 minutes.....	1:15 min.	1:15 min.
10 minutes.....	2:00 min.	1:45 min.
15 minutes.....	2:30 min.	2:15 min.
30 minutes.....	3:00 min.	
60 minutes.....	6:00 min.	

Participations: one minute transcribed or 125 words live; station breaks: 20 seconds transcribed or 45 words live; time signals: 5 seconds transcribed or 15 words live.

The words "news," "flash," "bulletin," "story" and other words and techniques normally associated with news broadcasts may not be used in commercial copy. NAB standards apply.

**SECTION I  
ANNOUNCEMENTS  
(Without Talent)**

	20 sec.	60 sec.	20 sec.	60 sec.
1 time.....	7.00	9.50	104 times....	6.00 7.50
13 times....	6.75	9.00	156 times....	5.75 7.00
26 times....	6.50	8.50	260 times....	5.25 6.50
52 times....	6.25	8.00	312 times....	4.75 6.00

**SECTION II**

**SATURATION ANNOUNCEMENT PLAN**

Run-of-station time, one minute transcribed or 125 words live:

12 announcements weekly, per week.....	70.00
18 announcements weekly, per week.....	100.00
24 announcements weekly, per week.....	125.00
36 announcements weekly, per week.....	210.00

Above saturation announcement plan announcements earn the following discounts:

13 cons. weeks....	5%	52 cons. weeks.....	10%
26 cons. weeks	7-1/2%		

**SECTION III**

**PROGRAM TIME PERIODS  
(Without Talent)**

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time....	60.00	36.00	24.00	15.00	12.00
13 times..	60.00	36.00	22.80	14.50	11.50
26 times..	55.00	32.40	21.60	14.00	11.00
52 times..	54.00	30.60	20.40	13.50	10.50
104 times..	52.00	28.80	19.20	13.00	10.00
156 times..	50.00	27.00	18.00	12.50	9.50
260 times..	47.00	25.00	16.60	12.00	9.00
312 times..	45.00	22.50	16.00	11.50	8.50

**SECTION IV**

**SPECIAL FEATURES**

News Services—UPI and local. News broadcasts—25-second limit on opening commercial of 5 to 10 minute program. 40-second limit on opening commercial of 10 to 15 minute program. No middle commercial permitted in news programs of less than 10 minutes in length. Weather reports—Schedules and rates of special weather broadcasts and temperature—humidity reports on request.

**Participating Programs**

"Coffee Time" with Mack Stamps—Part I: 7:05 a.m. to 7:25 a.m.; Part II: 8:05 a.m. to 8:30 a.m.; Part III: 8:35 a.m. to 9:00 a.m. All three parts aired Monday through Saturday. One minute transcribed or 125 words live, regular rates apply.  
"Sportscap" with Johnny Joyce—Page 1: 7:35 a.m. to 7:40 a.m.; Page 2: 10:30 p.m. to 10:35 p.m. Page 1 and 2 broadcast Monday through Saturday. Limited to one 40-second and one 35-second participation. Program also may be sold as package to a single sponsor.

	Program	40	35
	package	sec.	sec.
1 time.....	12.00	8.35	8.25
13 times..	11.50	7.85	7.75
26 times..	11.00	7.35	7.25
52 times..	10.50	6.95	6.90
104 times..	10.00	6.60	6.55
156 times..	9.50	6.30	6.25
260 times..	9.00	6.00	5.95

# NORTH CAROLINA

## FOREST CITY (1 AM; 1 FM)

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

### WBBO

(Established 1947)



Rates effective September 1, 1947. (Card No. 1.)  
Owned and operated by Rutherford County Radio Co., Inc.

**Personnel**  
Pres. & Mgr.—Mrs. Ed M. Anderson.  
Commercial Manager—Fred Blanton.

**Representatives**  
None.

**Mailing Instructions**

Business Office and Studio—Forest City, N. C.  
Transmitter—Forest City, N. C.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—780 kilocycles.

Non-directional.

Licensed to operate daytime on clear channel.  
Operates on Eastern Standard Time.

Actual operating schedule: sunrise to local sunset.

**FM Facilities**

Effective radiated power—1,500 watts.  
Frequency—93.3 megacycles; channel 227.  
Operating schedule: Sunrise to 10:00 p.m.

**Agency Commission**

15% to recognized agencies. Cash discount 2% by 10th of month. No commission on talent.

**General Advertising**

AM duplicated over FM at no extra charge to AM sign-off. FM only rates, following AM sign-off, one-half AM rates. The following rates apply to national advertising. Announcements and programs cannot be combined to lower program rates.

		(6:00 a.m. to sign-off)					
		1	13	26	52	104	208
		tl.	tl.	tl.	tl.	tl.	tl.
1 hr.	60.00	57.00	54.00	51.60	48.00	45.00	42.00
1/2 hr.	36.00	34.20	32.40	30.60	28.80	27.00	25.20
1/4 hr.	22.00	20.90	19.80	18.70	17.60	16.50	15.40
5 min.	10.00	9.50	9.00	8.50	8.00	7.50	7.00

**ANNOUNCEMENTS**  
(6:00 a.m. to sign-off)

		(6:00 a.m. to sign-off)					
		1	13	26	52	104	208
		tl.	tl.	tl.	tl.	tl.	tl.
1 minute or station	5.00	4.75	4.50	4.25	4.00	3.75	3.50
50 wds	4.00	3.80	3.60	3.40	3.20	3.00	2.80

**SPECIAL FEATURES**

**News Service—AP.**

Time signals, weather forecasts, news broadcasts, etc.—rates on request.

**POLITICAL**

Regular rates and discounts apply, cash in advance

**TRANSCRIPTIONS**

Library Service—World. Regular rates apply.

**Closing Time**

Closing date is one week prior to starting date.  
Political closing date is 24 hours in advance.

(Call letters not received)  
(C. P. 500 w. days; 1320 kc.)

Tri-City Broadcasting Co.  
P. O. Box 253  
Forest City, N. C.

## FRANKLIN (1 AM; 1 FM)

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

### WFSC

(Established 1957)



Rates effective May 5, 1957.  
Rates received April 10, 1958.  
Owned and operated by Macon County Broadcasting Co.

**Personnel**  
President—Graves Taylor.  
Gen'l & Com'l Mgr.—Edwin P. Healy.

**Representatives**  
None.

**Mailing Instructions**

Business Office, Studio and Transmitter—P.O. Box 470, Franklin, N. C. Phone 430.

**Wave—Power—Time**

Operating power—500 watts days.  
Frequency—1050 kilocycles.

Non-directional.

Operates on Eastern Standard Time.

Operating schedule: \_\_\_\_\_

**FM Facilities**

Effective radiated power—1,000 watts.  
Frequency—94.5 megacycles.  
Antenna height—200 feet above average terrain.  
Operating schedule: \_\_\_\_\_

**Agency Commission**

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

**General Advertising**

Affiliated with Keystone Network.  
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.
1 time..	38.50	21.85	13.70	5.75	3.45	
13 times	34.50	20.70	12.65	5.47	3.11	
26 times	33.35	19.55	12.08	5.18	2.94	
52 times	31.05	18.40	11.50	4.89	2.70	
104 times	30.40	17.25	10.92	4.60	2.59	
156 times	27.60	16.10	10.35	4.32	2.42	
260 times	24.15	13.70	9.20	4.03	2.25	
365 times	21.85	12.65	7.77	3.34	2.02	
1000 times	.....	.....	.....	.....	1.65	

**SPECIAL FEATURES**

News Service—AP. Regular rates apply.

**Closing Time**

12 hours in advance of broadcast.

# FUQUAY SPRINGS

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

### WFVG

(Established 1949)

Rates effective January 1, 1958.  
Rates received April 8, 1958.  
Owned and operated by WFVG Broadcasting Co.

**Personnel**

President—J. M. Stephenson.  
Manager—Robert E. Stephenson.  
Program Director—Walter M. Pearson.

**Representatives**

Continental Radio Sales.

**Mailing Instructions**

Business Office and Studio—P. O. Box 588, 1.5 miles north of Fuquay Springs, N. C., telephone 333.  
Transmitter—1.5 miles north of Fuquay Springs, N. C.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—1460 kilocycles.

Non-directional.

Licensed to operate to local sunset.

Operates on Eastern Time.

Operating Schedule: Sundays 7:00 a.m. to local sunset, week days 5:00 a.m. till sunset.

**Agency Commission**

15% to recognized agencies; 2% discount if paid within 10 days of original statement.

**General Advertising**

Affiliated with Mutual Broadcasting System and Keystone Network.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

		1	13	26	52	104	208	312
		tl.	tl.	tl.	tl.	tl.	tl.	tl.
1 hour.....	50.00	45.00	42.75	39.50	36.75	34.00	31.25	
1/2 hour.....	30.00	25.00	23.25	21.50	19.75	18.00	16.25	
1/4 hour.....	18.00	15.00	13.75	12.50	11.25	10.00	8.75	
10 minutes	13.00	11.00	10.25	9.50	8.75	8.00	7.25	
5 minutes	8.00	6.50	6.00	5.50	5.00	4.50	4.00	
1 minute..	4.00	3.75	3.50	3.25	3.00	2.75	2.50	
75 words..	3.50	3.25	3.00	2.75	2.50	2.25	2.00	
50 words..	3.00	2.75	2.50	2.25	2.00	1.75	1.50	

Programs and announcements may not be combined for additional discounts.

**SPECIAL FEATURES**

**News Service—UPI.**

Time signals, weather and temperature reports, news broadcasts, rates on request.

**POLITICAL**

Rates on request. Cash in advance.

**TRANSCRIPTIONS**

Library Service—World.

**Closing Time**

48 hours before broadcast date.

## GASTONIA (2 AM)

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

### WGNC

(Established 1939)

Rates effective February 15, 1939. (Card No. 1.)  
Owned and operated by Catherine T. McSwain.

**Personnel**

Manager—Pat McSwain.  
Representatives Continental Radio Sales.  
Charlotte—Media Sales and Service.

**Mailing Instructions**

Business Office and Studio—Dallas Road, Gastonia, N. C.

Transmitter—1-1/2 miles north of Gastonia.

**Wave—Power—Time** Operating power—250 watts.

(100% modulation.)

Frequency—1450 kilocycles.

Non-directional.

Licensed to operate unlimited time.

Operates on Eastern Time.

**Agency Commission**

Agency commission 15% on net charges for station facilities to recognized advertising agencies. No cash discount. Bills due and payable 10th of month following service. Invoices mailed on first of month. No commission on program cost or production charges.

**General Advertising**

For combination rates see ABC Radio.

FM operated in conjunction with AM.

Discounts not applicable if periods exceed corresponding number of times. Announcements and programs cannot be combined to secure additional discounts.

		(6:00 p.m. to 11:00 p.m. week days)					
		1	13	26	52	104	300
		tl.	tl.	tl.	tl.	tl.	tl.
1 hour.....	50.00	47.50	45.00	42.50	40.00	37.50	
1/2 hour.....	30.00	28.50	27.00	25.50	24.00	22.50	
1/4 hour.....	20.00	19.00	18.00	17.00	16.00	15.00	
5 minutes	6.50	6.20	5.90	5.60	5.30	5.00	

		(6:00 a.m. to 6:00 p.m. week days)					
		1	13	26	52	104	300
		tl.	tl.	tl.	tl.	tl.	tl.
1 hour.....	45.00	42.75	40.50	38.25	36.00	33.75	
1/2 hour.....	25.00	23.75	22.50	21.25	20.00	18.75	
1/4 hour.....	15.00	14.25	13.50	12.75	12.00	11.25	
5 minutes	5.50	5.25	5.00	4.75	4.50	4.25	

No commercials on Sunday.

**ANNOUNCEMENTS**

Announcement programs consisting of recorded music with announcements made between selections.

One minute announcement limited to 100 words.

		(6:00 p.m. to 11:00 p.m.)					
		1	13	26	52	104	300
		tl.	tl.	tl.	tl.	tl.	tl.
1 minute.....	4.00	3.80	3.60	3.40	3.20	3.00	

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

1 minute..... 3.50 3.30 3.10 2.90 2.70 2.50

**SPECIAL FEATURES**

**News Service—UPI.**

Time signals, weather reports, sports review, news service—regular rates apply.

**POLITICAL BROADCASTS**

Rates on request. All copy must be approved by station management before broadcast. Five minute minimum accepted. Must be paid in advance.

**Closing Time**

Two weeks in advance.

# WLTC

(Established 1947)



Rates effective September 1, 1957. (Card No. 3.)  
Rates received September 3, 1957.  
Owned and operated by Gastonia Broadcasting Service, Inc.

**Personnel**

General Manager—James B. Petty.  
Commercial Manager—B. C. Morrow.

**Representatives**

Thomas F. Clark Company, Inc.

**Mailing Instructions**

Business Office, Studio and Transmitter—Off Wilkinson Blvd. on Chapel Road, P. O. Box 1010, Gastonia, N. C. Un 5-1280-5-1079.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—1370 kilocycles.

Non-directional.

Licensed to operate daytime on a regional channel.

Operates on Eastern Standard Time.

Daylight Saving Time not observed.

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

**Agency Commission**

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

**General Advertising**

Affiliated with Keystone Broadcasting System.

Accepts standard AAAA contract.

Rates include music copyright fees.

BMI, SESAC and ASCAP licenses.

Contracts may be signed for no more than 52 consecutive weeks. Contracts must be signed 30 days before start of broadcasting.

		1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	36.00	21.60	9.50	7.20	3.60	
13 times..	34.20	20.50	9.25	6.85	3.40	
26 times..	32.40	19.40	9.00	6.50	3.25	
52 times..	28.80	17.25	8.75	5.75	2.90	
104 times..	27.00	16.25	8.50	5.40	2.60	
312 times..	23.40	14.00	8.25	4.10	1.95	

**SPECIAL FEATURES**

**News Service—AP.**

Two portable transmitters for on the spot broadcasting.

Local and Area News—No additional charge.

**Goldsboro—W F M C—Continued**

**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—730 kilocycles.  
 Non-directional.  
 Licensed to operate daytime.  
 Operates on Eastern Standard Time.  
 Operating schedule: Local sunrise to local sunset.

**Agency Commission**  
 15% to recognized agencies on time only; 2% cash discount—ten days. Bills rendered second day of month; payable when rendered.

**General Advertising**  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Accepts AAAA copyrighted contract.  
 Alcoholic beverage advertising not accepted.  
 Maximum length of contract, one year.  
 Rates include facilities of station only.

Length of commercial copy:	Programs	News
5 minutes.....	1:30 min.	1:00 min.
10 minutes.....	2:30 min.	2:00 min.
15 minutes.....	3:00 min.	2:30 min.
25 minutes.....	4:00 min.	
30 minutes.....	4:15 min.	
60 minutes.....	6:00 min.	

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	54.00	32.00	21.50	10.50
13 times.....	51.20	30.70	20.40	10.20
26 times.....	48.50	29.10	18.70	9.70
52 times.....	45.80	27.50	18.30	9.10
104 times.....	43.10	25.80	17.20	8.60
156 times.....	40.40	24.20	16.20	8.10
312 times.....	37.70	22.60	15.10	7.50

Length of time 30 seconds less than time listed on rate schedule.

**ANNOUNCEMENTS**

	(*)	(†)	(*)	(†)
1 time.....	4.90	2.95	104 times.....	3.90
13 times.....	4.65	2.80	156 times.....	3.65
26 times.....	4.40	2.65	312 times.....	3.40
52 times.....	4.15	2.50		

(\*) 120 words or one minute.  
 (†) 60 words or one-half minute.

**SPECIAL FEATURES**  
 News Service—UPI.  
 Sports round-up, farm features, market reports, home-makers programs, regular rates apply.  
 "Wake Up Dixie"—sign-on to 7:30 a.m.  
 "Club 730"—7:30 a.m. to 8:45 a.m.  
 "Gospel Songs & Hymns"—9:00 a.m. to 9:55 a.m.  
 "Carolina Mail Bag"—10:05 a.m. to 11:00 a.m.  
 "Septa Tones"—1:15 p.m. to 2:30 p.m. Negro DJ.  
 "Western Star Time"—2:30 p.m. to 4:00 p.m.  
 "Best On Wax"—4:00 p.m. to 5:30 p.m.  
 "Twilight Time"—6:30 p.m. to sign-off.

**POLITICAL**  
 Regular rates apply. No discount. Cash in advance.

**TRANSCRIPTIONS**  
 Library Service—Lang-Worth.

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

**WGBR**

(Established 1938)

Rates effective October 1, 1944. (Card No. 4.)  
 Owned and operated by the Eastern Carolina Broadcasting Company.

**Personnel**  
 Gen'l and Com'l Mgr.—Vassie G. Balkcum.

**Representatives**  
 None.

**Mailing Instructions**  
 Business Office and Studio—P. O. Box 1024, Goldsboro, N. C., telephone 3730.  
 Transmitter—one-half mile northwest of Goldsboro on Raleigh Highway, Goldsboro, N. C.

**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 unlimited time on local channel.  
 Operates on Eastern Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 6:00 a.m. to 12:00 midnight.

**Agency Commission**  
 Agency commission 15% on time charges to recognized advertising agencies only. No discount on talent or time charges. No cash discount. Bills rendered 1st of month following services; bills due 10th of month following service.

**General Advertising**  
 For combination rates see ABC Radio and Tobacco Network.  
 Accepts AAAA copyrighted contract.  
 Rates are for facilities of station only.

	1	13	26	52	104	156	312
	ti.	ti.	ti.	ti.	ti.	ti.	ti.
1 hour.....	55.00	52.25	49.50	46.75	44.00	41.25	38.50
1/2 hour.....	33.00	31.35	29.70	28.05	26.40	24.75	23.10
1/4 hour.....	22.00	20.90	19.18	18.70	17.60	16.50	15.40
10 minutes.....	16.50	15.67	14.85	14.02	13.20	12.37	11.55
5 minutes.....	11.00	10.45	9.85	8.80	8.25	7.70	

**ANNOUNCEMENTS**  
 One minute and Sta. breaks: 6.00 5.75 5.50 5.25 5.00 4.75 4.50

**SPECIAL FEATURES**  
 Time signals, sports round-up, farm features, market reports, homemaker program (women), rates on request.  
 News—leased wire service available—rates on request.  
 By remote control and seasonal: Organized baseball, tobacco warehouse auction sales (August through November), high school football games, city and county basketball games.

**POLITICAL**  
 One time rates applies; cash in advance.

**TRANSCRIPTIONS**  
 Library Service—Thesaurus.

**Closing Time**  
 Three days in advance of broadcast.

**WGOL**

(Established 1955)

Rates effective January 1, 1957.  
 Rates received August 26, 1957.  
 Owned and operated by Wayne Broadcasting Co.

**Personnel**  
 Manager—John G. Britt.  
 Commercial Manager—William Burwell.  
 Program Director—Henry M. Best, Jr.

**Representatives**  
 None.

**Mailing Instructions**  
 Business Office and Studio—116 W. Mulberry St., Goldsboro, N. C. Phone 4900.  
 Transmitter—1 mile West of Goldsboro on Highway 70.

**Wave—Power—Time**  
 Operating power—1,000 watts.  
 Frequency—1300 kilocycles.  
 Non-directional.  
 Operating schedule: 6:00 a.m. to local sunset.

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

**General Advertising**  
 Accepts AAAA copyrighted contracts.

	1/2	1/4	10	5	1 min.
	hr.	hr.	min.	min.	or less
1 time.....	19.00	13.00	9.00	6.00	4.00
26 times.....	18.00	12.00	8.50	5.50	3.50
52 times.....	17.00	11.00	8.00	5.00	3.25
156 times.....	14.00	9.50	7.00	4.50	2.75
312 times.....	12.00	8.00	6.00	4.00	2.50

**SPECIAL FEATURES**  
 News Service—AP.  
 Participating Programs  
 "Carolina Jamboree," "Top of the Morning," "Coffee Time," "Farm and Town Time" and "Request Party."

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

**GREENSBORO (4 AM)**

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

**W BIG**

(Established 1926)

**CBS Radio Network**



Rates effective December 1, 1957. (Card No. 13.)  
 Card received October 18, 1957.

Owned and operated by North Carolina Broadcasting Company, Inc.

**Personnel**  
 V.P. & Gen'l Mgr.—Allen Wannamaker.  
 Assistant Manager—Dan T. Griffin.  
 Sales Director—W. H. Henry.

**Representatives**  
 George P. Hollingbery Company.

**Mailing Instructions**  
 Business Office, Studio and Transmitter—2838 Battleground Road, P. O. Box 1807, Greensboro, N. C., Broadway 2-6125.

**Wave—Power—Time**  
 Operating power—5,000 watts.  
 (100% modulation.)  
 Frequency—1470 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate full time.  
 Operates on Eastern Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 24 hours daily.

**Agency Commission**  
 15% to recognized agencies on net charges; no cash discount. Invoices rendered monthly. Payable by 10th of month following broadcast.

**General Advertising**  
 For combination rates see CBS Radio Network (Southeastern Group).  
 Rates include charges by owners of music copyrights. The following rates are for national advertising. Discounts are retroactive and earned discount is to be determined by the total number of broadcasts used within one year.  
 Discount earned on announcements cannot be applied to program contracts and vice versa.  
 Six months rate protection guaranteed from effective date of card on continuous schedules.

**GENERAL RATES**

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	100.00	60.00	40.00	20.00
26 times.....	95.00	57.00	38.00	19.00
52 times.....	90.00	54.00	36.00	18.00
104 times.....	85.00	51.00	34.00	17.00
260 times.....	80.00	48.00	32.00	16.00
312 times.....	75.00	45.00	30.00	15.00
520 times.....	70.00	42.00	28.00	14.00
1,040 times.....	60.00	36.00	24.00	12.00

**ANNOUNCEMENTS**

	1 min. 10 sec.	1 min. 10 sec.
1 time.....	13.00	6.50
52 times.....	12.00	6.00
104 times.....	11.00	5.50
260 times.....	10.00	5.00

**FREQUENCY IMPACT PLANS**

Per week:	Each	Per wk.
10 times.....	10.00	100.00
15 times.....	9.00	135.00
20 times.....	8.00	160.00
30 times.....	7.00	210.00

Packages and fixed position announcements combinable to earn a frequency.

**NORTH CAROLINA**

Special rates for participation on "Pools' Paradise" and "The Bob Poole Show", flat, 13.00. Combinable with other services to earn frequencies on other services.

**SPECIAL FEATURES**

News Service—UPI News, 5, 10, 15 minutes at regular rates.

**Participating Programs**

"Early Bird Show"—5:00 a.m. to 6:00 a.m.  
 "Pools' Paradise"—6:00 a.m. to 10:00 a.m.  
 "Bob Poole Show"—10:30 p.m. to 11:00 p.m.  
 "The Clara Martin Show"—11:30 a.m. to 12:00 noon Monday through Friday.  
 "John Ademy Show"—noon to 2:00 p.m. Monday through Saturday.  
 "Road Show"—3:45 p.m. to 5:00 p.m. Monday through Friday.  
 "Car Tunes"—5:00 p.m. to 5:55 p.m. Monday through Friday.  
 "WBIG Gal on the Go"—3-minute weekend participations.

**Closing Time**  
 Closing date of program services 24 hours in advance of broadcast

**WCOG**

(Established 1948)

A Thoms Station

Rates effective January 1, 1958.  
 Rates received November 18, 1957.  
 Rev. rec'd January 27, 1958.

Owned and operated by The Thoms Radio-TV Enterprises.

**Personnel**  
 President—Harold H. Thoms.  
 Station Manager—Terrence R. Bane.  
 Production Manager—Thomas Wall.

**Representatives**  
 Broadcast Time Sales.

**Mailing Instructions**  
 Business Office—708 W. Market St., Greensboro, N. C.  
 Studios and Transmitter—4635 Tower Dr., Greensboro, N. C.

**Wave—Power—Time**  
 Operating power—5,000 watts days and 1,000 watts nights.  
 Frequency—1320 kilocycles.  
 Directional—separate patterns day and night.  
 Licensed to operate unlimited time.  
 Operates on Eastern Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 5:00 a.m. to midnight weekdays; 7:00 a.m. to midnight Sundays.

**Agency Commission**  
 15% on net charges; no cash discount or rebate. Bills rendered 1st of month following broadcast; payable in 10 days.

**General Advertising**  
 Rates are for facilities only. Time cannot be guaranteed. Maximum length of contract, one year. Thirty seconds will be deducted from each program five minutes or more for station announcements and identification. Announcements and programs cannot be combined to obtain a lower rate. Rates do not include talent, extra charges, participation in special events.

1 time per week:	1 wk.	13 wks.	26 wks.	52 wks.
5 minutes.....	30.00	28.50	27.00	25.50
1 minute.....	15.00	14.25	13.50	12.75
30 seconds.....	10.00	9.50	9.00	8.50
2 times per week:				
5 minutes.....	28.50	27.00	25.50	24.00
1 minute.....	14.25	13.50	12.75	12.00
30 seconds.....	9.50	9.00	8.50	8.00
3 times per week:				
5 minutes.....	27.00	25.50	24.00	22.50
1 minute.....	13.50	12.75	12.00	11.25
30 seconds.....	9.00	8.50	8.00	7.50
5 times per week:				
5 minutes.....	25.50	24.00	22.50	21.00
1 minute.....	12.75	12.00	11.25	10.50
30 seconds.....	8.50	8.00	7.50	7.00
6 times per week:				
5 minutes.....	24.00	22.50	21.00	19.50
1 minute.....	12.00	11.25	10.50	9.75
30 seconds.....	8.00	7.50	7.00	6.50
12 times per week:				
5 minutes.....	22.50	21.00	19.50	18.00
1 minute.....	11.25	10.50	9.75	9.00
30 seconds.....	7.50	7.00	6.50	6.00

**SATURATION PACKAGES**

Per week:	25 Plan	50 Plan	100 Plan
1 minute.....	10.50	9.75	9.00
30 seconds.....	7.00	6.50	6.00
Quickie .....	3.50	3.25	3.00

**SPECIAL FEATURES**  
 News Service—UPI.  
 5-minute newscasts—5:55 a.m., 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 11:55 p.m.

**Participating Programs**  
 "Downbeat"—5:30 a.m. to 6:00 p.m.  
 "Sky Castle"—6:00 p.m. to midnight.

**POLITICAL**  
 Cash in advance. Copy must be submitted 24 hours in advance.

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

(Greensboro continued on next page)



# NORTH CAROLINA

## Greensboro—Continued

### WGBG

(Established 1942)

Rates effective May 1, 1957.

Rate received April 8, 1957.

Owned and operated by Greensboro Broadcasting Co., Inc.

#### Personnel

Station Manager—Ralph M. Lambeth.  
Commercial Manager—Jack Rimmer.

#### Representatives

Burn-Smith Company, Incorporated.

#### Mailing Instructions

Business Office and Studio—P. O. Box 2280; Ashe St. Extension, Asheboro Rd., Greensboro, N. C.  
Transmitter—Off Retreat St., Greensboro, N. C.

#### Wave—Power—Time

Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.

Licensed to operate unlimited time.

Operates on Eastern Standard Time.

Daylight Saving Time not observed.

Operating schedule: 7:00 a.m. to 12:10 a.m. Sundays; 5:30 a.m. to 12:30 a.m. on weekdays.

#### Agency Commission

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

#### General Advertising

For combination rates see Mutual Broadcasting System.

#### DAY AND NIGHT RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	60.00	34.00	20.00	16.00	10.00	6.00
26 times.....	57.00	32.30	19.00	15.20	9.50	5.70
52 times.....	54.00	30.60	18.00	14.40	9.00	5.40
104 times.....	51.00	28.90	17.00	13.60	8.50	5.10
208 times.....	48.00	27.20	16.00	12.80	8.00	4.80
312 times.....	45.00	25.50	15.00	12.00	7.50	4.50

(\*) 1 minute or station break.

#### WEEKLY PACKAGE RATES

One minute announcements:	Per week
10 times.....	50.00
20 times.....	94.00
30 times.....	135.00

These rates apply on 1 to 12 weeks. Additional discounts apply for the following periods:

13 to 25 weeks.....	10%
26 to 39 weeks.....	15%
40 or more weeks.....	20%

Present advertisers will be protected through their contractual year or six months, whichever is longer. Announcements maximum of 100 words live or one minute transcribed; all chain break announcements limited to 20 seconds or 50 words.

#### SPECIAL FEATURES

News Service—UPI. Regular rates apply.  
Time Signals, Weather Forecasts, Sports—regular rates apply.

#### POLITICAL

Regular rates apply. Strictly cash in advance. All political copy must be approved 24 hours before broadcast.

#### Closing Time

Contracts close two weeks in advance of first broadcast. Announcement copy and transcriptions close six hours in advance. Talks close 24 hours in advance.

### WPET

(Established 1954)

Rates effective April 1, 1957. (Card No. 2.)

Card received March 14, 1957.

Owned and operated by Guilford Advertising, Inc.

#### Personnel

Pres. & Gen'l. Mgr.—William P. Mitchell.  
Vice-Pres. & Ass't. Mgr.—Robert L. Montgomery.

#### Representatives

Simmons Associates, Inc.

#### Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box 3488, Meadowview Rd., Greensboro, N. C., phone 5-4464.

#### Wave—Power—Time

Operating power—500 watts days.

Frequency—950 kilocycles.

Non-directional.

Licensed to operate to local sunset.

Operates on Eastern Standard Time.

Operating schedule: 5:00 a.m. to local sunset Monday through Saturday and 6:00 a.m. to sunset Sunday.

#### Agency Commission

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

#### General Advertising

Rate and discount protection extended for a period of no longer than six months of continuous broadcasting.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

Time cannot be guaranteed. Maximum length of contract, one year. Thirty seconds will be deducted from each program five minutes or more for station identification and announcements. Announcements and programs cannot be combined to obtain a lower rate. Rates do not include talent, extra charges, participation in special events.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	20 sec.	10 sec.
1 time.....	65.00	39.00	23.00	16.25	10.00	7.50	5.00
52 times.....	61.75	37.05	26.60	15.44	9.50	7.12	4.75
156 times.....	58.50	35.10	25.20	14.63	9.00	6.74	4.50
260 times.....	55.25	33.15	23.80	13.82	8.50	6.36	4.25

#### SATURATION PACKAGES

One minute announcements, weekly:	
12 spots, flat.....	96.00
24 spots, flat.....	170.00
18 spots, flat.....	135.00
36 spots, flat.....	235.00

#### SPECIAL FEATURES

News Service—AP. No extra charge.

5-minute news every hour, 5:00 a.m. to sign-off.

Half-hour headlines each hour on the 1/2 hour.

#### POLITICAL

Participating Programs

"Greatest Sound in Dixie"—5:00 a.m. to sign-off.

#### POLITICAL

Regular rates and frequency discounts; cash in advance.

#### TRANSCRIPTIONS

Library Service—Cole, Capitol and World.

#### Closing Time

48 hours in advance of broadcast.

## GREENVILLE

Pitt County—Map Location J-4

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

### WGTC

(Established 1940)

Rates effective November 1, 1956. (Card No. 2.)

Rates received November 5, 1956.

Owned and operated by Greenville Radio Co., Inc.

#### Personnel

President—H. W. Anderson.

Manager—Joel Lawhon.

Commercial Manager—J. T. Snowden.

#### Representatives

Devney, Incorporated.

#### Mailing Instructions

Business Office and Studio—Evans St. and 5th, Greenville, N. C., telephone 6740.

Transmitter—Faulkland Highway, three miles west of Greenville, N. C.

#### Wave—Power—Time

Operating power—5,000 watts days.

Frequency—1590 kilocycles.

Non-directional.

Licensed to operate unlimited time.

Operates on Eastern Standard Time.

Daylight Saving Time not observed.

Operating schedule: 6:30 a.m. to local sunset weekdays; 8:00 a.m. to local sunset Sunday.

#### Agency Commission

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

#### General Advertising

Accepts AAAA copyrighted contract.

Rates include charges by owners of music copyrights.

The following rates are for national advertising and apply to all hours.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	60.00	36.00	24.00	12.00	7.50
13 times.....	57.00	34.20	22.80	11.40	7.10
26 times.....	54.00	32.40	21.60	10.80	6.75
52 times.....	51.00	30.60	20.40	10.20	6.40
104 times.....	48.00	28.80	19.20	9.60	6.00
260 times.....	45.00	27.00	18.00	9.00	5.60
312 times.....	42.00	25.20	16.80	8.40	5.25

(\*) 1 minute or less.

10% additional discount when purchased in combination with WVOF, Wilson, N. C.

#### SPECIAL FEATURES

News Service—UPI.

#### POLITICAL

Regular rates apply.

#### TRANSCRIPTIONS

Library Service—World.

## HAMLET

Richmond County—Map Location F-5

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

### WKDX

(Established 1957)

Rates effective January 1, 1958.

Rates received January 30, 1958.

Owned and operated by Ridsen A. Lyon.

#### Personnel

President—R. A. Lyon.

General Manager—W. P. Billingsley.

#### Representatives

None.

#### Mailing Instructions

Business Office & Transmitter—P. O. Box 826, Fifth St., Hamlet, N. C. Phone 1482.

#### Wave—Power—Time

Operating power—250 watts.

Frequency—1400 kilocycles.

Non-directional.

Licensed to operate full time.

Operates on Eastern Standard Time.

Operating schedule: 6:00 a.m. to 11:00 p.m.

#### Agency Commission

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

#### 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 min.	30 sec.
1 time.....	40.00	22.00	12.50	9.00	5.00	3.50	2.50
13 times.....	37.00	20.00	11.00	8.50	4.50	3.25	2.35
26 times.....	35.00	19.00	10.00	8.00	4.00	3.10	2.20
52 times.....	33.00	17.00	9.00	7.00	3.80	2.90	2.00
104 times.....	26.00	13.00	7.00	6.00	3.50	2.70	1.75
312 times.....	24.00	12.00	6.00	5.00	3.00	2.50	1.50
624 times.....	18.00	9.00	5.00	3.50	2.50	2.25	1.35
1000 times.....						2.00	1.25

1-minute—120 words; 30 seconds—60 words.

Specified time station breaks—1-minute rate applies.

(2:00 p.m. to 5:00 p.m.)

10% discount on all programs except sports.

News Service—UPI.

News every hour on the hour.

Closing Time

24 hours before broadcast.

## HENDERSON (2AM)

Vance County—Map Location H-3

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

### WHNC

(Established 1945)

Rates effective August 1, 1946.

Owned and operated by Henderson Radio Corp.

#### Personnel

Pres. & Gen'l Mgr.—Nathan Frank.

#### Representatives

None.

#### Mailing Instructions

Business Office—Norlina Road, Henderson, N. C.

Studio and Transmitter—Two miles north of Henderson, N. C.

#### Wave—Power—Time

Operating power—1,000 watts.

Frequency—890 kilocycles.

Non-directional.

Licensed to operate on clear channel daytime.

Daylight Saving Time not observed.

#### Agency Commission

15% to recognized advertising agencies on station time only. No cash discount. Accounts payable 10th of month following broadcast. All transient business cash in advance.

#### General Advertising

For combination rates see Mutual Broadcasting System and Keystone Network.

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	300 tl.
1 hour.....	58.25	53.45	50.60	47.80	45.00	43.25
1/2 hour.....	37.50	35.05	33.75	32.90	30.50	28.15
1/4 hour.....	25.00	23.75	22.50	21.25	20.00	18.75
10 minutes.....	18.75	17.85	16.90	15.95	15.00	14.10
5 minutes.....	12.50	11.90	11.25	10.65	10.00	9.40
100 words.....	6.25	5.95	5.65	5.35	5.00	4.80
50 words.....	5.25	4.65	4.20	3.70	3.40	3.15

One minute transcription same basis as 100 words.

#### STATION BREAK ANNOUNCEMENTS

Rates on request.

#### SPECIAL FEATURES

News: Leased wire service available—rates on request.  
Children's sports and variety programs, for use on a participating basis—rates on request.

#### POLITICAL

Political programs and talks payable in advance.

#### Closing Time

Contracts close two days in advance of first broadcast.

Announcement copy and transcriptions close 24 hours in advance. Talks close 48 hours in advance.

### WHVH

# HENDERSONVILLE (1 AM; 1 FM)

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

## WKPK

(Established 1946)

Rates effective January 1, 1947. (Card No. 2.)  
Owned and operated by Radio Hendersonville, Inc.

**Personnel**  
President—Beverly M. Middleton.  
Vice-Pres. & Gen'l Mgr.—Kermit Edney.  
Treasurer—D. A. Gilmore.  
Sales Manager—Arthur V. Cooley.  
Program Director—James R. Northington.  
Chief Engineer—Charles E. Renfrow.

**Representatives**  
Hil F. Best Company.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 649, Chimney Rock Road, Hendersonville, North Carolina, phone 9061 or 9062.  
Transmitter—Radio Center, Chimney Rock Road, Hendersonville, N. C.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to 12:00 midnight.

**FM Facilities**  
Effective radiated power—9,500 watts.  
Frequency—102.5 megacycles.  
Antenna height—ft. above average terrain.  
Operating schedule: 6:00 a.m. to midnight.

**Agency Commission**  
15% to recognized agencies on station time only; no cash discount. Billings are monthly and payment is required by 15th of following month.

**General Advertising**  
For combination rates Keystone Network.  
Interconnected with WWIT, Canton, North Carolina.  
Combination rates with WWIT, Canton, N. C. or request.  
Rates are for station time only.  
One year is contract limit. If contract not completed, advertiser will be rebilled on basis of number of announcements actually used. Programs and announcements cannot be combined to earn greater discount.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	36.00	21.60	14.40	10.80	7.20	3.96
13 times....	34.20	20.52	13.68	10.26	6.84	3.76
26 times....	32.40	19.44	12.96	9.72	6.48	3.56
52 times....	30.60	18.36	12.24	9.18	6.12	3.37
100 times....	28.80	17.28	11.52	8.64	5.76	3.17
200 times....	27.00	16.20	10.80	8.10	5.40	2.97
260 times....	25.20	15.12	10.08	7.56	5.04	2.77

(\*) One minute or station break.  
**PACKAGE PLANS**  
100 spots in one week, each..... 1.50  
1,000 spots in one year, each..... 1.50

**SPECIAL FEATURES**  
News Service—UPI.  
Participating Programs (Regular rates apply)  
"Ol' Camp Meeting Time", "Good Morning Man", "The Jo Kuykendall Show", "Fare Fare", "Hillbilly Time", "Renfrow Record Party", "Music for Everyone".

**POLITICAL**  
Cash in advance.  
**TRANSCRIPTIONS**  
Library Service—MacGregor, Standard.

# HICKORY (2 AM)

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

## WKKY

(Established 1939)

Rates effective February 1, 1954. (Card No. 5.)  
Card received February 1, 1954.  
Owned and operated by Catawba Valley Broadcasting Co., Inc.

**Personnel**  
General Manager—E. S. Long.

**Representatives**  
Southeast—Dora-Clayton Agency, Inc.  
Charlotte—Media Sales and Service.

**Mailing Instructions**  
Business Office and Studio—Radio Bldg., 415 1st Ave., N. W., Hickory, N. C., telephone 2294, TWX 490.  
Transmitter—2-1/2 miles southeast of Hickory, N. C.

**Wave—Power—Time**  
Operating power—5,000 watts days; 1,000 watts nights.  
Frequency—1290 kilocycles.  
Directional—nighttime only.  
Licensed to operate unlimited time.  
Operates on Eastern 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 only; 2% cash discount if paid by 10th of month.

**General Advertising**  
For combination rates see ABC Radio.  
The following rates are for national advertising and do not include music copyright fees.  
BMI, ASCAP and SESAC licenses.

	1 tl.	26 tl.	52 tl.	156 tl.	312 tl.
1 hour....	40.00	38.00	36.00	32.00	30.00
1/2 hour....	30.00	28.50	27.00	24.00	22.50
1/4 hour....	20.00	19.00	18.00	16.00	15.00
10 minutes	15.00	14.25	13.50	12.00	11.25
5 minutes	10.00	9.50	9.00	8.00	7.50
1 minute or station break.....	6.00	5.70	5.40	4.80	4.50

# SPECIAL FEATURES

News—Leased wire service available.  
**POLITICAL**  
Political announcements and programs will be accepted, provided the standard agreement form for political broadcasts has been properly filed and approved by the station management. Regular rates apply, payable in advance.  
**TRANSCRIPTIONS**  
Two reference recordings or transcriptions will be made for an announcement advertiser of a program advertiser without charge. Additional recordings or transcriptions (12 inches) each, 3.50; (16 inches) each, 7.50.  
Closing Time  
Two weeks in advance.

## WIRC

(Established 1948)

Rates effective January 1, 1955. (Card No. 2.)  
Card received November 19, 1954.

**Personnel**  
General Manager—Edmond H. Smith, Jr.

**Representatives**  
John E. Pearson Company.

**Mailing Instructions**  
Business Office and Studio—329 First Ave., N. W., Hickory, N. C. Diamond 5-2124.  
Transmitter—Startown Road, Hickory, N. C.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—630 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Eastern 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 1st of month; payable 10 days.

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	38.00	22.80	15.20	7.60	5.00	3.50
13 times....	36.00	21.60	14.40	7.20	4.75	3.30
26 times....	34.00	20.40	13.60	6.80	4.50	3.20
52 times....	32.00	19.80	12.80	6.40	4.25	3.00
104 times....	30.00	18.00	12.00	6.00	4.00	2.80
156 times....	29.00	17.40	11.60	5.80	3.75	2.60
260 times....	27.50	16.50	11.00	5.50	3.50	2.50
312 times....	27.00	16.20	10.80	5.40	3.25	2.30

**ANNOUNCEMENTS**  
No frequency discounts on "Swap Shop" and "Lillie Anne" programs. One-time rates apply, plus talent fees of .80 per announcement and 1.60 per program segment. Talent fees non-commissionable.

**SPECIAL FEATURES**  
News Service—AP. Local and area news four times daily. Weather reports and sports.

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

**TRANSCRIPTIONS**  
Reference recordings or transcriptions available to announcement or program advertisers at these rates: 10 inch, each 2.25; 12 inch, each 3.50; 16 inch, each 6.50. Two free recordings or transcriptions will be furnished on request to advertisers placing at least 52 announcements or 26 programs. Additional discs at regular rates.  
Closing Time  
24 hours in advance.

# HIGH POINT (3 AM; 3 FM)

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

## WHPE

(Established 1947)

Rates effective January 1, 1958.  
Rates received November 6, 1957.  
Owned and operated by The High Point Broadcasting Co., Inc.

**Personnel**  
President—Gary C. Davis.  
Sec'y & Treas.—Roger L. Parris.

**Representative**  
None.

**Mailing Instructions**  
Business Office and Studio—504 N. Main St., High Point, N. C., telephone 3466.  
Transmitter—on old Thomasville Road, one mile from city limits of High Point, N. C.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1070 kilocycles.  
Non-directional.  
Licensed to operate daytime on clear channel.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.

**FM Facilities**  
Effective radiated power—13,000 watts.  
Frequency—95.5 megacycles on channel 238.  
Antenna height—377 feet above average terrain.

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

**General Advertising**  
Affiliated with Keystone Network.  
FM operated in conjunction with AM.  
Rates are for national advertising and include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Programs cannot be combined with announcements to earn frequency discounts.

# NORTH CAROLINA

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	156 tl.	(*)
1 hour....	60.00	57.00	54.00	51.00	48.00	45.00	42.00
1/2 hour....	36.00	34.20	32.40	30.60	28.80	27.00	25.20
1/4 hour....	24.00	22.80	21.60	20.40	19.20	18.00	16.80
5 minutes	12.00	11.40	10.80	10.20	9.60	9.00	8.40

(\*) 260 or more times.

**ANNOUNCEMENTS**

	30 sec.	1 min.	(*)	(†)
1 time.....	4.00	6.00	4.50	6.50
13 times....	3.75	5.75	4.25	6.25
26 times....	3.50	5.50	4.00	6.00
52 times....	3.25	5.25	3.75	5.75
104 times....	3.00	5.00	3.50	5.50
156 times....	2.80	4.80	3.40	5.40
260 times....	2.45	4.50	3.20	5.20
312 times....	2.25	4.00	3.00	4.90

(\*) Station break (30 seconds).  
(†) Station break (1 minute).

**SPECIAL FEATURES**  
News Service—AP. Weather reports, time signals and sports. Rates on request.

**POLITICAL**  
One time rates apply. Payable in advance of broadcast. Copy must be approved 24 hours before broadcast.

**TRANSCRIPTIONS**  
Library Service—World.

## WMFR

(Established 1935)

Rates received February 24, 1955.  
Owned and operated by Radio Station WMFR, Inc.

**Personnel**  
General Manager—Frank S. Lambeth.  
Commercial Manager—Frank Smith.  
Farm Dir.—W. R. Carter.

**Representatives**  
Burn-Smith Company, Inc.

**Mailing Instructions**  
Business Office and Studio—164 South Main St., P. O. Box 27, High Point, N. C., telephone 4593-4.  
Transmitter—164 South Main St., High Point, N. C.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1230 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:30 a.m. to 12:00 midnight.

**FM Facilities**  
Effective radiated power—8,000 watts.  
Frequency—99.5 megacycles on channel 238; Class B.  
Antenna height—350 feet above average terrain.

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

**General Advertising**  
For combination rates see ABC Radio.  
Accepts AAAA copyrighted contract.  
FM operated in conjunction with AM.  
Rates include charges by owners of music copyrights.  
ASCAP, BMI and SESAC licenses.

(Day and evening)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	50.00	31.00	17.50	8.75	4.00
13 times....	47.00	29.20	16.30	8.15	3.80
26 times....	44.00	27.40	15.10	7.55	3.60
52 times....	41.00	25.60	13.90	6.95	3.40
100 times....	38.00	23.80	12.70	6.35	3.20
300 times....	30.00	21.00	11.50	5.75	3.00

(\*) One minute or less.

**SPECIAL FEATURES**  
News Service—UPI.  
Mobile units available for on the spot broadcasts.  
Weather forecast, time signals, news and sports—rates on request.

**POLITICAL**  
Regular rates apply; cash in advance. Copy must be submitted 24 hours in advance of broadcast.

**TRANSCRIPTIONS**  
Library service—Lang-Worth.

## WNOS

(Established 1953)

Rates effective June 1, 1956.  
Rates received April 30, 1956.  
Owned and operated by The Statesville Broadcasting Co., Inc.

**Personnel**  
General Manager—Garret Allen.  
Commercial Manager—Betty Ann Litzle.  
Program Manager—Bill Everhart.

**Representatives**  
Continental Radio Sales.

**Mailing Instructions**  
Mailing Address—P. O. Box 1448, High Point, N.C.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1590 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Eastern Time.  
Operating schedule: 5:00 a.m. to local sunset week days; 7:00 a.m. to local sunset Sundays.

**FM Facilities**  
Effective radiated power—3,200 watts.  
Frequency—100.3 megacycles; Class B.

**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Bills rendered by 5th of each month; due and payable by the 10th of month.

(This listing continued on next page)

# NORTH CAROLINA

## High Point—WNOS—Continued

### General Advertising

Rates include music copyright fees. ASCAP, BMI and SESAC licenses. FM operated in conjunction with AM. Station breaks available for announcements. Errors in commercial continuity will be corrected as quickly as possible. Maximum length of contract one year. All contracts cancellable unless programs start within 30 days. Quantity discounts apply to one classification only. Announcements and programs cannot be combined to secure discounts. All 100 word announcements are accepted for scheduling in announcement periods only.

PROGRAM	1-13 times	14-26 times	27 or more times
1 hour.....	40.00	32.50	25.00
1/2 hour.....	22.50	20.00	18.50
1/4 hour.....	12.00	11.00	10.00
5 minutes.....	6.50	4.75	3.50

### SPOT ANNOUNCEMENTS

	1 tl	13 tl	26 tl	52 tl	104 tl	(*)
50 words.....	2.50	2.38	2.25	2.14	2.03	1.93
100 words.....	3.50	3.33	3.17	3.01	2.85	2.17

### Station breaks:

1/2 minute.....	3.75	3.56	3.38	3.21	3.05	2.90
1 minute.....	4.50	4.28	4.07	3.87	3.68	3.50

### (\*) 260 or more times.

### SPECIAL FEATURES

News Service—AP. No extra charge.

### POLITICAL

Regular rates apply.

### RELIGIOUS

Rates, terms and conditions on request.

### TRANSCRIPTIONS

Library Service—Thesaurus.

### Closing Time

12 hours in advance of broadcast.

## JACKSONVILLE (2 AM)

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

### WJNC

(Established 1945.)



Rates effective December 1, 1955. (Card No. 1.)  
Card received July 2, 1956.

Owned and operated by The Onslow Broadcasting Corporation.

### Personnel

Pres. & Gen'l Mgr.—Robert P. Mendelson.

Station Manager—Roderic L. Jones.

### Representatives

None.

### Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box E, Route 24, North Jacksonville, N. C., telephone 6-7707-8.

### Wave—Power—Time

Operating power—250 watts.

Frequency—1240 kilocycles.

Non-directional.

Licensed to operate unlimited time.

Operates on Eastern Standard Time.

Daylight Saving Time not observed.

Operating schedule: 5:00 a.m. to 11:00 p.m. Monday through Friday; 5:00 a.m. to 12:00 midnight Saturday; 6:00 a.m. to 11:00 p.m. Sunday.

### Agency Commission

15% to recognized agencies. 2% cash discount—10 days.

### General Advertising

For combination rates see Mutual Broadcasting System, or Keystone Network.

Accepts AAAA copyrighted contract.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	42.00	25.00	14.50	11.50	9.00	6.10
13 times.....	39.00	22.50	13.50	11.00	8.50	5.50
26 times.....	36.00	21.00	12.75	10.00	8.00	4.90
52 times.....	33.00	20.00	12.00	9.50	7.25	4.30
104 times.....	30.00	18.00	11.00	9.00	6.50	4.00
156 times.....	27.00	16.50	10.00	8.00	5.75	3.50
260 times.....	21.00	13.50	7.50	6.25	4.25	3.25
325 times.....						3.00

### SPECIAL FEATURES

News Service—AP.

### Participating Programs

"1240 Club"..... 20.00

5 times, per week..... 20.00

"Carolina Hoedown"..... 20.00

5 times, per week..... 20.00

"Time for Jean"..... 20.00

5 times, per week..... 20.00

### POLITICAL

Payable in advance.

### TRANSCRIPTIONS

Library Service—Capitol.

## WLAS

(Established 1954)



Rates received May 20, 1957.

Owned and operated by Seaboard Broadcasting Corp.

### Personnel

Gen'l & Com'l Mgr.—Paul Parker.

### Representatives

Continental Radio Sales.

### Mailing Instructions

Business Office and Studio—P. O. Box 1197, Jacksonville, N. C., telephone 3901.

Transmitter—Bell Fork Road.

### Wave—Power—Time

Operating power—1,000 watts days.

Frequency—910 kilocycles.

Non-directional.

Licensed to operate daytime only.  
Operates on Eastern Time.  
Operating schedule: local sunrise to local sunset.  
Agency Commission  
15% to recognized agencies on time only; no cash discount. Bills rendered monthly and payable within 10 days.  
General Advertising  
For combination rates see Tobacco Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
All rates quoted on a signed contract basis.  
In the event that the advertiser fails to fulfill his contract, the station will bill him at the earned rate.  
Maximum length of contract 12 months.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	50.00	37.50	25.00	16.00	10.00	6.00
13 times.....	45.00	32.50	22.50	14.00	9.00	5.50
26 times.....	40.00	27.50	20.00	12.00	8.00	5.25
52 times.....	35.00	22.50	17.50	10.00	7.00	5.00
104 times.....						4.75
156 times.....						4.50
260 times.....						4.25
312 times.....						3.75

### SPECIAL FEATURES

News Service—UPI.

Local Newscasts, time signals, weather reports and sports—rates on request.

### Participating Programs

"Knight Time"—6 times per week, 30.00.

"Paul Parker Show"—6 times per week, 30.00.

"Crazy Quilt"—5 times per week, 20.00.

"Juke Box Jamboree"—5 times per week, 20.00.

### POLITICAL

Regular rates apply. Frequency discounts; payable in advance.

### TRANSCRIPTIONS

Library Service—World, Thesaurus.

(Call letters not received)

(C. P. 1,000 w. days; 1290 kc.)

W. E. Baysden

Route 2

Richlands, N. C.

## KANNAPOLIS

Cabarrus County—Map Location E-5

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

### WGTL

(Established 1946)



Rates effective July 1, 1947. (Card No. 1.)

Owned and operated by Fred H. Whitley, Inc.

### Personnel

General Manager—Fred H. Whitley

### Representatives

None.

### Mailing Instructions

Business Office, Studio and Transmitter—Cannon Blvd., and Country Club, Kannapolis, N. C., Webster 3-8700.

Other Studio—Concord, N. C., State 2-7615.

### Wave—Power—Time

Operating power—1,000 watts days.

Frequency—870 kilocycles.

Non-directional.

Licensed to operate daytime only.

Operates on Eastern Standard Time.

Daylight Saving Time not observed.

### Agency Commission

15% to recognized agencies on time only—bills rendered monthly; talent and/or remote charges billed separately with 10% commission deductible from talent only; no cash discount.

### General Advertising

Contracts may be signed for no more than 52 consecutive weeks. Contracts must be signed 30 days before start of broadcasting.

Advertising of alcoholic beverages will not be accepted. License fees included in station time rates.

BMI, ASCAP and SESAC licenses.

### CLASS "A"

(12:00 noon to 1:30 p.m. and 5:00 p.m. to sign-off week days and 12:00 noon to sign-off Sundays)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	60.00	42.00	24.00	21.00	12.00
13 times.....	57.00	39.90	22.80	19.95	11.40
26 times.....	54.00	37.80	21.60	18.90	10.80
39 times.....	51.00	35.70	20.40	17.80	10.20
52 times.....	48.00	33.60	19.20	16.80	9.60
104 times.....	45.00	31.50	18.00	15.75	9.00
208 times.....	43.50	30.45	17.40	15.22	8.70
312 times.....	43.00	29.10	16.20	14.55	8.40
416 times.....	42.00	28.00	15.00	13.80	8.10
624 times.....	41.00	27.00	14.00	13.00	7.80

### CLASS "B"

(Sign-on to 12:00 noon and 1:30 p.m. to 5:00 p.m.)

	1 time.....	13 times.....	26 times.....	39 times.....	52 times.....	104 times.....	208 times.....	312 times.....	416 times.....	624 times.....
1 time.....	42.00	29.40	16.80	14.70	8.40					
13 times.....	39.90	27.93	15.96	13.97	7.98					
26 times.....	37.80	26.46	15.12	13.23	7.56					
39 times.....	35.70	24.99	14.28	12.50	7.14					
52 times.....	33.60	23.52	13.44	11.76	6.72					
104 times.....	31.50	22.05	12.60	11.02	6.30					
208 times.....	30.45	21.31	12.18	10.66	6.09					
312 times.....	29.30	20.57	11.82	10.30	5.88					
416 times.....	28.20	19.80	11.40	9.96	5.67					
624 times.....	27.10	19.05	11.00	9.60	5.46					

### ANNOUNCEMENTS

### CLASS "A"

(12:00 noon to 1:30 p.m. and 5:00 p.m. to sign-off week days, and 12:00 noon to sign-off Sundays)

One minute or 100 words:			
1 time.....	6.00	104 times.....	4.50
13 times.....	5.70	208 times.....	4.35
26 times.....	5.40	312 times.....	4.20
39 times.....	5.10	416 times.....	4.05
52 times.....	4.80	624 times.....	3.90
30 seconds or 50 words:			
1 time.....	4.20	104 times.....	3.15
13 times.....	3.99	208 times.....	3.05
26 times.....	3.78	312 times.....	2.95
39 times.....	3.57	416 times.....	2.85
52 times.....	3.36	624 times.....	2.70

### CLASS "B"

(Sign-on to 12:00 noon and 1:30 p.m. to 5:00 p.m.)

One minute or 100 words:			
1 time.....	4.20	104 times.....	3.15
13 times.....	3.99	208 times.....	3.05
26 times.....	3.78	312 times.....	2.95
39 times.....	3.57	416 times.....	2.85
52 times.....	3.36	624 times.....	2.70
30 seconds or 50 words:			
1 time.....	2.94	104 times.....	2.21
13 times.....	2.79	208 times.....	2.14
26 times.....	2.65	312 times.....	2.07
39 times.....	2.50	416 times.....	1.97
52 times.....	2.35	624 times.....	1.87

### PACKAGE DISCOUNTS

15 or more broadcasts per week: 26 weeks 5%; 27 to 35 weeks 7-1/2%; 36 to 52 weeks 10%.

### SPECIAL FEATURES

News Service—UPI.

Time signals, weather and temperature reports—rates on request.

### POLITICAL

Commercial political broadcasts from members and/or recognized political parties will be accepted in compliance with FCC rulings.

### Closing Time

Copy for programs must be received at least 10 days prior to initial broadcast.

## KINGS MOUNTAIN

Cleveland County—Map Location D-5

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

### WKMT

(Established 1953)

Rates effective March 12, 1953. (Card No. 1-B.)

Card received March 31, 1954.

**Kinston—W E L S—Continued**

	1	1/2	1/4	10	5	1	10
	hr.	hr.	hr.	min.	min.	min.	sec.
1 time...	50.00	30.00	15.00	12.50	10.00	7.00	3.50
26 times...	48.00	29.00	14.75	12.25	9.50	6.70	3.35
52 times...	46.00	28.00	14.50	12.00	9.00	6.40	3.20
104 times...	44.00	27.00	14.25	11.75	8.50	6.10	3.05
156 times...	42.00	26.00	14.00	11.50	8.00	5.80	2.90
260 times...	40.00	25.00	13.75	11.25	7.50	5.50	2.75
312 times...	38.00	24.00	13.50	11.00	7.00	5.20	2.60

**PACKAGE RATES**

Per week:	1 min.	10 sec.	Per week:	1 min.	10 sec.
5 times...	29.50	14.50	20 times	100.00	50.00
10 times...	55.00	27.50	30 times	140.00	70.00
15 times...	78.00	39.00	50 times	220.00	110.00

**SPECIAL FEATURES**  
 News Service—UPI.  
 "Joe Overman, Weather"—8:05 a.m. to 8:15 a.m. and 1:00 p.m. to 1:10 p.m. Time plus 5.00 talent.  
 "RFD Review"—12:10 p.m. to 12:15 p.m. Time plus 5.00 talent.  
 "Jack Rider Local News"—12:20 p.m. to 12:30 p.m. Time plus 8.00 talent.  
 "Rural Report"—1:10 p.m. to 1:20 p.m. Time plus 5.00 talent.

**Participating Programs**  
 Available in 1-minute, 5-minute, 10-minute and 15-minute segments.  
 "Uncle Pete's Daybust in Dixie"—sign-on to 7:30 a.m.  
 "Working People Only"—8:15 a.m. to 9:00 a.m.  
 "Housewives Only"—9:30 a.m. to 11:00 a.m.  
 "Dinner Bell Time"—11:00 a.m. to noon.  
 "Lawson's Hotfoot Club"—3:00 p.m. to 4:30 p.m.

**POLITICAL**  
 Regular rates apply.  
**Closing Time**  
 Copy must be in 24 hours in advance.

**WFTC**

(Established 1937)



**A Town and Country Network Station**

Rates effective May 1, 1958.  
 Rates received April 2, 1958.  
 Owned and operated by Town & Country Network, Inc.

**Personnel**  
 Chairman of Board—Connie B. Gay.  
 President—Jane E. Trimmer.  
 Executive Vice-President—Donald J. Tucker.  
 Vice-Pres. & Gen'l Mgr.—N. S. Tweel.  
 Station Manager—J. B. Ham.

**Representatives**  
 Hill F. Best Company.  
**Mailing Instructions**  
 Business Office and Studio—P. O. Box 330, Kinston, N. C. Phone Jackson 3-4111.  
 Transmitter—Route 2, Kinston, N. C.  
**Wave—Power—Time**  
 Operating power—5,000 watts days; 1,000 watts nights.  
 Frequency—960 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate unlimited time.  
 Operates on Eastern Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 6:00 a.m. to 11:00 p.m. week-days; 7:00 a.m. to 11:00 p.m. Sunday.

**Agency Commission**  
 15%; no cash discount. No commissions on talent unless otherwise specified. Bills rendered monthly; payable 10 days after billing.

**General Advertising**  
 Affiliated with ABC Radio and Town and Country Network.  
 Affiliated with WTCR, Huntington, W. Va.—Ashland, Ky. and KITE, San Antonio, Tex. Special discounts when equal schedules are run on WFTC, WTCR and KITE.  
 Rates include music copyright fees.  
 Announcements may be combined to earn frequency discounts. Announcements and programs may not be combined.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	70.00	38.00	20.00	15.00
26 times.....	66.50	36.10	19.25	14.25
52 times.....	63.00	34.20	18.50	13.50
156 times.....	59.50	32.30	17.75	12.75
260 times.....	56.00	30.40	17.00	12.00

**WEEKLY SATURATION PLAN**

	1 wk.	18 wks.	26 wks.	39 wks.	52 wks.
12 times...	90.00	87.90	85.50	83.40	81.00
18 times...	131.85	128.70	125.10	121.95	118.80
24 times...	171.00	166.80	162.60	158.40	154.20
36 times...	250.20	243.90	237.60	231.30	225.00

**20- or 30-seconds:**

	1 hr.	1/2 hr.	1/4 hr.	5 min.
12 times...	67.50	66.00	64.20	62.70
18 times...	99.00	96.75	94.05	91.35
24 times...	128.40	125.40	121.80	118.80
36 times...	188.10	182.70	178.20	173.70

**10-seconds:**

	1 hr.	1/2 hr.	1/4 hr.	5 min.
24 times...	90.00	87.90	85.50	83.40
36 times...	131.85	128.70	125.10	121.95
48 times...	171.00	166.80	162.60	158.40
72 times...	250.20	243.90	237.60	231.30

Minimum of 1/2 of Saturation Plan spots guaranteed in Class "AA" time. All other announcements are scheduled in Class "A" time.

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

	1	20-30	10
	min.	sec.	sec.
1 time.....	12.00	9.00	6.00
26 times.....	11.60	8.70	5.80
52 times.....	11.25	8.45	5.60
104 times.....	10.85	8.15	5.45
156 times.....	10.50	7.85	5.25
260 times.....	10.10	7.60	5.05
312 times.....	9.75	7.30	4.85
500 times.....	9.35	7.00	4.70
750 times.....	9.00	6.75	4.50
1,000 times.....	8.65	6.50	4.25

**CLASS "A"**  
 (All other times)

	1	20-30	10
	min.	sec.	sec.
1 time.....	7.50	5.60	3.75
26 times.....	7.30	5.50	3.65
52 times.....	7.10	5.35	3.55
104 times.....	6.90	5.20	3.45
156 times.....	6.75	5.05	3.35
260 times.....	6.55	4.90	3.30
312 times.....	6.35	4.75	3.20
500 times.....	6.20	4.65	3.10
750 times.....	6.00	4.50	3.00
1,000 times.....	5.75	4.25	3.00

**5-MINUTE NEWSCASTS**

News live at :55 every hour, also live at :25 between 6:00 a.m. and 9:00 a.m., 6 days per week:

	Class "AA"	Class "A"
13 weeks, per week.....	85.00	75.00
26 weeks, per week.....	81.25	71.25
39 weeks, per week.....	77.50	67.50
52 weeks, per week.....	70.00	60.00

**TIME SIGNALS**

10-seconds of commercial time. 50% guaranteed in Class "AA" time when available per week:

12 times.....	48.00	43 times.....	156.00
24 times.....	85.00	60 times.....	180.00
36 times.....	126.00		

**SPECIAL FEATURES**

Weather at 15 minutes past and 15 minutes before the hour. 10% additional to earned 1-minute rate. Includes 1-minute commercial time.

**Participating Programs**

"Town and Country Party Line"—6:00 a.m. to 6:55 a.m.  
 "Coffee Shop"—7:00 a.m. to 8:55 a.m.  
 "Town and Country Time"—12:15 p.m. to 1:55 p.m.  
 "Today's Top Tunes"—2:00 p.m. to 6:00 p.m. Teen requests from 4:00 p.m. to 5:00 p.m.  
 "Report"—6:00 p.m. to 7:30 p.m. News, sports, weather.  
 "Night Watch"—7:30 p.m. to 11:00 p.m.

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

**WISP**

(Established 1954)

Rates effective June 1, 1957.  
 Rates received April 29, 1957.  
 Rev. rec'd January 3, 1958.

Owned and operated by the Citizen Broadcasting Co.

**Personnel**  
 General Manager—Lynwood Moseley.  
 Prog. Dir. & Ass't Mgr.—Robert F. Taylor.

**Representatives**  
 Dora-Clayton Agency.

**Mailing Instructions**  
 Business Office and Studio—S. Queen St., Kinston, N. C. Phone 6.61.  
 Transmitter—Lenoir County, N. C.

**Wave—Power—Time**  
 Operating power—250 watts fulltime.  
 Frequency—1230 kilocycles.  
 Non-directional.  
 Licensed to operate unlimited time.  
 Operating schedule: 5:00 a.m. to midnight, Monday through Saturday; 8:00 a.m. to 11:00 p.m. Sunday.

**Agency Commission**  
 15% to recognized advertising agencies on time cost only. No cash discount.

**General Advertising**  
 Affiliated with Mutual Broadcasting System.

	1	1/2	1/4	10	5
	hr.	hr.	hr.	min.	min.
1 time.....	50.00	30.00	20.00	15.00	10.00
13 times.....	46.00	27.60	18.40	13.80	9.20
26 times.....	42.00	25.20	16.80	12.60	8.40
52 times.....	38.00	22.80	15.20	11.40	7.60
156 times.....	34.00	20.40	13.60	10.20	6.80
260 or more times.....	30.00	18.00	12.00	9.00	6.00

(\*) Spot announcements.

**SPECIAL FEATURES**

Newscasts every half-hour.  
**Participating Programs**  
 "Kate Smith Show"—11:05 a.m. to 11:30 a.m. Monday through Friday. 3 spots per day available.  
 1-minute, 5-minute, 10-minute and 1/4 hour periods available at regular rates.

**POLITICAL**

Rates on request.

**LAURINBURG (1 AM; 1 FM)**

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

**WEWO**

(Established 1947)

Rates effective September 1, 1947.  
 Owned and operated by Scotland Broadcasting Co., Inc.

**Personnel**  
 President—Edwin Pate.  
 General Manager—J. R. Dalrymple, Jr.

**Representatives**  
 Southeast—Dora-Clayton Agency, Inc.

**Mailing Instructions**  
 Business Office and Studio—Laurinburg, N. C. Crestview 6-2911.  
 Transmitter—Laurinburg, Maxton Road, N. C.

**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—1080 kilocycles.  
 Non-directional.  
 Licensed to operate daytime.  
 Operating schedule \_\_\_\_\_.

**NORTH CAROLINA**

**FM Facilities**  
 Effective radiated power—9,200 watts.  
 Frequency—96.5 megacycles; channel 243; Class B  
 Antenna height—234 feet above average terrain.

**Agency Commission**  
 15% to recognized advertising agencies on net station time only; no cash discount. Invoices rendered first of month following broadcast. No discounts or commissions on talent, news service or other program material, or line charges.

**General Advertising**  
 Affiliated with Keystone Network.  
 Accepts AAAA copyrighted contract.  
 Advertising of alcoholic beverages not accepted.  
 Maximum contract term one year.  
 Rates earned on announcements cannot be applied to program contracts and vice-versa.

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	312 tl.
1 hour.....	60.00	57.00	54.15	48.73	46.29	41.66
1/2 hour.....	40.00	38.00	36.10	32.49	30.87	27.78
1/4 hour.....	25.00	23.75	22.59	20.33	19.31	17.38
5 minutes.....	10.00	9.50	9.02	8.12	7.71	6.94
1 minute.....	5.00	4.75	4.51	4.06	3.86	3.49
50 words.....	4.00	3.80	3.61	3.25	3.09	2.78

One minute spots placed as near desired time as possible. Position of station breaks guaranteed. Station break spots limited to 30 words, carry one minute rate.

**SPECIAL FEATURES**

News Service—UPI. Rates on request.  
 Weather forecasts, time, AP. signals—rates on request.

**POLITICAL**

Rates on request. Payable in advance and subject to approval of station for legal protection. Copy must be submitted before broadcast.

**LEAKSVILLE (1 AM; 1 FM)**

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

**WLOE**

(Established 1946)



Rates effective May 1, 1957. (Card No. 7.)  
 Card received April 22, 1957.  
 Owned and operated by WLOE, Inc.

**Personnel**  
 Owner & Gen'l Mgr.—Douglas L. Craddock.

**Representatives**  
 None.

**Mailing Instructions**  
 Business Office and Studios—On the Boulevard, Leaksville, N. C., Main 3-3118 and 3-3119.  
 Transmitter—Leaksville, N. C.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1490 kilocycles.  
 Non-directional.  
 Licensed to operate full time.  
 Daylight saving time not observed.  
 Operating schedule: 6:00 a.m. to 11:15 p.m. daily; 8:00 a.m. to 11:15 p.m. Sunday.

**FM Facilities**  
 Effective radiated power 20,000 watts.  
 Frequency—94.5 megacycles; channel 233, Class "B".  
 Antenna height: 96 feet above average terrain.  
 Licensed to operate full time.

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

**General Advertising**  
 Accepts AAAA copyrighted contract.  
 No blanket contracts accepted. No contract accepted for more than one year. Program and continuity subject to station acceptance.

FM operated in conjunction with AM.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.

	1	1/2	25	1/4	10	5
	hr.	hr.	min.	hr.	min.	min.
1 time...	25.00	16.00	14.00	10.00	7.50	5.50
13 times...	23.00	14.00	13.00	9.50	7.00	5.00
26 times...	22.00	13.00	12.00	9.00	6.50	4.75
39 times...	21.00	12.00	11.00	8.50	6.00	4.50
52 times...	20.00	11.00	10.00	8.00	5.50	4.00
104 times...	19.00	10.00	9.00	7.50	5.00	3.75
156 times...	17.50	9.50	8.50	7.00	4.75	3.50
312 times...	16.00	9.00	8.00	6.25	4.50	2.75
624 times...	14.00	8.50	7.50	5.50	4.00	2.50
1,200 times...	13.00	8.00	7.00	5.00	3.75	2.25
2,400 times...	12.00	7.50	6.50	4.00	3.50	2.00

**ANNOUNCEMENTS**

	(*)	(†)	(*)	(†)
1 time.....	3.25	2.80	156 times	2.45
13 times.....	3.10	2.50	312 times	1.90
26 times.....	3.00	2.40	624 times	1.70
39 times.....	2.90	2.25	1,200 times	1.50
52 times.....	2.75	2.15	2,400 times	1.30



# NORTH CAROLINA

## LENOIR

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

**WJRI**  
(Established 1946)



Rates effective January 1, 1947. (Card No. 1.)  
Owned and operated by John P. Rabh.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—Third Floor, Union National Bank Bldg., Lenoir, N. C.  
Transmitter—Lenoir, N. C.

**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 not observed.  
Operating schedule: Sundays 7:00 a.m. to 12:05 a.m.; Monday through Saturday 6:00 a.m. to 12:05 a.m.

**Agency Commission**  
15% to recognized advertising agencies on net station time only; no cash discount. Invoices rendered first of month following broadcast. No discounts or commissions on talent, news service or other program material, or line charges.

**General Advertising**  
For combination rates see Mutual Broadcasting System. Affiliated with Keystone Network.  
Discounts and/or rates earned on announcements cannot be applied to programs and vice versa.  
Actual time is: 1 hour, 59:30 minutes; 1/2 hour, 29:30 minutes; 1/4 hour, 14:30 minutes; 5 minutes, 4:30 minutes.

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	(*)
1 hour.....	50.00	47.50	45.00	42.50	40.00	37.50
1/2 hour.....	30.00	28.50	27.00	25.50	24.00	22.50
1/4 hour.....	20.00	19.00	18.00	17.00	16.00	15.00
5 minutes 10.00	9.50	9.00	8.50	8.00	7.50	
1 minute or station break.....	5.00	4.75	4.50	4.25	4.00	3.75
1 minute run of program.....	4.00	3.80	3.60	3.40	3.20	3.00

Announcement rates apply to both live and transcribed announcements. Maximum of 125 words live copy accepted for one minute announcement. Station break announcement maximum, 20 seconds transcribed or 30 words live.

### SPECIAL FEATURES

News Service—UPI.  
Special participating programs, sports events and other special events—rates on request.

### POLITICAL

Rates on request.

## LEXINGTON (1 AM; 1 PM)

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

**WBUY**  
(Established 1946)



Rates effective February 1, 1958. (Card No. 5.)  
Card received February 3, 1958.  
Owned and operated by Davidson County Broadcasting Co.

### Personnel

Co-Owner & Mgr.—Greeley Hilton.  
Co-Owner & Tech. Dir.—Omar G. Hilton.  
Program Director—Don Matney.  
Commercial Manager—Dewey Hutchings.

### Representatives

George T. Hopewell, Inc.

### Mailing Instructions

Business Office and Studio—P. O. Box 359 Lexington, N. C.; Traffic Dept.: Chestnut 6-2716. Sales Office: Chestnut 6-4110.  
Transmitter—Lexington, N. C.

### Wave—Power—Time

Operating power—5000 watts days.  
Frequency—1440 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:00 a.m. to local sunset weekdays; 7:00 a.m. to local sunset Sunday.

### FM Facilities

Effective radiated power—310 watts.  
Frequency—94.3 megacycles; channel 232, Class A.  
Antenna height—215 feet above average terrain.  
Operating schedule: local sunset to 9:00 p.m.

### Agency Commission

15% to recognized advertising agencies on net station time; no cash discount. Bills due and payable when rendered. Talent, remote and other charges must be added to station time and are not commissionable.

### General Advertising

FM operated in conjunction with AM.  
Accepts AAAA copyrighted contracts.  
Rates include music copyright fees.  
BML, ASCAP and SESAC licenses.  
Advertising of alcoholic beverages other than beer and wine not accepted.

## SECTION I

### PROGRAMS

#### CLASS "A"

	(7:00 a.m. to 9:00 a.m.; noon to 1:00 p.m.; 4:00 p.m. to 6:00 p.m.)	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	27.50	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	

#### CLASS "B"

	(All other times)	1 hr.	1/2 hr.	10 min.	5 min.
1 time.....	45.00	27.00	18.00	13.00	9.00
13 times.....	42.75	25.75	17.00	12.25	8.50
26 times.....	40.50	24.25	16.00	11.75	8.00
52 times.....	38.25	23.00	15.25	11.00	7.75
104 times.....	36.00	21.50	14.25	10.50	7.25
156 times.....	33.75	20.25	13.50	9.75	6.75
260 times.....	31.50	19.00	12.50	9.00	6.25

All programs in this section may be combined with each other to earn lower rate, but not those in any other sections.

## SECTION II

### ANNOUNCEMENTS

#### CLASS "A"

	(7:00 a.m. to 9:00 a.m.; noon to 1:00 p.m.; 4:00 p.m. to 6:00 p.m.)	1 min.	30 sec.	20 sec.
1 time.....	7.50	5.60	4.50	
26 times.....	7.00	5.25	4.20	
52 times.....	6.50	4.80	3.90	
104 times.....	6.00	4.50	3.60	
156 times.....	5.50	4.10	3.30	
260 times.....	5.00	3.75	3.00	

#### CLASS "B"

	(All other times)	1 min.	30 sec.	20 sec.
1 time.....	6.50	4.85	3.90	
26 times.....	6.00	4.50	3.60	
52 times.....	5.50	4.25	3.30	
104 times.....	5.00	3.75	3.00	
156 times.....	4.50	3.40	2.70	
260 times.....	4.00	3.00	2.40	

### ID's

	(All times)	10 sec.	5 sec.	10 sec.	5 sec.
1 time.....	3.50	2.35	1.04	2.75	1.85
26 times.....	3.25	2.20	1.56	2.50	1.70
52 times.....	3.00	2.00	2.60	2.25	1.50

1-minute, 30-second and 20-second announcements may be combined with each other, but not with 10-second and 5-second ID's to earn lower rates. 1-minute, 30-second and 20-second announcements are sold on a guaranteed fixed position basis. 10-second and 5-second ID's are sold on a fixed but preemptible basis, with position not guaranteed.

## SECTION III

### SATURATION PACKAGE ANNOUNCEMENTS

	1-min., 30-seconds and/or 20-second station breaks, per week:	1 wk.	1 mo.	3 mos.
15 announcements.....	6.00	5.00	4.00	
20 announcements.....	5.50	4.50	3.50	
25 announcements.....	5.00	4.00	3.00	
10-seconds:				
15 announcements.....	3.00	2.50	2.00	
20 announcements.....	2.75	2.25	1.75	
25 announcements.....	2.50	2.00	1.50	
5-seconds:				
15 announcements.....	2.00	1.70	1.35	
20 announcements.....	1.85	1.50	1.20	
25 announcements.....	1.70	1.35	1.00	

Package Plan rates in this Section cannot be combined with each other or any other advertising to earn a lower rate. All 1-minute, 30-second and 20-second announcements are sold on a guaranteed fixed position. 10 and 5-second package plans are sold only a run-of-schedule basis.  
FM Broadcasts only—80% of earned AM rate.

### SPECIAL FEATURES

News Service—UPI and local.  
5-minute news on the hour; news headlines on the half-hour; 5 local 5-minute news reports daily.  
Sports—rates and details on request.  
Weather forecasts, time signals, temperature reports and market quotations—rates on request.

### Participating Programs

"Carousel"—5:00 a.m. to 6:30 a.m. Monday through Saturday.  
"Time Keeper's Show"—7:00 a.m. to 9:00 a.m. Monday through Saturday. 15-minute news round-up at 8:00 a.m.  
"Strictly for the Ladies"—9:30 a.m. to 9:55 a.m. Monday through Saturday with Helen Linder.  
"Carousel"—10:00 a.m. to 11:45 a.m. Monday through Friday.  
"Tar Heel Farm Hour"—1:00 p.m. to 1:15 p.m. Monday through Friday. Live from North Carolina State College extension service.  
"Parade of Quartets"—1:15 p.m. to 2:00 p.m. Monday through Friday.  
"Cornbread Matinee"—2:00 p.m. to 3:00 p.m. Monday through Friday.  
"Carousel"—3:00 p.m. to 5:00 p.m. Monday through Saturday.  
"The Sporting Scene"—5:30 p.m. to 5:45 p.m. Monday through Saturday.

### POLITICAL

Regular rates apply; payable in advance.

### TRANSCRIPTIONS

Library Service—Lang-Worth, Sesac, Thesaurus.

Closing Time  
All copy must be submitted 24 hours in advance.

## Personnel

Pres. & Gen'l & Sales Mgr.—W. Jack Brown.  
Chief Engineer—Dennis Long.

### Mailing Instructions

Business Office, Studio and Transmitter—Startown Road, Lincolnton, N. C., Telephone RE 58071.

### Wave—Power—Time

Operating power—1000 watts days.  
Frequency—1050 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Time.  
Operating schedule: Local sunrise to local sunset week days; 7:27 a.m. to local sunset Sundays.

### Agency Commission

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

### General Advertising

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

### PROGRAMS

	1 hr.	13 tl.	26 tl.	52 tl.	104 tl.	312 tl.
1 hour.....	50.00	47.50	45.00	42.50	40.00	37.05
1/2 hour.....	27.50	26.13	24.75	23.38	22.00	20.63
1/4 hour.....	15.00	14.25	13.50	12.75	12.00	11.25
5 min.....	7.50	7.00	6.50	6.00	5.50	5.00

### SPOT ANNOUNCEMENTS

	100 words.....	4.50	4.15	3.85	3.55	3.20	2.90
50 words.....	3.85	3.55	3.20	2.90	2.60	2.25	

One minute transcriptions take the 100 words rate. 20 second station break transcriptions take the 50 word rate.

### SPECIAL FEATURES

News Service—AP.

### POLITICAL

Regular rates and frequency discounts apply. Cash in advance.

## LUMBERTON (2 AM)

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

## WAGR

(Established 1954)

Rates effective January 1, 1958. (Card No. B-2).  
Rates received November 29, 1957.  
Owned and operated by Southeastern Broadcasting Corporation.

### Personnel

Pres. & Gen'l Mgr.—Danny Shaver.  
Vice-Pres. & Sta. Mgr.—Al Kahn.  
Chief Engineer—Milton Newsom.

### Representatives

Rambeau, Vance, Hopple, Inc.

### Mailing Instructions

Business Office and Studio—217 East Third St., Lumberton, N. C., telephone 3394.  
Transmitter—Carthage Road Extension, Lumberton, N. C.

### Wave—Power—Time

Operating power—1000 watts.  
Frequency—1480 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate unlimited time.  
Operates on Eastern Standard Time.  
Operating schedule: 6:00 a.m. to 10:00 p.m. Monday through Saturday; 8:00 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 10 days.

### General Advertising

For combination rates see Southeastern Key Market Network.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	65.00	40.00	25.00	15.00	7.50	5.00
13 times.....	63.00	38.00	24.00	14.00	7.25	4.75
26 times.....	60.00	36.00	22.00	12.00	7.00	4.50
52 times.....	58.00	34.00	21.00	11.00	6.50	4.25
156 times.....	55.00	32.00	20.00	10.00	6.00	4.00
260 times.....	50.00	30.00	18.00	9.00	5.50	3.75
312 times.....	45.00	28.00	16.00	8.00	5.00	3.50
520 times.....	.....	.....	14.00	7.00	4.50	3.20

**SATURATION PLAN PACKAGE DISCOUNTS**  
20 announcements per week, flat..... 100.00  
30 announcements per week, flat..... 135.00  
50 announcements per week, flat..... 200.00

### SPECIAL FEATURES

News Service—UPI and local. No extra charge.  
5-minute News on the hour every hour (except 8:00 a.m., noon, 6:00 p.m.—15 min. summaries).  
Participating Programs  
"Lindsey Clemmons Rhythm Roundup"—6:00 a.m. to 7:45 a.m. Monday through Saturday.  
"Carolina in the Morning"—8:15 a.m. to 9:30 a.m. Monday through Saturday.  
"Gospel Time"—11:05 a.m. to noon Monday through Saturday.  
"1480 RFD"—12:15 p.m. to 1:30 p.m. Monday through Saturday;  
"Kahn's Korner"—2:00 p.m. to 4:00 p.m. Monday through Saturday.  
"Wax Works"—4:00 p.m. to 6:00 p.m. Monday through Saturday.  
"Night Watch"—7:00 p.m. to 10:00 p.m. Monday through Saturday. Negro dj from 8:00 p.m. to 10:00 p.m.

### POLITICAL

Regular rates and frequency discounts allowed; cash in advance.

### Closing Time

24 hours in advance of broadcast.

## LINCOLNTON

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

## WLON

(Established 1953)



Rates effective November 1, 1956. (Card No. 2)  
Card received October 29, 1956.  
Owned and operated by Lincoln County Broadcasting Company, Inc

## WTSB

(Established 1946)

Rate card effective September 1, 1956.  
Owned and operated by Robeson Broadcasting Corp.

### Personnel

President—J. A. Sharpe, Jr.  
General Manager—Al G. Stanley.

### Representatives

Continental Radio Sales.

### Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box 393, Maxton Road, Lumberton, N. C., Redfield 9-6056-6057.

(This listing continued on next page)

**Lumberton—W T S B—Continued**

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1340 kilocycles.  
 Non-directional.  
 Licensed to operate full time.  
 Operates on Eastern Standard Time.  
 Operating schedule: 6:00 a.m. to 11:15 p.m. week-days; 7:55 a.m. to 11:15 p.m. Sunday.

**Agency Commission**  
 15% to recognized agencies on time; no cash discount. Bills due 10th of month following broadcast.

**General Advertising**  
 For combination rates see Mutual Broadcasting System. Affiliated with Keystone Network. Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, BMI and SESAC licenses.

	1	13	26	52	104	156	312
	tl.	tl.	tl.	tl.	tl.	tl.	tl.
1 hour.....	55.00	52.25	49.50	46.75	44.00	41.25	38.50
1/2 hour.....	33.00	31.25	29.70	28.05	26.40	24.75	23.10
1/4 hour.....	22.00	20.90	19.18	18.70	17.60	16.50	15.40
10 minutes	16.50	15.67	14.85	14.02	13.20	12.37	11.55
5 minutes	11.00	10.45	9.90	9.35	8.80	8.25	7.70
100 words....	5.00	4.75	4.50	4.25	4.00	3.75	3.50


**SPECIAL FEATURES**  
 News Service—UPI. No extra charge.  
 Participating Programs  
 "Reveille in Robeson"—6:00 a.m. to 7:00 a.m.  
 "Notes and Nonsense"—11:00 a.m. to 11:30 a.m.  
 "In The Groove" with Ed Potter—3:35 p.m. to 4:30 p.m. Negro program.  
 "Road Show"—4:35 p.m. to 6:00 p.m.

**TRANSCRIPTIONS**  
 Library Service—World.  
**Closing Time**  
 24 hours in advance of broadcast.

**MARION**

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

**W B R M**  
 (Established 1949)



Rates effective February 1, 1949. (Card No. N-1.)  
 Owned and operated by Lake City Broadcasting Corp.

**Personnel**  
 President—W. P. Erwin.  
 Mgr. & Prog. Dir.—J. L. Reynolds.  
 Commercial Manager—John Pleasant.  
 Chief Engineer—Hubert Martin.

**Representatives**  
 None.

**Mailing Instructions**  
 Business Offices and Studios—13-1/2 W. Court St., P. O. Box 229, Marion, N. C., telephone 7221.  
 Transmitter—Old U. S. Highway 10, West Marion, N. C.

**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—1250 kilocycles.  
 Non-directional.  
 Licensed to operate daytime.  
 Operates on Eastern Standard Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 6:00 a.m. to local sunset.

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

**General Advertising**  
 Rates do not include talent or production on local programs. Announcements and programs cannot be combined to lower program rates. Maximum length of contract is one year. All advertising copy subject to station approval. Advertising of alcoholic beverages not accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	48.00	28.80	18.00	7.80	3.60
13 times....	43.20	23.30	16.20	6.50	3.25
26 times....	40.80	24.50	15.30	6.15	3.10
52 times....	38.40	23.05	14.40	5.80	2.90
104 times....	36.00	21.60	13.50	5.40	2.70
156 times....	33.60	20.20	12.60	5.10	2.55
260 times....	31.20	18.75	11.70	4.70	2.35
312 times....	28.80	17.30	10.80	4.35	2.20

(\*) One minute or station break.

**SPECIAL FEATURES**  
 News Service—UPI.  
**POLITICAL**  
 Political broadcasts are accepted at one-time rate only. Political scripts must be submitted 24 hours in advance and paid in advance.  
**RELIGIOUS**  
 Persons conducting religious programs must adhere to station policies governing such programs.

**MARSHALL**

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

**W M M H**  
 (Established 1956)

Rates effective \_\_\_\_\_.  
 Rates received May 26, 1958.  
 Owned and operated by Marshall Broadcasting Co.

**Personnel**  
 General Manager—Vernon McCarthy.  
 Commercial Manager—Dean Shields.

**Representatives**  
 None.

**Mailing Instructions**  
 Business Office, Studio and Transmitter—Skyline Drive, Marshall, N. C., phone 3521.

**Wave—Power—Time**  
 Operating power—500 watts.  
 Frequency—1460 kilocycles.  
 Licensed to operate to local sunset.  
 Operates on Eastern 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**

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....	55.00	30.00	18.00	7.00	4.50
13 times....	50.00	25.00	16.00	6.50	4.25
26 times....	45.00	22.50	14.00	6.00	4.00
52 times....	40.00	19.00	12.00	5.50	3.75
104 times....	35.00	17.50	11.00	5.00	3.50
156 times....	30.00	16.00	10.00	4.50	3.25
260 times....	22.00	14.50	9.00	4.00	3.00
312 times....	18.50	13.00	8.00	3.50	2.75

(\*) 1 minute or less, transcriptions, announcements or station breaks.

**SPECIAL FEATURES**  
 News Service—UPI. No extra charge.  
 Participating Programs  
 "Morning Hymns"—6:00 a.m. to 6:30 a.m.  
 "Gettin' Up Time"—6:30 a.m. to 7:45 a.m.  
 "Pop Shop"—8:15 a.m. to 9:00 a.m.  
 "Chest O Silver"—9:30 a.m. to 10:00 a.m.  
 "Party Line" with Vernon McCarthy and Wanda Crowe—10:00 a.m. to 11:00 a.m.  
 "Glorybound Train"—1:10 p.m. to 2:00 p.m.  
 "Hillbilly Hoedown"—2:00 p.m. to 3:00 p.m.  
 "Jerry's Jive" with Jerry Plemmons—3:05 p.m. to 4:15 p.m.  
 "Country Capers"—4:30 p.m. to 5:45 p.m.

**POLITICAL**  
 Regular rates and discounts apply. Cash in advance.  
**Closing Time** 24 hours in advance of broadcast.

**MAYODAN**

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

**W M Y N**

(Established 1957)  
 Rates effective July 15, 1957. (Card No. 1.)  
 Rates received February 6, 1958.  
 Owned and operated by Mayo Broadcasting Corp.

**Personnel**  
 President—J. B. Shelton.  
 Gen'l & Sta. Mgr.—Banner F. Shelton.  
**Representatives** None.

**Mailing Instructions**  
 Business Office and Studio—P. O. Box 311, Madison, N. C. Phone 9207.  
 Transmitter: \_\_\_\_\_.

**Wave—Power—Time**  
 Operating power—500 watts.  
 Frequency—1420 kilocycles.  
 Non-directional.  
 Operates on Eastern Standard Time.  
 Operating schedule: 6:00 a.m. to local sunset week-days; 8:00 a.m. to local sunset Sundays.

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

**General Advertising**  
 Accepts AAAA copyrighted contracts.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 National and local rates same.

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time....	34.00	20.00	14.00	10.00	6.00	2.00
13 times....	30.60	18.00	12.60	9.00	5.40	1.90
26 times....	27.20	16.00	11.20	8.00	4.80	1.80
52 times....	23.80	14.00	9.80	7.00	4.20	1.70
104 times....	20.40	12.00	8.40	6.00	3.60	1.60
260 times....	17.00	10.00	7.00	5.00	3.00	1.50

**Spot Announcements**  
 520 spots in 1 year, each..... 1.25  
 1040 spots in 1 year, each..... 1.00

**SPECIAL FEATURES**  
 News Service—UPI and local. Rates on request.  
 Participating Programs  
 "Morning Jamboree"—6:00 a.m. to 7:00 a.m.  
 "Morning Varieties"—7:00 a.m. to 9:00 a.m.  
 "Tune Time"—11:00 a.m. to noon.  
 "Banner Shelton Show"—noon to 1:00 p.m.  
 "Platter Parade"—3:00 p.m. to 5:00 p.m.

**POLITICAL**  
 Rates on request; cash in advance.  
**Closing Time** 48 hours before broadcast.

**MONROE**

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

**W M A P**

(Established 1948)  
 Rates received June 1, 1950.  
 Owned and operated by Union Broadcasting Corp.

**Personnel**  
 Station Manager—J. A. Laney.  
 Business Manager—W. D. Benton.  
 Program Director—Frank Funderburk.

**Representatives**  
 Continental Radio Sales.

**Mailing Instructions**  
 Business Office, Studio and Transmitter—Walkup Ave., Monroe, N. C., telephone Atlantic 3-6621.  
 Mailing Address—P. O. Box 590, Monroe, N. C.

**Wave—Power—Time**  
 Operating power—250 watts days.  
 Frequency—1060 kilocycles.  
 Non-directional.  
 Licensed to operate daytime.  
 Operates on Eastern Time.  
 Operating schedule: 6:00 a.m. to local sunset.

**Agency Commission**  
 15% agency commission; no cash discount.

**General Advertising**  
 Affiliated with Keystone Network.  
 Rates are for station time only. Announcements and programs cannot be combined to obtain lower rate. Maximum length of contract one year.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.

	1	1/2	1/4	5	1	Station-
	hr.	hr.	hr.	min.	min.	break
1 time....	70.40	42.45	28.10	15.35	4.50	4.50
13 times....	64.00	35.20	23.05	13.85	4.15	4.15
26 times....	57.60	32.00	20.75	12.30	3.85	3.85
52 times....	44.80	25.60	16.15	10.00	3.55	3.55
156 times....	32.25	18.45	11.55	6.95	3.20	3.20
260 times....	27.10	15.50	9.70	6.00	2.90	2.90
312 times....	25.75	14.75	9.25	5.75	2.60	2.60

(This listing continued on next page)

**NORTH CAROLINA**

**ANNOUNCEMENTS**

(Run of schedule)

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	312 tl.
100 words....	3.35	3.25	3.00	2.75	2.65	2.50
50 words....	2.50	2.35	2.25	2.10	2.00	1.82

One minute transcriptions take the 100 words rate.  
 20 second station break transcriptions take the 50 word rate.  
 Shorts (8 seconds or 16 words) .90 flat.

**SPECIAL FEATURES**

News Service—UPI, local news staff.  
 Weather forecast, time signals, sports, special events—rates on request.

**POLITICAL**

Rates on request. Cash in advance. Copy must be submitted in advance of broadcast.

**MOORESVILLE**

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

**WHIP**

(Established 1950)  
 Rates effective July, 1950. (Card No. 1.)  
 Rev. effective date January 1, 1958. (Card No. 2.)  
 Rec'd January 2, 1958.  
 Owned and operated by Wayne M. Nelson.

**Personnel**  
 Owner & Gen'l Mgr.—Wayne M. Nelson.

**Representatives**  
 None.

**Mailing Instructions**  
 Business Office and Studio—Mooreville, N. C. North 3-4301.  
 Transmitter—Mooreville, N. C.

**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—1350 kilocycles.  
 Non-directional.  
 Operates on Eastern Standard Time.  
 Daylight Saving Time not observed.  
 Licensed to operate to local sunset.  
 Operating schedule: 7:00 a.m. to local sunset.

**Agency Commission**  
 15% to recognized agencies on time only; 2% cash discount. Bills rendered monthly; payable by 10th of month.

**General Advertising**  
 For combination rates consult station management. Affiliated with Keystone Network. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Sold also in combination with WAYN, Rockingham, N. C.

	1	1/2	1/4	5	(*)	(†)
	hr.	hr.	hr.	min.	min.	min.
1 time....	50.00	27.50	15.00	7.50	6.00	4.00
13 times....	47.50	26.13	14.25	7.13	5.70	3.80
26 times....	45.00	24.75	13.50	6.75	5.40	3.60
52 times....	42.50	23.38	12.75	6.38	5.10	3.40
104 times....	40.00	22.00	12.00	6.00	4.80	3.20
312 times....	37.50	20.63	11.25	5.63	4.50	3.00

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

**SPECIAL FEATURES**


News Service—UPI. No extra charge.  
**POLITICAL**  
 One time rates apply; cash in advance.

**MOREHEAD CITY**

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

**W M B L**

(Established 1947)



Rates effective March 1, 1949. (Card No. 2.)  
 Owned and operated by Carteret Broadcasting Co., Inc.

**Personnel**  
 President—Grover C. Munden.  
 Commercial Manager—Walter Niemi.

**Representatives**  
 Devney, Incorporated.

**Mailing Instructions**  
 Business Office and Studio—P. O. Box 740, Radio City Island, Morehead City, N. C., telephone 9740.  
 Transmitter—Radio City Island between Morehead City and Beaufort, N. C.

**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—740 kilocycles.  
 Non-directional.  
 Licensed to operate daytime only on Class II B clear channel.

Operates on Eastern Time.  
 Daylight Saving Time not observed.  
 Operating schedule: Local sunrise to local sunset.

**Agency Commission**  
 15% to recognized agencies; no cash discount. No commission on program charges. Bills due and payable when rendered.

**General Advertising**  
 Affiliated with Keystone Network.  
 Advertising of alcoholic beverages other than beer and wine not accepted.  
 Length of commercial copy: In accordance with NAB standards.

Rates include music copyright fees.  
 BMI, ASCAP and SESAC licenses.  
 All rates net; no further discount. All rates guaranteed for one year from date of first broadcast, with or without interruption.

	1	1/2	1/4	5	1	Station-
	hr.	hr.	hr.	min.	min.	break
1 time....	70.40	42.45	28.10	15.35	4.50	4.50
13 times....	64.00	35.20	23.05	13.85	4.15	4.15
26 times....	57.60	32.00	20.75	12.30	3.85	3.85
52 times....	44.80	25.60	16.15	10.00	3.55	3.55
156 times....	32.25	18.45	11.55	6.95	3.20	3.20
260 times....	27.10	15.50	9.70	6.00	2.90	2.90
312 times....	25.75	14.75	9.25	5.75	2.60	2.60

(This listing continued on next page)

# NORTH CAROLINA

## Morehead City—WMBL—Continued

### SPECIAL FEATURES

News Service—UPI.

### POLITICAL

One time rates apply. Script and payment 24 hours in advance of broadcast.

### TRANSCRIPTIONS

Library Service—Thesaurus.

Instantaneous reference recordings: each 3.00.

### Closing Time

The 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.

## MORGANTON

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

### WMNC

(Established 1947)



Rates effective April 1, 1955. (Card No. 2.)  
Card received April 30, 1956.

Owned and operated by Nathan J. Cooper.

### Personnel

Owner-Manager—Nathan J. Cooper.

### Representatives

None.

### Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box 698, on Highway 181, two miles north of Morganton, N. C. He 7-0521.

### Wave—Power—Time

Operating power—5,000 watts.

Frequency—1430 kilocycles.

Non-directional.

Licensed to operate daytime only.

Operates on Eastern Standard Time.

Daylight Saving Time not observed.

Operating schedule: 7:25 a.m. to 7:00 p.m. Sundays; 5:30 a.m. to 7:00 p.m. week days.

### Agency Commission

15% to recognized agencies on station time only; no cash discount. Bills rendered monthly; payable when rendered.

### General Advertising

Affiliated with Keystone Network.

Rates are for station time only.

Maximum length of contract one year.

	1	13	26	52	156	260
	tl.	tl.	tl.	tl.	tl.	tl.
1 hour.....	40.00	36.00	32.00	28.00	24.00	20.00
1/2 hour.....	24.00	21.60	19.20	16.80	14.40	12.00
1/4 hour.....	16.00	14.40	12.80	11.20	9.60	8.00
5 minutes.....	8.00	7.20	6.40	5.60	4.80	4.00
1 minute.....	6.00	5.40	4.80	4.20	3.60	3.00

### SPECIAL FEATURES

News Service—AP.

Weather Forecast—rates on request.

Rates for special participating programs and other special events will be quoted upon request.

### POLITICAL AND RELIGIOUS

Political—regular rates apply; cash in advance.

Religious—subject to censorship of local ministerial association.

### Closing Time

Political copy must be approved 24 hours before broadcast.

## MT. AIRY (2 AM)

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

### WPAQ

(Established 1948)



Rates effective July 1, 1948. (Card No. 2.)

Owned and operated by Ralph D. Epperson.

### Personnel

Pres. & Gen'l Mgr.—Ralph D. Epperson.

Commercial Director—Lucy E. Bowman.

Program Director—Costin Lindsey.

### Representatives

Thomas F. Clark Co., Inc.

### Mailing Instructions

Business Office and Studio—Mt. Airy, N. C., telephone 1400-1401.

Transmitter—Mt. Airy, N. C.

### Wave—Power—Time

Operating power—10,000 watts.

Frequency—740 kilocycles.

Non-directional.

Daylight Saving Time not observed.

Licensed to operate daytime.

Operating schedule: \_\_\_\_\_.

### Agency Commission

15% to recognized advertising agencies; no cash discount.

### General Advertising

Affiliated with Keystone Network.

BMI, ASCAP and SESAC licenses.

Rates are for station time only and do not include use of talent other than regular staff. Maximum length of contract one year. Actual time of program is 30 seconds less than time listed. Advertising of alcoholic beverages not accepted.

All programs and announcements are subject to approval of station management.

### ANNOUNCEMENTS

	1	13	26	52	104	300
	tl.	tl.	tl.	tl.	tl.	tl.
1 hour.....	60.00	57.00	54.00	51.00	47.25	44.25
1/2 hour.....	36.00	34.50	31.50	30.75	28.50	25.50
1/4 hour.....	24.00	22.75	21.75	20.25	18.75	17.25
10 minutes.....	18.00	17.25	16.25	15.25	14.25	12.75
5 minutes.....	12.00	11.25	10.75	10.00	9.25	8.50
1 minute.....	6.30	6.00	5.50	5.00	4.25	3.80
1/2 minute.....	3.45	3.35	3.15	2.80	2.50	2.00

### SPECIAL FEATURES

News Service—AP and state coverage.  
Time signals, weather reports, market quotations, news and sports service—regular rates apply.

## WSYD

(Established 1951)



Rates effective September 1, 1951. (Card No. 1.)

Card received April 14, 1952.

Owned and operated by Mt. Airy Broadcasters, Inc.

### Personnel

Pres. & Gen'l Mgr.—Robert H. Epperson.

Commercial Manager—Erastus F. Poore.

Prom. Mgr. & Prog. Dir.—Elbert Williams.

### Representatives

Hill F. Best Company.

### Mailing Instructions

Business Office and Studio—P. O. Box 209, Mt. Airy, N. C. State 6-2147.

Transmitter—One mile northeast of Mt. Airy, N. C. to right of highway 103.

### Wave—Power—Time

Operating power—5,000 watts days, 1,000 watts nights.

Frequency—1300 kilocycles.

Non-directional.

Licensed to operate unlimited time.

Operates on Eastern Standard Time.

Operating schedule: 6:00 a.m. to 12:00 midnight week days; 7:00 a.m. to 12:00 midnight Sunday.

### Agency Commission

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

### General Advertising

For combination rates see Mutual Broadcasting System.

The following rates are for national advertising.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

One time rate only:

	Class "A"	Class "B"
1 hour.....	60.00	40.00
1/2 hour.....	36.00	24.00
1/4 hour.....	24.00	16.00
5 minutes.....	12.00	8.00
1 minute.....	6.00	4.00
1/2 minute.....	3.50	2.50
15 seconds.....	2.00	1.50

### DISCOUNTS

13 times.....	5%	156 times.....	24%
26 times.....	9%	260 times.....	28%
52 times.....	15%	312 times.....	30%
104 times.....	19%		

### POLITICAL

One time rate applies; cash in advance.

### Closing Time

Closing time 15 days in advance of broadcast.

## MURFREESBORO

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

(Call letters not received)

(C.P. 1,000 watts, 1430 kc., days)

Agricultural Broadcasting Service,

P. O. Box 626,

Suffolk, Va.

(C.P. is for Murfreesboro.)

## MURPHY

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

### WKRK

(Established 1958)

Owned and operated by James B. Childress.

### Personnel

Owner—James B. Childress.

Gen'l & Com'l Mgr.—Paul Ridenhour.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—P. O. Box 304, on the Square, Murphy, N.C. Verbi 7-3210.

Transmitter—Hwy 19, Murphy, N. C.

### Wave—Power—Time

Operating power—1,000 watts.

Frequency—1390 kilocycles.

Non-directional.

Operates on Eastern Standard Time.

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

### General Advertising

Standard AAAA contracts accepted.

ASCAP, BMI and SESAC licenses.

Rates include music copyright fees.

National rates to be listed when received.

### SPECIAL FEATURES

News Service—UPI and Local; rates on request.

Participating Programs

"Early Bird"—with Cousin Wes—5:00 a.m. to 7:00 a.m.

"For Working People"—7:00 a.m. to 9:00 a.m.

"Country Junction"—2:00 p.m. to 3:00 p.m.

"K Klub"—3:00 p.m. to 5:00 p.m.

"Gospel Get Together"—1:00 p.m. to 2:00 p.m.

### Closing Time

Copy and material must be approved 24 hours before broadcast.

(Call letters not received)

(C.P.—600 kc., 1000 watts days)

Valley Broadcasting Co.

c/o Hobart L. McKeever

Murphy, N. C.

## NEW BERN (2 AM)

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

## WHIT

(Established 1943)

Rates effective January 28, 1952. (Card No. 4.)

Rates received January 28, 1952.

Owned and operated by Ray D. Williams.

### Personnel

General Manager—Ray D. Williams.

### Representatives

John E. Pearson Company.

### Mailing Instructions

Business Office and Studio—P.O. Box 551, U.S.

### Wave—Power—Time

Operating power—250 watts.

Highway 17 South, New Bern, N. C., telephone 4024-4450.

Frequency—1450 kilocycles.

Non-directional.

Licensed to operate unlimited time.

Daylight Saving Time not observed.

Operating schedule: Sundays 7:30 a.m. to 10:00 p.m.;

Monday through Saturday 5:45 a.m. to 10:05 p.m.

### Agency Commission

15% to recognized advertising agencies.

### General Advertising

For combination rates see Mutual Broadcasting System and The Tobacco Network.

Accepts AAAA copyrighted contract.

Continuing discount allowed. Announcement or program service which has been maintained for 52 consecutive weeks and continuous without lapse will receive the same rates or the rate applicable to that portion of the service which continues without interruption. Announcements and programs cannot be combined for discount purposes.

(\*) One minute or station break.

1 time..... 40.00 25.00 14.00 11.00 7.50 5.00

13 times..... 37.50 22.50 13.50 10.50 7.25 4.75

26 times..... 35.00 21.00 12.75 10.00 7.00 4.50

52 times..... 32.50 19.50 12.00 9.25 6.50 4.25

104 times..... 30.00 18.75 11.00 8.50 6.00 4.00

156 times..... 27.50 17.00 10.00 7.75 5.25 3.50

260 times..... 22.50 14.50 8.50 6.75 4.50 3.00

312 times..... 20.00 13.50 7.50 6.00 4.25 2.75

500 times..... ..... ..... ..... ..... 2.25

1,000 times..... ..... ..... ..... ..... 2.00

### PACKAGE RATES

12 word announcements, or 8 seconds, 50% off regular rates.

### SPECIAL FEATURES

News Service—UPI. Local, state news. Official weather forecasts.

### Participating Programs

"Daybreak in Dixie"—5:45 a.m. to 6:25 a.m. Monday through Saturday. Regular rates apply.

"To the Flying Marines"—7:05 a.m. to 7:25 a.m. Monday through Saturday. Regular rates apply.

"Musical Clock"—7:35 a.m. to 7:55 a.m. Monday through Saturday. Regular rates apply.

"Music As You Like It"—8:15 a.m. to 9:30 a.m. Monday through Saturday. Available in segments or for announcements; regular rates.

"Jive Time"—5:05 p.m. to 6:00 p.m. Monday through Friday. Available in segments or for announcements. Regular rates plus 15% talent fee, non-commissionable.

### POLITICAL

Regular rates apply; payable in advance.

### TRANSCRIPTIONS

Library Service—Lang-Worth.

## WRNB



**New Bern—W R N B—Continued**

**ANNOUNCEMENTS**

	"A"	"B"	"C"
1 time.....	5.00	4.60	2.55
13 times.....	4.85	4.45	2.45
26 times.....	4.70	4.30	2.25
52 times.....	4.55	4.15	2.15
104 times.....	4.40	4.00	2.05
156 times.....	4.25	3.85	1.95
260 times.....	4.10	3.70	1.85
312 times.....	3.95	3.55	1.75
500 times.....	3.80	3.40	1.65

**WEEKLY SATURATION PLANS**

12 times.....	45.60	30 times.....	96.00
18 times.....	64.80	36 times.....	108.00
24 times.....	81.60		

Maximum of 1/3 of saturation plan spots to be used in Class "A" time, 1/3 of balance in Class "B" time, remaining 1/3 of spots in Class "C" time.

**SPECIAL FEATURES**

News Service—AP. No extra charge.  
Mobile news coverage and 2-way F. M.

**Participating Programs**

"The Ted Burwell Show"—5:30 a.m. to 9:00 a.m.  
"The George Shriver Show"—9:00 a.m. to 11:00 a.m.  
"Grover Baker Show"—11:00 a.m. to 3:00 p.m.  
"The Ted Burwell Show"—3:00 p.m. to 6:00 p.m.  
"George Shriver Show"—6:00 p.m. to 9:00 p.m.  
"Grover Baker Show from Tip Top Drive-In"—9:00 p.m. to 11:00 p.m.

**POLITICAL**

Regular rates apply; cash in advance.  
Closing Time  
48 hours in advance of broadcast.

**NEWTON**

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

**WNNC**

(Established 1948)

Rates effective June 1, 1958.  
Rates received June 4, 1958.  
Owned and operated by Newton-Conover Broadcasting Company.

**Personnel**

Manager—Earl Holder.  
Commercial Manager—Eugene Henry.

**Representatives**

Grant Webb & Company.

**Mailing Instructions**

Business Office and Studio—West "A" St. Extension, Newton, N. C.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1230 kilocycles.

**Non-directional.**

Licensed to operate full time.  
Operating schedule: 6:00 a.m. to 12:00 midnight.

**Agency Commission**

15% to recognized agencies on net charges for station time; no cash discount. Bills due and payable 10th of month following service. Invoices mailed 1st of month. No commission on program, cost or production charges.

**General Advertising**

Affiliated with the Keystone Network.  
Accepts AAAA copyrighted contract.  
Maximum contract length—one year.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	25.00	15.00	9.00	5.00
13 times.....	23.90	14.10	8.50	4.50
26 times.....	22.90	13.30	8.00	4.00
52 times.....	21.90	12.50	7.50	3.75
104 times.....	20.85	11.65	7.00	3.50
156 times.....	19.80	10.85	6.50	3.25
260 times.....	18.75	10.00	6.00	3.00
312 times.....	17.70	9.15	5.50	2.75

Strip program rates: 10% additional discount on 15 minute, 30 minute and one hour programs of 3 or more times per week on a 13 or more week contract.

**SPOT ANNOUNCEMENTS**

One minute or station break:			
1 time.....	6.00	156 times.....	5.10
26 times.....	5.70	260 times.....	4.80
52 times.....	5.40	312 times.....	4.50

**SPECIAL FEATURES**

News Service—AP.

**POLITICAL**

Regular rates, payable in advance. Copy must be submitted 24 hours in advance.

**NORTH WILKESBORO**

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

**WKBC**

(Established 1947)



Rates received March 21, 1958.  
Owned and operated by Wilkes Broadcasting Co.

**Personnel**

General Manager—Doris B. Brown.  
Commercial Manager—Roland B. Potter.

**Representatives**

None.

**Mailing Instructions**

Business Office and Studio—Radio Bldg., North Wilkesboro, N. C., telephone 633.  
Transmitter—Two miles northeast of North Wilkesboro, N. C., on Highway 268.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—810 kilocycles.  
Non-directional.

Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Operating schedule: Sunrise to local sunset.

**Agency Commission**

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

**General Advertising**

Itates based on number of broadcasts used per year.

	BMI, ASCAP and SESAC licenses.	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	40.00	34.00	20.00	12.00	6.40	
13 times.....	37.50	32.00	19.00	10.00	6.00	
26 times.....	35.00	30.00	18.00	9.50	5.50	
52 times.....	33.00	29.00	17.00	9.00	5.00	
104 times.....	31.00	25.00	15.00	8.50	4.50	
312 times.....	30.00	24.00	14.00	8.00	4.00	

**SPECIAL FEATURES**

News Service—AP and local news.  
Weather forecasts, time signals, market quotations—rates on request.

**POLITICAL**

Rates on request.

**TRANSCRIPTIONS**

Library Service—World.

**Closing Time**

Copy and material must be received 48 hours in advance.

**OXFORD**

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

**WOXF**

(Established 1949)



Rates received August 31, 1955.  
Owned and operated by Oxford Broadcasting Corp.

**Personnel**

President—A. N. Critcher.  
Vice-Pres. & Gen. Mgr.—James F. Flanagan.  
Commercial Manager—Hart Curl.

**Representatives**

None.

**Mailing Instructions**

Business Office and Studio—P. O. Box 1111, 111 Littlejohn St., Oxford, N. C., telephone 4167.  
Transmitter—Old Henderson Road, Oxford, N. C.

**Wave—Power—Time**

Operating power—250 watts.

Frequency—1340 kilocycles.

**Non-directional.**

Licensed to operate full time.  
Operating schedule: 6:30 a.m. to 10:00 p.m.

**Agency Commission**

15% to recognized agencies; no cash discount

**General Advertising**

Maximum contract term one year.  
Advertising of alcoholic beverages other than beer and wine not accepted.  
Rates earned on announcements cannot be applied to program contracts and vice-versa.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	30.00	18.00	12.00	6.00	3.00
13 times.....	28.75	17.00	11.00	5.50	-----
26 times.....	27.50	16.00	10.00	5.00	2.85
52 times.....	26.25	15.00	9.10	4.55	2.70
104 times.....	25.00	14.00	8.20	4.10	-----
156 times.....	23.75	13.00	7.30	3.65	2.55
260 times.....	22.50	12.00	6.40	3.20	2.40
312 times.....	21.25	11.00	5.50	2.75	2.25

(\*) One minute or station break.

**SPECIAL FEATURES**

News Service—AP; rates on request.  
Weather forecasts, time signals; rates on request.  
"Ramblin' with Flanagan"—3:00 p.m. to 4:00 p.m. Saturdays. Regular rates apply.

"Farm and Home Hour"—with Hart Curl—11:30 a.m. to 2:00 p.m. Monday through Saturday. Regular rates apply.

**POLITICAL**

Political copy must be submitted 24 hours before broadcast. Payment in advance.

**TRANSCRIPTIONS**

Library Service—World.

**PLYMOUTH**

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

**WPNC**

(C.P. 1,000 watts, 1470 kc. days)

Harry A. Epperson, Sr.,  
Ararat, Virginia.  
(C.P. for Plymouth, N. C.)

**RALEIGH (4 AM; 3 FM)**

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

**WKIX**

(Established 1947)

Rates effective May 1, 1958. (Card No. 7.)  
Card received March 28, 1958.  
Owned and operated by Ted Oberfelder Broadcasting Co., Inc.

**Personnel**

Pres. & Gen'l. Mgr.—Ted Oberfelder.  
Program Director—Alan Browning.  
Business Manager—Henry Williams.

**Representatives**

Avery-Knodel, Inc.

**Mailing Instructions**

Business Office and Studio—P. O. Box 868, Raleigh, N. C. TE 2-5512. TWX RL 5081.  
Transmitter—Asbury, N. C.

**Wave—Power—Time**

Operating power—10,000 watts days; 5,000 watts nights.  
Frequency—850 kilocycles.  
Directional—nighttime only.

**NORTH CAROLINA**

Licensed to operate unlimited time.  
Operates on Eastern Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to midnight.

**FM Facilities**

Effective radiated power—29,500 watts.  
Frequency—96.1 megacycles.  
Channel 241; Class "A".  
Antenna height: 460 feet above average terrain.

**Agency Commission**

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

**General Advertising**

Affiliated with ABC Radio and Mutual Broadcasting System.

Itates include music copyright fees.

ASCAP, BMI and SESAC licenses.

Contracts not accepted for more than one year. Rate changes and protection in accordance with NAB and AAA standards of practice.

National and regional advertisers, who continue to advertise, shall receive rate protection through termination of current contracts or up to fifty-two (52) weeks from date of issuance of this card provided advertising contracts are received prior to such date.

1 hr. 1/2 hr. 1/4 hr. 5 min. 1 min.

1 time.....	100.00	60.00	40.00	20.00	10.00
26 times.....	95.00	57.00	38.00	19.00	9.50
52 times.....	90.00	54.00	36.00	18.00	9.00
104 times.....	85.00	51.00	34.00	17.00	8.50
156 times.....	80.00	48.00	32.00	16.00	8.00
260 times.....	75.00	45.00	30.00	15.00	7.50
312 times.....	70.00	42.00	28.00	14.00	7.00

**SPECIAL IMPACT PACKAGES**

1-minute or less:	Each	Per wk.
10 times per week.....	7.50	75.00
15 times per week.....	7.00	105.00
20 times per week.....	6.50	130.00
25 times per week.....	6.00	150.00

**SPECIAL FEATURES**

**Participating Programs**

"The Alan Browning Show"—6:00 a.m. to 9:00 a.m. Monday through Saturday.

"Pulse" with Paul Montgomery and Kay Turner—10:00 a.m. to noon. Monday through Friday.

"WKIX Top Fifteen" with Paul Montgomery—3:00 p.m. to 4:00 p.m. Monday through Friday.

"Travellin' Light" with Paul Montgomery—4:00 p.m. to 6:00 p.m. Monday through Friday.

"Music for the Young at Heart"—8:00 p.m. daily.

"Starlite Concert"—10:30 p.m. to midnight daily.

**WMSN**

(Established 1954)



Rates effective October 1, 1958.  
Rates received October 27, 1958.  
Owned and operated by WMSN, Inc.

**Personnel**

Pres. & Gen'l. Mgr.—John C. Greene, Jr.

Sales Manager—Jack Hammette.

**Representatives**

Forjoe & Company, Inc.

**Mailing Instructions**

Business Office, Studio & Transmitter—P. O. Box 190, 649 Maywood Ave., Raleigh, N. C. Temple 3-3874.

**Wave—Power—Time**

Operating power—500 watts days.

Frequency—570 kilocycles.

**Non-directional.**

Licensed to operate to local sunset.

Operates on Eastern Time.

Operating schedule: 5:00 a.m. to local sunset weekdays; 6:00 a.m. to local sunset. Sunday.

**Agency Commission**

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

**General Advertising**

ASCAP, BMI and SESAC licenses.

Rates include music copyright fees.

Maximum length of contract 52 consecutive weeks.

Programs and announcements cannot be combined to earn frequency discount. Discounts allowed as earned in listed rate tables.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	75.00	45.00	27.50	22.50	18.00
13 times.....	71.00	42.50	26.00	21.00	16.50
26 times.....	67.00	40.00	24.50	19.50	15.00
52 times.....	63.00	37.50	23.00	18.00	14.00
104 times.....	59.00	35.00	21.50	16.50	13.00
156 times.....	55.00	32.50	20.00	15.00	



**NORTH CAROLINA**

Raleigh—Continued

**WPTF**  
(Established 1924)  
**NBC Radio Network**



Rates effective September 1, 1958. (Card No. 9.)  
Card received July 23, 1958.  
Owned and operated by the WPTF Radio Company.

**Personnel**

General Manager—Richard H. Mason.  
Sales Manager—R. W. Youngsteadt.  
Program Manager—Graham B. Poyner.  
Director of Promotion—Worth White.  
Farm Director—Earl Hostetler.  
News Director—Phil Ellis.

**Representatives**

Peters, Griffin, Woodward, Inc.

**Mailing Instructions**

Business Office and Studio—Insurance Bldg., Raleigh, N. C., Temple 2-8311. TWX RL 5086.  
Transmitter—Cary, N. C., seven miles from Raleigh, 15 miles from Durham, N. C.

**Wave—Power—Time**

Operating power—50,000 watts.  
(100% modulation—High Fidelity Crystal control.)  
Frequency—680 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time on clear channel.  
Directional antenna used after sunset.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:00 a.m. to 12:05 a.m.; 7:00 a.m. to 12:05 a.m. Sundays.

**F M Facilities**

Effective radiated power—50,000 watts.  
Frequency—91.7 megacycles; channel 233; Class B.  
Antenna height—564 feet above average terrain.

**Agency Commission**

15% on net time, talent and service charges to recognized agencies; no cash discount. Bills due and payable when rendered.

**General Advertising**

Talent—Program formats and talent, rates on request. All products and/or services and the advertising continuity thereof are subject to WPTF acceptance before broadcast.

Time is sold for political broadcasts on the basis of rigid conformity with the Federal Communication Act and with the Federal Communications Commission Rules and Regulations appertaining to political broadcasting and to all other pertinent statutes, rules and regulations, both Federal and State. Regular rates apply.

Current advertisers will receive 6 months rate protection, or rate protection through the end of the existing contracts, whichever is longer. Rate protection will not exceed 12 months.

Time of broadcast of programs subject to change to other periods on 56 days' notice to accommodate network broadcasts only in event that said broadcast periods are scheduled in time set aside for network use. Announcements may be moved to other periods by station Manager upon 24 hours' notice.

Contracts for announcements accepted 30 days before initial broadcast. Firm contracts for program periods of 13 weeks or more accepted 60 days before initial broadcast; otherwise, 30 days. All programs and announcements are subject to removal without notice for any broadcast which, in our opinion, is in the public interest.

Tables under "General Broadcast Advertising" show all applicable discounts within 1 year. Announcements and program periods (5 minutes or longer) may be combined for discount purposes on announcements, but not vice-versa. Discounts apply to the total number of broadcasts used within 1 year. 2 contiguous 1/4 hour programs earn the 1/2 hour rate. 3 contiguous 1/4 hour programs earn 3/4 of the hour rate.

After the 1st year advertiser may continue the announcement or program schedule at the same discount, until schedule is reduced or interrupted. The schedule is not subject to short rate. The advertiser who avails himself of this continuing discount policy must begin a new contract period for quantity discount purposes when he reduces or resumes his schedule.

**Length of commercial copy:**

5 minutes.....	1:15	minutes
10 minutes.....	2:10	minutes
15 minutes.....	3:00	minutes
30 minutes.....	4:15	minutes
60 minutes.....	7:00	minutes

**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....	200.00	120.00	80.00	64.00	50.00	
26 tl....	190.00	114.00	76.00	60.80	47.00	
52 tl....	180.00	108.00	72.00	57.60	44.00	
156 tl....	170.00	102.00	68.00	54.40	41.00	
260 tl....	160.00	96.00	64.00	51.20	38.00	
520 tl....	150.00	90.00	60.00	48.00	35.00	
1,000 tl....	140.00	84.00	56.00	44.80	31.50	

**CLASS "B"**

	(10:00 p.m. to 6:30 a.m.)	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 tl....	150.00	90.00	60.00	50.00	33.00	
26 tl....	142.50	85.50	57.00	47.50	31.35	
52 tl....	135.00	81.00	54.00	45.00	29.70	
156 tl....	127.50	76.50	51.00	42.50	28.05	
260 tl....	120.00	72.00	48.00	40.00	26.40	
520 tl....	112.50	67.50	45.00	37.50	24.75	
1,000 tl....	105.00	63.00	42.00	35.00	23.10	

**ANNOUNCEMENTS**

(1-minute or less)  
Class "A"—6:30 a.m. to 9:00 a.m.  
Class "B"—9:01 a.m. to 9:59 p.m.  
Class "C"—10:00 p.m. to 6:29 a.m.

**WPTF**  
Raleigh-Durham  
the Nation's

**28<sup>th</sup>**

**Radio Market**  
*has greater*  
**AUTO SALES**  
*than the 8<sup>th</sup>*  
**Metropolitan**  
**Market**

You're ahead when you buy radio by Radio Markets. That's the way to reach the maximum number of people per ad dollars.

**These figures tell the story:**

- 28th Radio Market **\$516,471,000**
- 28th Metropolitan Market **\$152,346,000**
- 8th Metropolitan Market **\$506,382,000**



**WPTF**  
**50,000 WATTS 680 KC**  
NBC Affiliate for Raleigh-Durham and Eastern North Carolina  
R. H. Mason, General Manager  
Gus Youngsteadt, Sales Manager  
**PETERS, GRIFFIN, WOODWARD, INC.**  
National Representatives

Per week:	Class	1-4	5-12	13-25	26-38	39-52
1-6 times..	"A"	45.00	42.75	40.50	38.25	36.00
	"B"	38.00	36.00	34.25	32.25	30.50
	"C"	25.00	23.75	22.50	21.25	20.00
7-12 times..	"B"	34.25	32.50	30.75	29.00	27.50
	"C"	22.50	21.50	20.25	19.25	18.00
13-18 times..	"B"	32.25	30.50	29.00	27.50	25.75
	"C"	21.25	20.25	19.25	18.00	17.00
19-24 times..	"B"	28.50	27.00	25.75	24.25	22.75
	"C"	20.00	19.00	18.00	17.00	16.00
25 or more times.....	"B"	26.50	25.25	24.00	22.50	21.25
	"C"	19.00	18.00	17.00	16.00	15.00

Quickies—10 seconds or less—50% of the earned announcement rate but not combinable. Programs count for frequency toward announcement frequency, but not vice-versa. Multi-product advertisers may combine products to earn additional discounts, but must request combination when placing schedules.

**SPECIAL FEATURES**

News Service—UPI.  
News Programs—Subject to following net service and talent charges:  
5 minutes 10.50; 10 minutes 14.00; 15 minutes 17.50, commissionable.

**Participating Programs**

Participating announcements at card rates. Program time at card rates plus talent. Talent 5-minutes 10.50, 10-minutes 14.00, 15-minutes 17.50 commissionable.  
"BJ Show" with Bill Jackson—5:00 a.m. to 9:00 a.m. Farm reports, news, music, weather, sports.  
"Gabbfest" with Howard Hamrick and Bill Jackson—9:15 a.m. to 10:00 a.m.  
"Farm Hour"—Noon to 1:00 p.m. Farm news, weather, market reports.  
"Party Line" with Ann Seltman and Howard Hamrick—1:05 p.m. to 1:30 p.m.  
"Harriet Pressly"—1:30 p.m. to 2:00 p.m.  
"Melody-Go-Round" with Jimmy Capps—4:05 p.m. to 6:00 p.m.  
"Supper Show"—6:10 p.m. to 6:40 p.m.  
"Our Best to You" with Jimmy Capps—10:15 p.m. to midnight.

**FOREIGN LANGUAGE**

Foreign language broadcasts not accepted.

**POLITICAL**

Regular rates apply; cash in advance.

**Closing Time**

The closing date is two weeks in advance of initial program, and program material must be submitted at least one week in advance of broadcast date. No changes within two days preceding broadcast.

**W R A L**

(Established 1939)



Rates effective January 1, 1952.  
Rates received January 2, 1952.

Owned and operated by Capitol Broadcasting Co.

**Personnel**

Vice-Pres.—Fred Fletcher.  
General Manager—Bill Currie.  
Local Sales Manager—Robert L. Zealy.

**Representatives**

H-B Representatives, Inc.

**Mailing Instructions**

Business Office and Studio—130 S. Salisbury St., Raleigh, N. C.  
Transmitter—East Davis St., Raleigh, N. C.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1240 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Eastern Time.  
Daylight Saving Time not observed.

**F M Facilities**

Effective radiated power—54,000 watts.  
Frequency—101.5 megacycles; channel 268.  
Antenna height—325 feet above average terrain.

**Agency Commission**

Agency commission 15% on net charges to recognized agencies. Invoices rendered weekly, payable by 10th of month following broadcasts. No cash discount.

**General Advertising**

For combination rates see Tobacco Network. Accepts AAAA copyrighted contract. FAL operated in conjunction with AM.

	1	1/2	1/4	10	5	1	
	hr.	hr.	hr.	min.	min.	min.	(*)
1 time....	75.00	50.00	30.00	25.00	15.00	10.00	8.00
13 times..	71.25	47.50	28.50	23.75	14.25	9.50	7.60
26 times..	67.50	45.00	27.00	22.50	13.50	9.00	7.20
52 times..	63.75	42.50	25.50	21.25	12.75	8.50	6.80
104 times..	60.00	40.00	24.00	20.00	12.00	8.00	6.40
156 times..	56.25	37.50	22.50	18.75	11.25	7.50	6.00
312 times..	52.50	35.00	21.00	17.50	10.50	7.00	5.60

**SPECIAL FEATURES**

"Sports Parade"—6:45 p.m. to 7:00 p.m. Monday through Friday, featuring Ray Reeve. Rate plus 1.50 for one-minute participations.  
"Tempus Fugit"—7:05 a.m. to 9:30 a.m. Monday through Saturday. MC Bill Currie.

Station	Minutes	Break	Station	Minutes	Break
1 time....	11.00	9.00	104 times..	9.00	7.40
13 times....	10.50	8.60	156 times..	8.50	7.00
26 times....	10.00	8.20	312 times..	8.00	6.60
52 times....	9.50	7.80			

"Lost and Found"—Trading post, new arrivals, morning prayer, fishing information and scores, five minute features. Rate plus 2.00 per participation.  
"Morning Varieties"—6:00 a.m. to 7:00 a.m., Monday through Saturday, featuring J. D. Lewis, Negro disc jockey, local businessman, popular MC and community leader. Regular rate, minutes only.  
"Tempus Fugit"—7:05 a.m. to 9:30 a.m. Monday through Saturday, Bill Currie MC.  
**POLITICAL**  
Accepted at card rate.  
**Closing Time**  
Continuity and program material must be submitted 24 hours before broadcasting.

# REIDSVILLE (2 AM; 1 FM)

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

## WFRC

(Established 1947)



Rates effective February 1, 1955.  
Rates received February 7, 1955.  
Owned and operated by Piedmont Carolina Broadcasting Co., Inc.

### Personnel

General Manager—Steve Woodson.

### Representatives

Bogner & Martin.

### Mailing Instructions

Business Office and Studio—Reidsville, N. C., telephone 9-4361, 2.  
Transmitter—Reidsville, N. C.

### Wave—Power—Time

Operating power—1,000 watts.  
Frequency—1600 kilocycles.  
Directional—nighttime only.  
Licensed to operate unlimited time.  
Operates on Eastern 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.

### General Advertising

For combination rates see ABC Radio.

Affiliated with Keystone Network.

	1 tl.	13 tl.	26 tl.	52 tl.	(*)
One minute	3.00	2.80	2.60	2.40	2.25
Station bk.	2.50	2.40	2.30	2.20	2.00

(\*) 104 or more times.

### SPECIAL FEATURES

Time Signals—25 words, one daily, per month 50.00; two daily, per month 75.00; three daily, per month 120.00; five daily, per month 150.00.  
News Service—AP; rates on request.  
Local news on the hour; rates on request.  
Weather reports, market reports, political broadcasts, athletic and special events, rates on request.  
Participating programs, rates on request.

### POLITICAL

Rates on request.

## WREX

(Established 1948)

Rates effective October 15, 1954.  
Card received November 1, 1954.  
Owned and operated by Reidsville Broadcasting Co., Inc.

### Personnel

Pres. & Mgr.—W. M. Oliver, Sr.  
Program Director—Mrs. Katye P. Oliver.  
Vice-Pres. & Chief Eng.—W. M. Oliver, Jr.

### Representatives

National Radio Representatives, 660 Custer Ave. P. O. Box 193, Atlanta 1, Georgia.  
Interstate United Newspapers, Inc. (N. Y.)

### Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box 1349, Danville Road, Reidsville, N. C. Dickens 9-7051 or 9-6137.  
Other studio—Leaksville, N. C. Main 3-2873.

### Wave—Power—Time

Operating power—250 watts days.  
Frequency—1220 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: Local sunrise to local sunset week days; 7:15 a.m. to local sunset Sundays.

### FM Facilities

Effective radiated power—1,600 watts.  
Frequency—102.1 megacycles; channel 271; Class B.  
Licensed to operate unlimited time.  
Operating schedule: 6:00 a.m. to 11:00 p.m. week days; 7:15 a.m. to 11:00 p.m. on Sundays.

### Agency Commission

15% to recognized agencies on time only; 2% cash discount. Bills rendered 1st of month, payable 15th of month.

### General Advertising

FM operated in conjunction with AM.  
Rates are for station time only and 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.....	30.00	18.00	12.00	9.00	6.00	3.50
13 times.....	28.50	17.25	11.50	8.50	5.75	3.50
26 times.....	27.00	15.75	10.25	8.00	5.50	3.25
52 times.....	25.50	15.25	10.00	7.75	5.25	3.00
104 times.....	23.75	14.25	9.50	7.25	5.00	2.50
300 times.....	22.50	12.75	8.50	6.50	4.25	1.75

### SPECIAL FEATURES

News Service—UPI; no extra charge.  
Sports events, religious, weather forecasts and time signals, rates on request.

Participating Programs  
"Morning Show", "Breakfast Time", "To the Ladies", "Noon Day Jamboree", "Swing Session Review", "Make Believe Danceland".

### POLITICAL

Regular rates apply. Cash in advance.

# ROANOKE RAPIDS

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

## WCBT

(Established 1940)

Rate card undated; received January 28, 1952.  
Owned and operated by WCBT, Inc.

### Personnel

General Manager—Tommy Williams.

### Representatives

Continental Radio Sales.

### Mailing Instructions

Business Office and Studio—251 Roanoke Ave., P. O. Box 190, Roanoke Rapids, N. C., telephone 7-2545  
Transmitter—E. Tenth St., Extended, Roanoke Rapids, N. C.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1230 kilocycles.  
Non-directional.  
Licensed to operate full time on local channel.  
Operates on Eastern Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:25 a.m. to 10:00 p.m. week days; 7:30 a.m. to 8:00 p.m. Sundays.

### Agency Commission

15% to recognized agencies on time only; 2% cash discount on bills paid by the 10th of month following broadcasts. Bills rendered on 1st day of month unless requested otherwise; station will cooperate fully in other periods of billing where requested.

### General Advertising

Affiliated with Mutual Broadcasting System and Keystone Network.  
Accepts standard facilities contract adopted by NAB 1942-1946.

Rates include music copyright fees.  
ASCAP, SESAC and BMI licenses.  
Advertising of alcoholic beverages other than wine or beer are not accepted. Beer or wine commercial subject to re-editing to conform to local policy.  
Maximum contract term one year.  
(After 8:45 a.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	65.00	37.35	20.00	16.70	8.75	4.20
11 times.....	64.35	34.15	17.55	13.35	8.25	3.70
25 times.....	60.00	32.15	17.10	11.70	7.50	3.35
50 times.....	56.30	28.75	15.40	10.40	6.70	2.95
100 times.....	53.35	27.10	15.00	9.15	5.80	2.70
150 times.....	50.00	25.80	13.35	8.30	5.40	2.50
300 or more times.....	44.20	24.20	12.50	7.50	5.00	2.10

(6:30 a.m. to 8:45 a.m.)

Rates on request.  
(\*) 100 words. One minute transcription accepted at the 100 word rate; all transcribed announcements take the 100 words rate regardless of length.  
Package rates available on request.

### DISCOUNTS

Announcements and programs of five minutes or more cannot be combined to earn a larger discount. Two or more programs of 15 minutes or more, broadcast on the same day for the same sponsor within the same rate bracket, may be combined to earn 1/2 hour or one hour rate, whichever applies. All programs combined to earn a lower rate may be scheduled contiguously at the station's option on 28 days' notice.

### SPECIAL FEATURES

News Service—UPI and local news.

### POLITICAL

Regular rates apply; payment in advance.

### Closing Time

Continually and program material must be submitted 24 hours in advance of broadcast.

# ROCKINGHAM

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

## WAYN

(Established 1946)

Rates effective January 1, 1956. (Card No. 3.)  
Owned and operated by Radio Station WAYN, Inc.

### Personnel

Pres. & Mgr.—Wayne M. Nelson.  
Commercial Manager—William Futterer.

### Representatives

None.

### Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box 591, Hwy. 74, Rockingham, N. C. Phone 4041.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—900 kilocycles.  
Non-directional.  
Licensed to operate to local sunset.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:30 a.m. to 6:30 p.m.

### Agency Commission

15% commission payable to recognized advertising agencies; 2% cash discount for payment by 10th of month.

### General Advertising

Rates include music copyright fees.  
BMI, SESAC and ASCAP licenses.  
Also sold in combination with WHIP, Mooresville, N. C. For combination rates consult station management.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	50.00	27.50	15.00	7.50	6.00	4.00
13 times.....	47.50	26.13	14.25	7.13	5.70	3.80
26 times.....	45.00	24.75	13.50	6.75	5.40	3.60
52 times.....	42.50	23.38	12.75	6.38	5.10	3.40
104 times.....	40.00	22.00	12.00	6.00	4.80	3.20
312 times.....	37.50	20.63	11.25	5.63	4.50	3.00

(\*) One minute or 100 words.

(†) 50 words or less.

### SPECIAL FEATURES

News—Lensed wire service available.

### Closing Time

Political and controversial broadcasts 24 hours in advance.

# ROCKY MOUNT (2 AM; 2 FM)

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

## WCEC

(Established 1947)



Rates effective January 1, 1952. (Card No. 2.)  
Rates received January 10, 1952.

Owned and operated by Eastern Carolina Electronics, Inc.

# NORTH CAROLINA

### Personnel

Managing—M. J. Warner.  
Commercial Manager—Ray Thompson.  
Program Director—Ray Wilkinson.

### Representatives

Continental Radio Sales.

### Mailing Instructions

Business Office, Studio and Transmitter—Highway 95, 1-1/2 miles from city, Rocky Mount, N. C., telephone 2-3109.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—810 kilocycles.  
Non-directional.  
Licensed to operate daytime.

Daylight Saving Time not observed.  
Operating schedule: Sunrise to local sunset.

### Agency Commission

15%; no cash discount.

### General Advertising

Affiliated with Tobacco Network and Keystone Network. Maximum contract one year.

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time.....	50.00	39.00	23.50	17.00	10.50	6.00
13 times.....	47.50	32.50	19.50	14.30	9.50	5.70
26 times.....	45.00	30.25	17.90	13.35	8.75	5.25
52 times.....	40.00	27.95	13.25	12.35	8.00	4.75
104 times.....	37.50	25.70	14.60	11.40	7.25	4.50
156 times.....	35.00	24.00	13.50	10.75	6.75	4.00
260 times.....	30.00	22.50	12.25	10.10	6.00	3.50
312 times.....	25.00	21.15	11.40	9.40	5.20	3.25
500 times.....	.....	.....	.....	.....	.....	2.75
1,000 times.....	.....	.....	.....	.....	.....	2.50

### SPECIAL FEATURES

News Service—AP and local.  
Special events, news, weather reports, time signals, etc., rates on request.

## WEED

(Established 1933)

Rates effective December 1, 1956.  
Rates received October 26, 1956.  
Owned and operated by W. Avera Wynne.

### Personnel

Manager—W. Avera Wynne.  
Commercial Manager—R. E. Horner.

Representatives Burn-Smith Company, Incorporated.

### Mailing Instructions

Business Office and Studio—Rocky Mount, N. C.  
Transmitter—Rocky Mount, N. C.

### Wave—Power—Time

Operating power—5,000 watts days; 1,000 watts nights.  
Frequency—1390 kilocycles.  
Directional.  
Licensed to operate unlimited time.  
Operates on Eastern Time.

Daylight Saving Time not observed.  
Operating schedule: 5:00 a.m. to 12:05 a.m. week days; 8:00 a.m. to 12:00 midnight Sundays.

### FM Facilities

Effective radiated power—270 watts.  
Frequency—92.1 megacycles; channel 221.  
Antenna height—190 feet above average terrain.

### Agency Commission

15% to recognized agencies; no cash discount. No discount or commission on artists' services. Commission paid on gross station time only.

### General Advertising

For combination rates see ABC Radio.  
Accepts AAAA copyrighted contract with certain exceptions; modified contract forms available.  
FM operated in conjunction with AM.  
The following rates are for national advertising.

	1	1/2	1/4	10	5	(*)
	hr.	hr.	hr.	min.	min.	min.
1 time.....	65.00	40.00	28.00	20.00	14.00	6.00
26 times.....	60.00	36.00	25.00	18.00	12.50	5.75
52 times.....	55.00	32.00	22.00	16.00	11.00	5.50
104 times.....	50.00	29.00	20.00	14.00	10.00	5.25
208 times.....	47.00	26.00	18.00	13.00	9.00	4.75
312 times.....	41.00	24.00	17.00	12.00	8.50	4.50
624 times.....	42.00	22.00	16.00	11.00	8.00	4.20

(\*) One minute or less.

## WFMA

—FM—

(Established 1947)

Rates effective June 1, 1952. (Card No. 2.)  
Rates received May 26, 1952.

Owned and operated by Eastern Carolina Electronics, Inc.

### Personnel

Station Manager—M. J. Warner.  
Commercial Manager—Frank Fagan.

Representatives Continental Radio Sales.

### Mailing Instructions

Business Office, Studio and Transmitter—Highway 95, 1-1/2 miles from city, Rocky Mount, N. C., telephone 2-3109.

### Wave—Power—Time

Effective radiated power—33,000 watts.  
Frequency—100.7 megacycles; channel 264; Class B.  
Licensed to operate unlimited time.  
Operates on Eastern Time.

Antenna height—540 feet above average terrain.  
Daylight Saving Time not observed.  
Operating schedule: 8:00 a.m. to 11:00 p.m. Sunday; 5:30 a.m. to 11:00 p.m. week days.

### Agency Commission

15% to recognized agencies; 2% cash discount.

Bills rendered 1st of month; payable 10 days.

### General Advertising

For combination rates see CBS Radio Network.

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time.....	43.00	36.00	15.50	11.25	6.95	3.50
13 times.....	39.00	21.65	13.00	9.50	5.65	

# NORTH CAROLINA

## Rocky Mount—Continued

(Call letters not received)

(C. P.—1490 kc; 250 watts)

Radio Station (1490 Kilocycles)  
c/o Mr. M. R. Robbins  
Rocky Mount, N. C.

## ROXBORO

Person County—Map Location G-3

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

### WRXO

(Established 1949)



Rates effective May 1, 1953.

Rates received May 12, 1953.

Owned and operated by Roxboro Broadcasting Co.

#### Personnel

General Manager—Harold S. Taylor.

#### Representatives

None.

#### Mailing Instructions

Business Office and Studio—P. O. Box 130, Roxboro, N. C., telephone 6013.  
Transmitter—On route 57, Hurdles Mills Road, one mile from city limits, Roxboro, N. C.

#### Wave—Power—Time

Operating power—1,000 watts daytime.  
Frequency—1430 kilocycles.

Non-directional.

Licensed to operate daytime.

Operates on Eastern Time.

Daylight Saving Time not observed.

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

#### Agency Commission

15% to recognized agencies; 2% cash discount—10 days.

#### General Advertising

Accepts AAAA copyrighted contract.

Maximum contract one year.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	50.00	27.50	15.00	7.50	6.00	4.00
13 times.....	47.50	26.13	14.25	7.13	5.70	3.80
26 times.....	45.00	24.75	13.50	6.75	5.40	3.60
52 times.....	42.50	23.38	12.75	6.38	5.10	3.40
104 times.....	40.00	22.00	12.00	6.00	4.80	3.20
312 times.....	37.50	20.63	11.25	5.63	4.50	3.00

(\*) One minute or 100 words.

(†) 50 words or less.

#### SPECIAL FEATURES

News Service—UPI.

Special events, time signals, etc.—rates on request

#### POLITICAL

One time rates apply, payable in advance.

#### TRANSCRIPTIONS

Library Service—World.

(Call letters not received)

(C.P.—FM—96.7 mc.; 573 watts)

Roxboro Broadcasting Co.

P. O. Box 130

Roxboro, N. C.

## SALISBURY (2 AM; 1 FM)

Rowan County—Map Location E-4

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

### WSAT

(Established 1947)



Rates effective March 31, 1958.

Rates received March 31, 1958.

Owned and operated by Mid-Carolina Broadcasting Co.

#### Personnel

President—C. H. Wentz.

Vice-President—E. L. Sherman.

Sec'y-Treas.—Harry L. Welch.

Representatives—Joseph Hershey McGillvra, Inc.

#### Mailing Instructions

Business Office and Studio—Drawer 99, Millford Hills Road, Salisbury, N. C.

Transmitter—Millford Hills Road, Salisbury, N. C.

#### Wave—Power—Time

Operating power—1,000 watts.

Frequency—1280 kilocycles.

Directional—nighttime only.

Licensed to operate unlimited time on regional channel.

Operates on Eastern Standard Time.

Daylight Saving Time not observed.

Operating schedule: 5:30 a.m. to midnight weekdays; 8:00 a.m. to midnight Sunday.

#### Agency Commission

15% to recognized agencies on net station time; 2% cash discount. Invoices payable 10th of month following broadcast.

#### General Advertising

Following rates are for station time only. Maximum length of contract accepted, one year.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min. or less
1 time.....	50.00	39.00	24.00	18.00	12.00	7.50
13 times.....	47.50	32.50	21.00	15.00	11.00	7.13
26 times.....	45.00	30.25	18.50	14.00	10.00	6.75
52 times.....	40.00	27.95	17.00	13.00	9.00	6.38
104 times.....	37.50	25.70	15.00	12.00	8.00	6.00
156 times.....	35.00	24.00	14.00	11.00	7.00	5.73
280 times.....	30.00	22.50	13.00	10.00	6.50	5.25

#### PACKAGE PLANS

12 yearly saturation packages—rates on request.

#### SPECIAL FEATURES

News Service—UPI.

Special participating programs, sports events, etc.—rates on request.

#### POLITICAL

Regular rates apply.

## WSTP

(Established 1938)



Rates effective March 1, 1957. (Card No. 4.)

Rates received March 6, 1957.

Owned and operated by WSTP, Inc.

#### Personnel

Pres. & Gen'l Mgr.—Tom Harrell.

Sec'y-Treas. & Prog. Dir.—Ted Austin.

#### Representatives

Walker-Rawalt Company, Inc.

Southeast—Dora-Clayton Agency, Inc.

#### Mailing Instructions

Business Office, Studio and Transmitters—1105 Stateville Rd., Salisbury, N. C. Me 6-3811.

#### Wave—Power—Time

Operating power—250 watts.

Frequency—1490 kilocycles.

Non-directional.

Licensed to operate unlimited time.

Operates on Eastern Time.

Operating schedule: 5:00 a.m. to midnight.

#### FM Facilities

Effective radiated power—3,000 watts.

Frequency—100.5 megacycles; channel 293.

Antenna height—330 feet above average terrain.

#### Agency Commission

15% to recognized advertising agencies; no cash discount. All accounts payable 15th of month following broadcast.

#### General Advertising

For combination rates see Mutual Broadcasting System Affiliated with National Broadcasting Company.

All programs duplicated over FM. Quantity discounts apply to either programs or spots, not to both. Rates include music copyright fees. BMI, ASCAP and SESAC licenses.

Maximum contract one year.

Accepts AAAA copyrighted contract.

Announcements and programs cannot be combined to earn larger frequency discount.

Rates include all applicable discounts. No other discounts allowed. All rates listed are for station time only. Rates specified are applicable to all new series ordered on or after March 1, 1957. Contracts made prior to March 1, 1957 will be given 6 months' protection at rate specified in such contracts. No time periods sold in bulk for resale.

#### PROGRAMS

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	20 sec.	8 sec.
1 ti.	30.00	20.00	12.00	8.00	6.00	4.00	3.00
13 ti.	28.50	19.00	11.50	7.75	5.75	3.85	2.90
26 ti.	26.00	18.00	11.00	7.50	5.50	3.70	2.80
52 ti.	24.50	17.00	10.50	7.25	5.25	3.55	2.70
104 ti.	23.00	16.00	10.00	7.00	5.00	3.40	2.60
156 ti.	22.50	15.00	9.50	6.75	4.75	3.25	2.50
200 ti.	21.00	14.00	9.00	6.50	4.50	3.10	2.40
312 ti.	19.50	13.00	8.50	6.25	4.25	2.95	2.30

#### SATURATION PLAN

Best time available; 1 minute transcribed or 125 words live:

Per week:

\*12 announcements 35.00 \*24 announcements.... 65.00

\*18 announcements 50.00 \*36 announcements.... 80.00

(\*) Earn discounts of 2% for 13 consecutive weeks, 5% for 26 consecutive weeks and 10% for 52 consecutive weeks.

#### SUPER SATURATION PLAN

Scheduled at station's discretion; must include minutes and 20-second announcements.

Per week:

\*50 announcements in 6 days..... 100.00

\*100 announcements in 6 days..... 175.00

(\*) Earn discounts of 2% for 26 consecutive weeks and 5% for 52 consecutive weeks.

#### SPECIAL FEATURES

News Service—AP.

Weather reports—rates on request.

#### Participating Programs

"The Clockwatcher" with Ed Fuller—5:00 a.m. to 7:00 a.m. Monday through Saturday. 1-minute transcribed or 125 word live:

1 time.....	4.00	104 times.....	3.40
13 times.....	3.85	156 times.....	3.25
26 times.....	3.70	260 times.....	3.10
52 times.....	3.55	312 times.....	2.95

"Carnival" with Russ McIntire. Special rates on request. Straight commercials by McIntire at rates listed below:

"Morning Carnival"—7:00 a.m. to 8:45 a.m.	
"Afternoon Carnival"—3:00 p.m. to 5:00 p.m.	
"Evening Carnival"—9:05 p.m. to 11:00 p.m.	
1 time.....	4.00
13 times.....	3.85
26 times.....	3.70
52 times.....	3.55

"The Party Line" with Ted Austin—10:30 a.m. to 11:30 a.m. Monday through Friday. 1-minute announcements transcribed or 125 words live:

1 time.....	4.00	104 times.....	3.40
13 times.....	3.85	156 times.....	3.25
26 times.....	3.70	260 times.....	3.10
52 times.....	3.55	312 times.....	2.95

#### POLITICAL

Regular rates apply; payment in advance.

#### TRANSCRIPTIONS

Library Service—World.

#### Closing Time

Copy must be received 48 hours in advance of broadcast.

## SANFORD (2 AM; 1 FM)

Lee County—Map Location G-4

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

### WEYE

(Established 1952)

Rates effective July 1, 1953. (Card No. 1.)

Rates received August 6, 1953.

Owned and operated by Lee Broadcasting Corp.

#### Personnel

Pres. & Gen'l Mgr.—Dallas L. Mackey.

Vice-President—Martha Mackey.

Assistant Manager—E. Keller.

#### Representatives

None.

#### Mailing Instructions

Business Office and Studio—Radio Building, 137 S. Steele St., Sanford, N. C., Spring 4-5561.

Transmitter—Cool Springs Road, one mile west of Sanford, N. C.

#### Wave—Power—Time

Operating power—1,000 watts days.

Frequency—1290 kilocycles.

Non-directional.

Licensed to operate local sunset.

Operates on Eastern Standard Time.

Operating schedule: 6:00 a.m. to local sunset; Sundays 8:00 a.m. to local sunset.

#### Agency Commission

15% to recognized agencies on time only. Bills rendered first of month; payable by 10th.

#### General Advertising

Affiliated with Tobacco Network.

	1 hr.	1/2 hr.	5 min.	(*)	20 sec.
1 time.....	48.00	36.00	14.00	10.00	4.75
13 times.....	47.00	34.00	13.50	9.75	4.50
26 times.....	45.00	32.00	13.00	9.50	4.25
39 times.....	42.00	30.00	12.50	8.75	4.00
52 times.....	40.00	27.00	12.00	8.00	3.75
104 times.....	36.00	24.00	11.50	7.50	3.25
208 times.....	32.00	20.00	11.00	6.25	3.00
312 times.....	25.00	15.00	10.50	5.00	2.75

(\*) One-minute or station break.

#### SPECIAL FEATURES

News Service—AP and local.

#### Participating Programs

"Country Junction"—11:05 a.m. to 11:45 a.m. Monday through Friday.

"Big Bill Show"—4:30 p.m. to 5:00 p.m. Monday through Friday.

"Bop Time"—4:05 p.m. to 5:00 p.m. Monday through Friday.

#### TRANSCRIPTIONS

Library Service—Sesac, Thesaurus.

## WWGP

(Established 1946)



Rates effective November 1, 1958. (Card No. 3.)

Rates received November 5, 1958.

Owned and operated by WWGP Broadcasting Corp.



**Shelby—W A D A—Continued**

**Mailing Instructions**  
 Business Office and Studio—P.O. Box 227, Highway 26, Shelby, N. Carolina.  
 Transmitter—1-1/2 miles Northwest of Shelby, N. Carolina.

**Wave-Power-Time**  
 Operating power—500 watts daytime.  
 Frequency—1390 kilocycles.  
 Licensed to operate daytime only.  
 Operates on Eastern Standard Time.  
 Operating schedule: 5:30 a.m. to local sunset Monday through Saturday and 7:00 a.m. to local sunset Sunday.

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

**General Advertising**  
 Accepts AAAA copyrighted contracts. All rates include music copyright fees. ASCAP, BMI and SESAC licenses. Alcoholic beverage advertising, except for beer and wine, not accepted.

1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	40.00	22.00	12.00	5.50
13 times.....	37.00	21.00	11.00	5.00
26 times.....	35.00	19.00	10.00	4.75
52 times.....	33.00	18.00	9.00	4.50

**ANNOUNCEMENTS**

1 time.....	30 sec.	20 sec.	10 sec.
13 times.....	4.25	3.75	3.25
26 times.....	4.00	3.50	3.10
52 times.....	3.75	3.25	3.00
	3.50	3.00	2.75

**SATURATION PLAN**  
(1-minute)

Per week:

5 announcements....	20.00	40 announcements	118.00
10 announcements....	35.00	50 announcements	145.00
20 announcements....	62.00	100 announcements	220.00
30 announcements....	93.00		

30-second announcements—90% of listed rates.  
 20-second announcements—75% of listed rates.  
 10-second announcements—60% of listed rates.

**SPECIAL FEATURES**

News Service—AP.  
 Newscasts—Every hour at :55 (5 min.), per month 57.50.  
 Weathercasts—Every hour on the half hour (2 min.), per month, 47.50.  
 These programs subject to prior sale and are sold five days a week, minimum contract 6 months.

**Participating Programs**

"The Morning Show" with Jim Prince—5:30 a.m. to 10:00 a.m. Monday through Saturday. Top 50 tunes and wide-awake humor. Per day, 5.50.  
 "Gospel Train"—10:00 a.m. to 11:00 a.m. Monday through Saturday. Choice gospel hits of this farming area plus interesting comments on each artist. Per day, 5.50.  
 "Jim Prince Show"—11:00 a.m. to noon Monday through Saturday. Featuring the housewife's pick of today's top tunes. Per day, 5.50.  
 "Curly Lee Show"—1:00 p.m. to 2:00 p.m. Monday through Saturday. Conducted by dyed-in-the-wool, hillbilly Curly Nanne. Per day, 5.50.  
 "Road Show"—2:00 p.m. to 5:15 p.m. Monday through Saturday. Per day, 5.50.

**POLITICAL**

Commercial, political broadcasts from recognized political parties will be accepted upon compliance with FCC rules. Same rates apply as general advertising. Station reserves the right to request payment in advance on political advertising.

**Closing Time**

Copy and program material should be in 48 hours prior to first broadcast. Station will attempt to clear time in less notice, but assumes no responsibility for same if 48 hour deadline is not met.

**WOHS**

(Established 1946)



Rates effective January 1, 1953. (Card No. 4-N.)  
 Card received January 5, 1953.  
 Owned and operated by Western Carolina Radio Corp.

**Personnel**  
 General Manager—Robert M. Wallace.  
 Sales Manager—Don McLain.

**Representatives**  
 None.

**Mailing Instructions**  
 Business Office and Studio—1511 W. Dixon Blvd. Shelby, N. C., telephone 6313.  
 Transmitter—W. Warren St. at City Line, Shelby, N. C.

**Wave-Power-Time**  
 Operating power—1,000 watts days.  
 Frequency—730 kilocycles.  
 Non-directional.  
 Licensed to operate daytime only.  
 Operates on Eastern Time.  
 Operating schedule: 7:00 a.m. to local sunset.

**FM Facilities**  
 Effective radiated power—2,600 watts.  
 Frequency—96.1 megacycles.  
 Antenna height—460 feet above average terrain.

**Agency Commission**  
 15% to recognized agencies on time only; cash discount 2% if paid by 10th of month; bills rendered monthly.

**General Advertising**  
 For combination rates see Mutual Broadcasting System. Affiliated with Keystone Network.  
 FM operated in conjunction with AM.  
 FM only, 1/2 of AM rates.  
 The following rates include music copyright fees. BMI, ASCAP and SESAC licenses.

1 time.....	1 hr.	1/2 hr.	1/4 hr.	5 min.
13 times.....	40.00	24.00	16.00	8.00
26 times.....	38.00	22.80	15.20	7.60
52 times.....	36.00	21.60	14.40	7.20
	34.00	20.40	13.60	6.80
	32.00	19.20	12.80	6.40
	30.00	18.00	12.00	6.00

**ANNOUNCEMENTS**

One minute transcribed, 100 words live, participating or 20-second station break:  
 1 time..... 4.00 52 times..... 3.40  
 13 times..... 3.80 100 times..... 3.20  
 26 times..... 3.60 300 times..... 3.00

**SPECIAL FEATURES**

News Service—UPI and MBS commentators. Rates on request.

**Foreign Language Programs**

Foreign languages not accepted.

**POLITICAL**

One time rates apply to both programs and announcements subject to standard station agreement.

**TRANSCRIPTIONS**

Library Service—Associated.

**Closing Time**

Broadcast copy and material must be received 48 hours in advance.

**SILER CITY**

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

**WNCA**

(Established 1952)

Rates received July 29, 1954.  
 Owned and operated by The Chatham Broadcasting Company.

**Personnel**  
 General Manager—L. C. Bruce.

**Representatives**  
 Hil F. Best Company.

**Mailing Instructions**  
 Business Office, Studio and Transmitter—One mile west of Siler City on U. S. Highway 64, Siler City, N. C.

**Wave-Power-Time**  
 Operating power—1000 watts.  
 Frequency—1570 kilocycles.  
 Non-directional.

Licensed to operate daytime.  
 Operates on Eastern Standard Time.  
 Operating schedule: 6:00 a.m. to local sunset.

**Agency Commission**  
 15% to recognized agencies.

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

1 time.....	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
13 times.....	37.00	22.00	14.00	7.00	3.45
26 times.....	35.00	21.00	13.00	6.50	3.15
52 times.....	33.00	20.00	12.00	6.00	2.88
	30.00	18.00	11.00	5.50	2.59
	28.00	17.00	10.50	5.00	2.30
	26.00	15.50	9.50	4.80	2.07
	24.00	14.50	9.00	4.50	1.73

One-minute announcements limited to 100 words.

**SPECIAL FEATURES**

News Service—UPI. No additional charge.

**POLITICAL**

One-time rate applies; payable in advance.

**TRANSCRIPTIONS**

Library Service—Sesac.

**Closing Time**

Copy or scripts must be submitted 24 hours in advance.

**SMITHFIELD**

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

**WMPM**

(Established 1950)

Rates effective August 1, 1950. (Card No. 1.)  
 Rev. (Announcements) rec'd September 4, 1957.

Owned and operated by John S. Townsend.

**Personnel**  
 General Manager—John S. Townsend.  
 Commercial Manager—Ben E. Johnson.

**Representatives**  
 None.

**Mailing Instructions**  
 Business Office and Studio—Buffalo Road, Smithfield, N. C., telephone 2434.  
 Transmitter—Buffalo Road, Smithfield, N. C.

**Wave-Power-Time**  
 Operating power—1,000 watts days.  
 Frequency—1270 kilocycles.  
 Non-directional.

Licensed to operate daytime.  
 Operates on Eastern Standard Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 6:15 a.m. to 7:00 p.m.

**Agency Commission**  
 15% to recognized agencies on time only; no cash discount. Bills rendered first day of month; payable by the 10th.

**General Advertising**  
 Accepts AAAA copyrighted contract.

1 time.....	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
13 times.....	50.00	33.00	20.00	10.50	4.55
26 times.....	44.50	30.00	18.50	9.00	4.25
52 times.....	40.00	27.15	16.50	8.00	4.05
	36.10	24.80	15.00	7.30	3.90
	32.50	22.20	13.65	6.70	3.55
	29.20	20.00	11.95	6.00	3.25
	26.75	18.25	11.00	5.40	2.95

**SPECIAL FEATURES**

News Service—AP, no extra charge.  
 Local, no extra charge. Three mobile units and two-way radios available—extra charges on request.  
 Mobile pickup unit available.

**POLITICAL**

Regular rates apply.

**TRANSCRIPTIONS**

Library Service—Capitol.

**NORTH CAROLINA**

**SOUTHERN PINES**

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

**WEEB**

(Established 1947)



Rates effective \_\_\_\_\_  
 Rates received January 6, 1958.

Owned and operated by Sandhill Community Broadcasters, Inc.

**Personnel**  
 Pres. & Gen'l Mgr.—Jack S. Younts.  
 Sales Manager—Joseph A. Warren.  
 Farm Director—E. H. Garrison.  
 News Director—Charles Clapp.

**Representatives**  
 Hal Holman Company.

**Mailing Instructions**  
 Business Office and Studio—135 W. New Hampshire Avenue, Southern Pines, N. C., OX 2-2941.  
 (PBX).

Other Studios—Pinehurst Country Club, Pinehurst, N. C.  
 Transmitter—N. C. Hwy. No. 2, midway between Pinehurst and Southern Pines, N. C.

**Wave-Power-Time**  
 Operating power—1,000 watts days.  
 Frequency—990 kilocycles.  
 Non-directional.

Licensed to operate daytime only.  
 Operates on Eastern Standard Time.

Operating schedule: Sunrise to local sunset.

**Agency Commission**  
 15%; no cash discount. Bills due and payable when rendered.

**General Advertising**  
 Affiliated with ABC Radio and Keystone Network.

Accepts AAAA copyrighted contract. ASCAP, BMI and SESAC licenses. Rates include music copyright fees. Two or more program units of 15 minutes or more broadcast on the same day for the same sponsor within the same time bracket may be combined to earn the 1/2 hour, 3/4 hour or 1 hour rate, whichever applies. All programs so combined to earn a lower rate may be scheduled contiguously at the station's option, on 28 days' notice.

1 time.....	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
13 times.....	50.00	30.00	20.00	10.00	5.00
26 times.....	47.50	28.50	19.00	9.50	4.75
52 times.....	45.00	27.00	18.00	9.00	4.50
	42.50	26.00	17.00	8.50	4.25
	40.00	24.00	16.00	8.00	4.00
	37.50	22.50	15.00	7.50	3.75
	35.00	21.00	14.00	7.00	3.50
	30.00	20.00	12.00	6.00	3.00

(\*) 1-minute or station break.  
 Talent—20% fee.

Saturation Coverage Packages available—rates on request.

**SPECIAL FEATURES**

News Service—AP and local news.  
 Mobile coverage of Pinehurst sport activities.

**Participating Programs**

"What's New" with Charlie Clapp—Monday through Friday; Pop DJ.  
 "Around the Clock with Music" with Joe Warren—Sunrise to 9:00 a.m. Monday through Saturday; music, time and weather.  
 "Martha Aden Dance Party"—Saturday; teen-age program.  
 "Chuck Wagon" with Mark King—Monday through Friday; Hillbilly and Western music.  
 "Swing with Marshall" with Major Marshall—Monday through Saturday. Negro DJ.  
 "Saturday Shopper"—Interviews from mobile unit.  
 "Road Patrol"—Saturday and Sunday; mobile unit interviews, prizes.

**POLITICAL**

One time rates apply. Payment must be made in advance.

**TRANSCRIPTIONS**

Library Service—Associated.

**Closing Time**  
 Program copy and broadcast copy close 48 hours in advance. Announcement copy six hours in advance. Political copy must be submitted 24 hours in advance.

**SPRUCE PINE**

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

**WTOE**

(Established 1955)

Rates effective June 1, 1956.  
 Rates received June 16, 1956.

Owned and operated by the Toe River Valley Broadcasting Co., Inc.

**Personnel**  
 Pres. & Gen'l Mgr.—Tom N. Cooper.  
 Commercial Manager—Jesse Sullins.  
 Program Director—Kenneth E. Woodard.

**Representatives**  
 None.

**Mailing Instructions**  
 Business Office, Studio and Transmitter—Radio-Chalk Mtn., 1-1/2 miles west on 19-E. Spruce Pine, N. C., phone PO-5-4296.

**Wave-Power-Time**  
 Operating power—1,000 watts days.  
 Frequency—1470 kilocycles.  
 Non-directional.

Licensed to operate daytime only.  
 Operates on Eastern Standard Time.  
 Daylight saving time not observed.  
 Operating schedule: Local sunrise to sunset.

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

(This listing continued on next page)



# NORTH CAROLINA

## Spruce Pine—WTOE—Continued

**General Advertising**  
 ASCAP, BMI & SESAC licenses.  
 Rates do not include talent or production on local programs.  
 Announcements and programs cannot be combined to earn lower rates.  
 Maximum length of contract one year.  
 If contract not completed, advertiser will be re-billed on basis of actual discount earned.  
 Alcoholic beverage advertising not accepted.

1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time... 30.00	24.00	18.00	6.00	3.00
13 times.. 27.60	21.60	15.60	5.40	2.88
26 times.. 25.20	19.20	13.20	4.20	2.70
52 times.. 22.80	16.80	10.80	3.90	2.52
156 times.. 20.40	14.40	8.40	3.40	2.40
260 times.. 18.00	12.00	6.00	3.60	2.10

**SPECIAL FEATURES**  
 News Service—UPI.  
**POLITICAL**  
 Regular rates apply; cash in advance. Copy must be sent 24 hours in advance of broadcast.

## STATESVILLE (2 AM; 1 FM)

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

### WDBM

(Established 1957)



Rates effective September 1, 1957. (Card No. 1.)  
 Card received October 14, 1957.  
 Owned and operated by Iredell Broadcasting Company.

**Personnel**  
 Owner—Walter A. Duke.  
 General Manager—Clay Cline.  
 Commercial Manager—Earl Carney.

**Representatives**  
 None.

**Mailing Instructions**  
 Business Office and Studio—P. O. Box 1027, Stimpson-Wagner Bldg., 2nd floor, Statesville, N. C. Triangle 2-2455.  
 Transmitter: 2-1/2 miles E. of Statesville on East Broad Extension.

**Wave—Power—Time**  
 Operating power—500 watts days.  
 Frequency—550 kilocycles.  
 Operating schedule: 5:00 a.m. to local sunset weekdays; 6:00 a.m. to local sunset Sunday.

**Agency Commission**  
 15%; no cash discount. Bills due and payable 10th of month.

**General Advertising**  
 BMI, ASCAP and SESAC licenses.  
 Contracts will not be accepted for periods longer than 1 year. No time will be sold for resale and contracts are not transferable. Specified time governed by availability and priority.

1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.... 48.00	24.00	18.00	8.00	6.00
13 times.. 46.00	23.60	17.10	7.60	5.70
26 times.. 43.20	21.60	16.20	7.20	5.40
52 times.. 40.80	20.40	15.30	6.80	5.10
104 times.. 38.40	19.20	14.40	6.40	4.80
156 times.. 36.00	18.00	13.50	6.00	4.50
260 times.. 33.60	16.80	12.60	5.60	4.20
312 times.. 31.20	15.60	11.70	5.20	3.90

(\*) 1-minute or less.

**SPECIAL FEATURES**  
 News Service—UPI and local.  
 Time and weather signals available. Rates on request.  
 Remote broadcasts—rates on request.  
 Local and national sports coverage—rates on request.

**Participating Programs**  
 "Carolina Special", "WDBM Diary", "Food for Thought", "Rhythm Ranch", "WDBM Hit Parade", and "Push Button One."

**POLITICAL**  
 Rates on request.

**TRANSCRIPTIONS**  
 Library Service—Thesaurus.

### WSIC

(Established 1947)

Rates received January 28, 1952.  
 Owned and operated by the Statesville Broadcasting Co., Inc.

**Personnel**  
 General Manager—Garrett Allen.  
 Program Manager—Jim Melvin.  
 Program Director—Joann Robbins.

**Representatives**  
 None.

**Mailing Instructions**  
 Business Office and Studio—P. O. Box 1189, Radio Road, Statesville, N. C.  
 Transmitter—Radio Road, Statesville, N. C.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1400 kilocycles.  
 Non-directional.  
 Licensed to operate unlimited time.  
 Operates on Eastern Time.  
 Operating schedule: Sundays 7:00 a.m. to 10:00 p.m. week days 6:00 a.m. to 10:00 p.m.

**FM Facilities**  
 Effective radiated power—2400 watts.  
 Frequency—105.7 megacycles.  
 Antenna Height—238 feet above average terrain.

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

**General Advertising**  
 For combination rates see Mutual Broadcasting System. Accepts AAAA copyrighted contract.  
 FM operated in conjunction with AM.  
 BMI, ASCAP and SESAC licenses.  
 Programs and announcements cannot be combined to earn lower rate.

Following rates apply to both national and local advertising.

	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	20.00	11.50	9.50	6.00
13 times.....	18.00	10.50	8.50	5.75
26 times.....	16.00	9.50	7.50	5.25
52 times.....	15.00	8.50	6.50	4.75
104 times.....	14.00	7.50	5.50	4.25
260 times.....	13.00	7.00	5.00	4.00
312 times.....	12.00	6.50	4.50	3.75

### ANNOUNCEMENTS

1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	312 tl.
1 minute....	3.25	3.00	2.75	2.50	2.25
30 seconds....	2.25	2.10	1.95	1.80	1.65

### SPECIAL FEATURES

News Service—AP and local news.  
 Time signals, weather, sports—rates on request.

**Participating Programs**  
 "WSIC Morning Show"; "Home Ad Dept."; "John Clifford Show"; "Traffic Jam"; "Link Emery Show"; "Night Watch"; "Music for Sunday".

### TRANSCRIPTIONS

Library Service—World.

## SYLVA

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

### WMSJ

(Established 19—)

Rates effective November 8, 1957.  
 Rates received April 17, 1958.  
 Owned and operated by WMSJ, Inc.

**Personnel**  
 Gen'l & Com'l Mgr.—James B. Childress.  
 Program Director—Carlton Elkins.

**Representatives**  
 None.

**Mailing Instructions**  
 Business Office, Studio and Transmitter—P. O. Box 665, Dillsboro Hwy., Sylva, N. C. Justice 6-2221.

**Wave—Power—Time**  
 Operating power—5,000 watts days.  
 Frequency—1480 kilocycles.  
 Operates on Eastern Standard Time.  
 Operating schedule: 5:30 a.m. to local sunset.

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

**General Advertising**  
 Affiliated with Keystone Network.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Announcements and programs cannot be combined to obtain lower rate.  
 Advertising of alcoholic beverages not accepted.  
 Maximum length of contract, 1 year. Rates are for station time only.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time....	45.00	35.00	25.00	15.00	10.00	3.00	2.75
13 times..	40.00	30.00	20.00	12.00	8.50	2.75	2.50
26 times..	35.00	25.00	15.00	10.00	7.00	2.50	2.25
52 times..	30.00	20.00	13.00	9.00	6.50	2.25	2.00
104 times..	25.00	15.00	11.50	8.00	6.00	2.00	1.75
260 times..	18.00	14.00	10.00	7.50	5.00	.....	.....
312 times..	12.00	9.00	7.50	6.00	4.00	1.75	1.50
1,000 times	.....	.....	.....	.....	.....	1.50	1.25

**SATURATION RATES**  
 30-second spots to be used in 2 week period:  
 25 spots..... 50.00  
 50 spots..... 75.00  
 100 spots..... 125.00

10-second time signals:  
 70 times per week, 13 week minimum contract, each ..... .75

**SPECIAL FEATURES**  
 News Service—UPI.  
 Newscasts, weathercasts, time signals—rates on request.

**Participating Programs**  
 "Uncle Jimmy's Getting Up Time"—5:30 a.m. to 7:45 a.m. Monday through Saturday.  
 "Ladies Choice" with "Bachelors Pops"—10:00 a.m. to 10:55 a.m. Monday through Friday.  
 "Camp Meeting Time"—11:00 a.m. to 11:55 a.m. Monday through Saturday.  
 "Smoky Mountain Special"—2:30 p.m. to 3:30 p.m. Monday through Friday.  
 "Stone's Mailbag"—3:30 p.m. to 4:55 p.m. Monday through Saturday.

**POLITICAL**  
 1-time rates apply; payable in advance.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	Spots
1 time.....	60.00	34.80	21.95	18.00	12.00	4.00
14 times....	58.20	33.75	21.30	17.45	11.65	3.90
27 times....	54.80	32.35	20.40	16.75	11.15	3.70
52 times....	54.00	30.30	19.75	16.20	10.80	3.60
261 times....	48.00	27.85	17.55	14.40	9.60	3.20
313 times....	42.00	24.35	15.35	12.60	8.40	2.80

### SPECIAL FEATURES

News Service—AP. No extra charge.  
 "Reveille in Dixie"—5:30 a.m. to 9:00 a.m. .... 4.10  
 "Farm Time in Dixie"—1:00 p.m. to 3:00 p.m. 4.10

### POLITICAL

Regular rates apply.

### TRANSCRIPTIONS

Library Service—World.

## TARBORO (1 AM; 1 FM)

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

### WCPS

(Established 1946)



Rates effective November 1, 1955.  
 Rates received July 8, 1957.  
 Owned and operated by the Coastal Plains Broadcasting Co., Inc.

**Personnel**  
 Manager—G. Lee Hodges.

**Representatives**  
 Southern—Dora-Clayton Agency, Inc.

**Mailing Instructions**  
 Business Office and Studio—Edgemcombe Bank Bldg., P. O. Box 1112, Tarboro, N. C., telephone 2191, 2192.  
 Transmitter—Tarboro, N. C.

**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—760 kilocycles.  
 Non-directional.  
 Licensed to operate daytime only.  
 Operates on Eastern Time.

**FM Facilities**  
 Effective radiated power—10,000 watts.  
 Frequency—104.3 megacycles.  
 Antenna height—285 feet.

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

**General Advertising**  
 Accepts AAAA copyrighted contract.  
 FM operated in conjunction with AM.  
 Advertising of alcoholic beverages other than beer and wine not accepted.

**PROGRAMS**  
 Rates on request.

**ANNOUNCEMENTS**

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	5.00	3.50	104 times....	4.00
13 times....	4.75	3.30	208 times....	3.75
26 times....	4.50	3.10	312 times....	3.50
52 times....	4.25	2.90		

**SPECIAL FEATURES**  
 News Service—UPI.  
 Weather forecasts, time signals, etc.—rates on request.

**Participating Programs**  
 Joe Overman Weather Program—3 times daily.  
 "Breakfast in Dixie"—Morning Show.  
 "Woman's World"—1 hour morning women's variety show.  
 "Cornbread"—Country and western request.  
 "Juke Box"—Rhythm and blues request.  
 "Platter Party"—Teenage request.

**POLITICAL**  
 Political charges payable in advance.

**TRANSCRIPTIONS**  
 Library Service—World.

## THOMASVILLE (1 AM; 1 FM)

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

### WTNC

(Established 1947)

Rates effective February 1, 1951. (Card No. 2.)  
 Card received March 6, 1952.  
 Owned and operated by Thomasville Broadcasting Co.

**Personnel**  
 Manager—Harold Harrison.

**Representatives**  
 Continental Radio Sales.

**Mailing Instructions**  
 Business Office—State Commercial Bank Bldg., P. O. Box 750, Thomasville, N. C., telephone 851 and 2701.  
 Studios and Transmitter—Winston-Salem Highway, Thomasville, N. C.

**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—790 kilocycles.  
 Non-directional.  
 Licensed to operate daytime.  
 Operates on Eastern Time.  
 Operating schedule: .....

**FM Facilities**  
 Effective radiated power—450 watts.  
 Frequency—98.3 megacycles; channel 252; Class A.  
 Antenna height—230 feet above average terrain.

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

**General Advertising**  
 Accepts AAAA copyrighted contract with certain exceptions; modified contract forms available.  
 FM offered as bonus during daytime hours.  
 FM only rates one-half of AM rates.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.

(This listing continued on next page)

**Thomasville—W T N C—Continued**

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	48.00	36.00	14.00	10.00	4.75	3.75
13 times.....	47.00	34.00	13.50	9.75	4.50	3.50
26 times.....	45.00	32.00	13.00	9.50	4.25	3.25
39 times.....	42.00	30.00	12.50	8.75	4.00	3.00
52 times.....	40.00	27.00	12.00	8.00	3.75	2.75
104 times.....	36.00	24.00	11.50	7.50	3.25	2.50
208 times.....	32.00	20.00	11.00	6.25	3.00	2.25
312 times.....	25.00	15.00	10.50	5.00	2.75	2.00

(\*) One minute or station break.  
(†) 30 seconds.

**SPECIAL FEATURES**

News Service—UPI.  
Women's Editor Newscast—Local and area news; regular rates apply.

**POLITICAL**

Rates and details on request.

**TRYON**

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

**WTYN**  
(Established 1954)



Rates effective September 1, 1954. (Card No. 1.)  
Card received October 27, 1954.  
Owned and operated by Polk County Broadcasters.

**Personnel**

Gen'l & Com'l Mgr.—Henry G. Bartol, Jr.  
Program Director—Gertrude S. Taylor.

**Representatives**

None.

**Mailing Instructions**

Business Office and Studio—P. O. Box 1317, Tryon, N. C., Ulrich 6-6755.  
Transmitter—Greenville County, S. C.

**Wave—Power—Time**

Operating power—250 watts days.  
Frequency—1580 kilocycles.

Non-directional.

Licensed to operate daytime only.

Operates on Eastern Time.

Operating schedule: Local sunrise 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.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	32.00	19.00	12.00	5.00	3.00
13 times..	30.00	18.00	11.00	4.75	2.70
26 times..	29.00	17.00	10.50	4.50	2.55
52 times..	27.00	16.00	10.00	4.25	2.40
104 times..	26.00	15.00	9.50	4.00	2.25
156 times..	24.00	14.00	9.00	3.75	2.10
260 times..	21.00	12.00	8.00	3.50	1.95
312 times..	19.00	11.00	7.00	3.00	1.80

**SPECIAL FEATURES**

News Service—No extra charge.  
"Treasure Chest", give aways; Daily religious programs; "Words and Music"; women's show; and various Farm and Sports programs.

**POLITICAL**

Regular rates and discounts apply; cash in advance.

**Closing Time**

Forty-eight hours in advance of broadcast.

**WADESBORO**

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

**WADE**

(Established 1947)

Rates effective July, 1947. (Card No. 1.)  
Owned and operated by R. P. Lyon & Son.

**Personnel**

General Manager—W. P. Billingsley.  
Program Director—Peggy Mitchell.

**Representatives**

None.

**Mailing Instructions**

Business Office and Studio—Radio Bldg., Wadesboro, N. C., Myrtle 4-2175.  
Transmitter—Radio Bldg., Wadesboro, N. C.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—1210 kilocycles.

Non-directional.

Licensed to operate daytime.

Operates on Eastern Time.

Daylight Saving Time not observed.

**Agency Commission**

15% to recognized agencies; no cash discount.

**General Advertising**

Accepts AAAA copyrighted contract.

All time periods 30 seconds less than indicated.

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	312 tl.
1 hour.....	50.00	47.50	45.00	42.50	40.00	37.50
1/2 hour.....	27.50	26.13	24.75	23.38	22.00	20.63
1/4 hour.....	15.00	14.25	13.50	12.75	12.00	11.25
10 minutes..	12.00	11.40	10.80	10.20	9.60	9.00
5 minutes..	8.00	7.60	7.20	6.80	6.40	6.00
*1 minute..	4.00	3.80	3.60	3.40	3.20	3.00
1/2 minute..	3.00	2.85	2.70	2.55	2.40	2.25

(\*) Specified time station breaks take one minute rate.

**SPECIAL FEATURES**

News Service—UPI.  
Newscasts, time signals, weather reports—rates on request.  
Hillbilly and Race Shows.

**TRANSCRIPTIONS**

Library Service—World.

**WALLACE**

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

**WLSE**

(Established 1953)

Rates effective May 17, 1953. (Card No. 1.)

Rates received June 1, 1953.

Owned and operated by Duplin Broadcasting Co., Inc.

**Personnel**

General Manager—John T. Newman III.

**Representatives**

None.

**Mailing Instructions**

Business Office, Studio and Transmitter—Highway 117 N. Wallace, N. C., telephone 6611, 6911.

**Wave—Power—Time**

Operating power—250 watts.

Frequency—1400 kilocycles.

Non-directional.

Licensed to operate unlimited time.

Operates on Eastern Time.

Daylight Saving Time not observed.

Operating schedule: Sundays, 7:00 a.m. to 10:30 p.m.;

Monday through Saturday, 6:00 a.m. to 10:30 p.m.

**Agency Commission**

15% to recognized agencies; 2% cash discount—10 days.

**General Advertising**

Accepts AAAA copyrighted contract.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time....	35.00	20.00	12.00	9.50	7.50	4.00
13 times..	32.50	18.50	11.25	9.00	7.00	3.75
26 times..	30.00	17.50	10.75	8.50	6.50	3.50
52 times..	27.50	16.50	10.00	8.00	6.00	3.25
104 times..	25.00	15.00	9.00	7.50	5.50	3.00
156 times..	22.50	13.50	8.25	6.75	4.75	2.75
260 times..	20.00	12.00	7.25	5.50	4.00	2.50
312 times..	17.50	11.00	6.50	5.00	3.75	2.00

**SPECIAL FEATURES**

News Service—AP.

**POLITICAL**

Payable in advance.

**TRANSCRIPTIONS**

Library Service—Lung-Worth.

**WASHINGTON (2 AM)**

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

**WOOW**

(Established 1953)



Rates effective June 1, 1958.

Rates received May 23, 1958.

Owned and operated by WOOW, Inc.

**Personnel**

President—John P. Gallagher.  
Executive Vice-President—Walter J. Stiles.

General Manager—William W. Moore.

**Representatives**

None.

**Mailing Instructions**

Business Office, Studio and Transmitter—U. S. Highway 17, 1/2 mile south of Washington, N. C., Whitney 6-3252 or 6-3347.

Mailing Address—P. O. Box 439, Washington, N. C.

**Wave—Power—Time**

Operating power—250 watts.

Frequency—1340 kilocycles.

Non-directional.

Licensed to operate unlimited time.

Operates on Eastern 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 1st of each month; payable when rendered.

**General Advertising**

Affiliated with the Keystone Network.

Accepts AAAA copyrighted contract.

Rates include music copyright fees. SESAC licenses.

Per week:	Each	Per wk.
1 time.....	5.00	5.00
7 times (1 per day).....	3.00	21.00
14 times (2 per day).....	2.80	39.20
21 times (3 per day).....	2.70	56.70
28 times (4 per day).....	2.60	72.80
35 times (5 per day).....	2.50	87.50
42 times (6 per day).....	2.40	100.80
49 times (7 per day).....	2.30	112.70
56 times (8 per day).....	2.20	123.20
63 times (9 per day).....	2.10	132.30
70 times (10 per day).....	2.00	140.00

**SPECIAL FEATURES**

News Service—UPI.

**POLITICAL**

One time rates apply; cash in advance.

**Closing Time**

1 day in advance of broadcast.

**WRRF**

(Established 1942)

Rates effective December 9, 1946. (Card No. 4.)

Owned and operated by Tarheel Broadcasting System, Inc.

**Personnel**

Manager—William Abeyounis.

**Representatives**

Headley-Reed Company.

**Mailing Instructions**

Business Office and Studio—Bank of Washington Bldg., Washington, N. C. Wh 6-2162.

Transmitter—Highway 17, one mile south of Washington, N. C.

**NORTH CAROLINA**

**Wave—Power—Time**

Operating power—5,000 watts days; 1,000 watts nights.

Frequency—930 kilocycles.

Directional—nighttime only.

Licensed to operate unlimited time.

**Agency Commission**

15% to recognized advertising agencies on net charges for station time only; no cash discount. Invoices payable when rendered.

**General Advertising**

For combination rates see ABC Radio.

Accepts AAAA copyrighted contract.

itates earned on announcements cannot be applied to program contracts and vice versa. Rates are for national advertising and include music copyright fees.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)	(‡)
1 time.....	75.00	45.00	30.00	15.00	8.00	8.00	6.00
26 times....	71.25	42.75	28.50	14.25	7.60	7.60	5.70
52 times....	69.35	41.62	27.75	13.87	7.40	7.40	5.55
65 times....	67.50	40.50	27.00	13.50	7.20	7.20	5.40
130 times....	65.62	39.37	26.25	13.12	7.00	7.00	5.25
156 times....	63.75	38.25	25.50	12.75	6.80	6.80	5.10
260 times....	60.00	36.00	24.00	12.00	6.40	6.40	4.80
312 times....	58.12	34.87	23.25	11.62	6.20	6.20	4.65

(\*) One minute rates apply to both live (100 word maximum) and transcribed announcements.

(†) Station break rate applies to preferred position announcements (20 seconds maximum transcribed or 35 words maximum live) between programs.

(‡) Run-of-program rate applies to announcements on announcement programs only, live, 50 word maximum; transcribed, 30 seconds.

While position is guaranteed on station break announcements, position on one minute and run-of-program announcements cannot be guaranteed, although position requests will be granted whenever possible.

**WEEKLY SPOT PACKAGE**

Per week:	Each	Total
10 announcements.....	5.50	55.00
15 announcements.....	5.00	75.00
20 announcements.....	4.50	90.00
25 announcements.....	4.00	100.00

**WAYNESVILLE**

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

**WHCC**

(Established 1947)

Rates effective July 1, 1957. (Card No. 2.)

Card received July 19, 1957.

# NORTH CAROLINA

## Whiteville—WENC—Continued

**Representatives**  
Thomas F. Clark Company, Inc.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 700, Whiteville, N. C., Midway 2-2133-34.  
Transmitter—Whiteville, N. C.

**Wave—Power—Time** Operating power—1,000 watts.  
Frequency—1220 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Time.  
Operating schedule: Sunrise to local sunset.

**Agency Commission**  
Agency commission 15%; no cash discount.

**General Advertising**  
For combination rates see Keystone Network.  
Accepts AAAA copyrighted contract with certain exceptions; modified contract forms available.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	50.00	30.00	23.00	17.00	10.00	6.00
13 times.....	43.00	28.00	21.00	15.00	9.00	5.65
26 times.....	39.50	25.00	20.00	14.00	8.00	5.30
52 times.....	36.00	21.00	15.00	10.00	7.50	4.95
104 times.....	32.00	18.50	13.50	9.50	6.50	4.60
156 times.....	29.50	16.50	11.00	8.00	6.00	4.50
260 times.....	23.00	14.00	9.50	6.75	5.00	4.00
312 times.....						4.00

(\*) One-minute or station break.

### SPECIAL FEATURES

News Service—AP.

### POLITICAL

Political broadcasts accepted at one-time rates. Payment in advance, plus line and service charges if originating outside studios. Scripts to be submitted 24 hours in advance.

### TRANSCRIPTIONS

Library Service—Cala.

## WILLIAMSTON

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

### WIAM

(Established 1950)



Rate effective December 1, 1957.  
Rates received October 30, 1957.  
Owned and operated by East Carolina Broadcasting Co.

**Personnel**  
General Manager—Charles M. Gaylord, Co-owner.  
Station Manager—William H. Farrior, Co-owner.

**Representatives**  
Bob Dore Associates.

**Mailing Instructions**  
Business Office and Studio—Manning Bldg., East Main St., Williamston, N. C. Swift 2-4161.  
Transmitter—Highway 17 North, Williamston, N. C.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—900 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operating on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: Sunrise to local sunset.

**Agency Commission**  
15% to recognized advertising agencies on time and talent; 2% cash discount. Bills rendered 1st of month; payable within 15 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 time.....	32.00	23.00	15.00	12.00	9.00	6.00
13 times.....	30.00	21.00	14.00	11.00	8.00	5.65
26 times.....	28.00	19.00	13.00	10.00	7.00	5.30
52 times.....	26.00	17.00	12.00	9.00	6.50	4.95
104 times.....	24.00	15.00	11.00	8.00	6.00	4.60
156 times.....	22.00	14.00	10.00	7.00	5.50	4.50
260 times.....	20.00	13.00	9.00	6.75	5.00	4.00
312 times.....						4.00

(\*) 1-minute or station break.

### SPECIAL FEATURES

News Service—UPI.  
Negro Disc Jockey Program—1 hour daily.

### POLITICAL

Regular rates apply. Cash in advance.  
Closing Time  
One day in advance of broadcast.

## WILMINGTON (3 AM)

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

### WGNI

(Established 1946)

Rates effective December 1, 1946.  
Additions (spot pack) received January 31, 1957.  
Owned and operated by New Hanover Broadcasting Co., Inc.

**Personnel**  
Pres. & Owner—J. S. Brody.  
Station Manager—Allen B. Jones.

**Representatives**  
Walker-Rowatt Company, Inc.

**Mailing Instructions**  
Business Office and Studio—211 N. Second St., Wilmington, N. C.  
Transmitter—Eagle Island at Cape Fear River Bridge, Route 17, Wilmington, N. C.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1340 kilocycles.  
Non-directional.

Licensed to operate full time on local channel.  
Operating schedule: 6:00 a.m. to 12:00 midnight Monday through Saturday; 7:30 a.m. to 12:00 midnight Sunday.

### Agency Commission

15% to recognized advertising agencies on station time; no cash discount; no discount on talent, remote facilities, etc.

### General Advertising

For combination rates see Mutual Broadcasting System.  
Rates are for national advertising and include music copyright fees.

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	200 tl.
1 hour.....	40.50	37.75	36.50	34.50	32.50	30.00
1/2 hour.....	27.00	25.65	24.30	22.95	21.60	20.25
1/4 hour.....	18.00	17.25	16.20	15.30	14.50	13.50
10 minutes.....	13.50	13.85	12.15	11.50	10.80	10.00
5 minutes.....	9.00	8.50	8.10	7.85	7.20	6.75
1 minute.....	4.50	4.25	4.00	3.85	3.60	3.35

10-second ID's (no frequency discount) each, flat 2.50

### WEEKLY SPOT PACKAGES

(Run-of-schedule)

1-minute or 20-second announcements:	Per week	Per week
10 spots.....	35.00	25 spots..... 75.00
15 spots.....	50.00	30 spots..... 84.00
20 spots.....	63.00	

Discounts for consecutive weeks:  
13 weeks..... 5% 52 weeks..... 10%  
26 weeks..... 7-1/2%

### SPECIAL FEATURES

News Service—UPI.

## WKLM

(Established 1957)

A Thoms Station

Rates effective January 1, 1958.  
Rates received November 18, 1957.  
Rev. rec'd January 27, 1958.  
Owned and operated by The Thoms Radio-TV Enterprises.

### Personnel

President—Harold H. Thoms.  
Station Manager—Sam Dodd.

### Representatives

Broadcast Time Sales.

### Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box 432, Insurance Bldg., Wilmington, N. C.

### Wave—Power—Time

Operating Power—5000 watts.  
Frequency—930 kilocycles.  
Operates on Eastern Standard Time.  
Operating schedule: \_\_\_\_\_

### Agency Commission

15% to recognized agencies; no cash discount.

### General Advertising

Premium programs, adjacencies and insertions require one time rate. Rates do not include talent, extra charges, participation in special events, and Network Co-Op charges.

	1 wk.	13 wks.	26 wks.	52 wks.
1 time per week:				
5 minutes.....	20.00	19.00	18.00	17.00
1 minute.....	10.00	9.50	9.00	8.50
30 seconds.....	7.50	7.10	6.75	6.35
2 times per week:				
5 minutes.....	19.00	18.00	17.00	16.00
1 minute.....	9.50	9.00	8.50	8.00
30 seconds.....	7.10	6.75	6.35	6.00
3 times per week:				
5 minutes.....	18.00	17.00	16.00	15.00
1 minute.....	9.00	8.50	8.00	7.50
30 seconds.....	6.75	6.35	6.00	5.60
5 times per week:				
5 minutes.....	17.00	16.00	15.00	14.00
1 minute.....	8.50	8.00	7.50	7.00
30 seconds.....	6.35	6.00	5.60	5.25
6 times per week:				
5 minutes.....	16.00	15.00	14.00	13.00
1 minute.....	8.00	7.50	7.00	6.50
30 seconds.....	6.00	5.60	5.25	4.85
12 times per week:				
5 minutes.....	15.00	14.00	13.00	12.00
1 minute.....	7.50	7.00	6.50	6.00
30 seconds.....	5.60	5.25	4.85	4.50

### SATURATION PACKAGES

Per week:	25 Plan	50 Plan	100 Plan
1 minute.....	7.00	6.50	6.00
30 seconds.....	5.25	4.85	4.50
Quickie.....	2.60	2.40	2.25

## WMFD

(Established 1935)



Rates effective December 1, 1956.  
Rates received December 3, 1956.  
Package rates (effective Jan. 1, 1957) rec'd. Feb. 4, 1957.

Owned and operated by R. A. Dunlea.

### Personnel

President and Owner—R. A. Dunlea.  
General Manager—Richard Dunlea, Jr.  
Station Manager—George A. Curtis.

### Representatives

Burn-Smith Company, Incorporated.  
Southern—James S. Ayers Company.

### Mailing Instructions

Business Office and Studio—P. O. Box 1889, Electric Bldg., Suite 207, Wilmington, N. C. Ro 2-4474.  
Transmitter—Brunswick County, Wilmington, N. C.

### Wave—Power—Time

Operating power—1,000 watts.  
Frequency—630 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate on regional channel.  
Operates on Eastern Time.  
Daylight Saving Time not observed.  
Operating schedule: Sundays 7:30 a.m. to 12:00 midnight; weekdays 5:00 a.m. to midnight.

### Agency Commission

Agency commission 15% to recognized advertising agencies on station time. No cash discount.

### General Advertising

For combination rates see ABC Radio.  
Rates include charges by owners of music copyrights. Programs and announcements not combinable for discount purposes.

### PROGRAMS

	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	42.00	33.60	23.80	16.80
13 times.....	39.20	30.80	22.75	16.10
26 times.....	36.40	28.00	21.00	15.40
52 times.....	33.60	25.20	19.25	14.00
104 times.....	30.80	22.40	17.50	12.60
208 times.....	28.00	19.60	15.75	11.20
312 times.....	23.80	15.40	14.00	10.50

### ANNOUNCEMENTS

Announcements, one minute or less:	Per week	Total
1 time.....	7.50	104 times..... 5.65
13 times.....	7.00	208 times..... 5.35
26 times.....	6.65	312 times..... 5.10
52 times.....	5.95	
8 seconds—minimum 20 spots weekly, 50% of one minute rate.		

### WEEKLY SPOT PACKAGE RATES

The announcement packages listed below may not be combined with regular announcements to earn frequency discounts. Retroactive discounts on package rates are for continuous schedules only.

Per week:	Total
10 announcements.....	60.00
15 announcements.....	86.00
20 announcements.....	110.00
25 announcements.....	132.00

### Package Discounts

4 weeks.....	5%	26 weeks.....	20%
8 weeks.....	10%	39 weeks.....	25%
13 weeks.....	15%	52 weeks.....	30%

### SPECIAL FEATURES

News Service—UPI.

### Closing Time

Preferably two weeks prior to starting date. Final closing date three days in advance of broadcast.

## WILSON (2 AM)

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

### WGTM

(Established 1937)

Rates effective May 1, 1957.  
Rates received May 1, 1957.  
Owned and operated by Watson Industries, Inc.

### Personnel

President—Penn T. Watson.  
Exec. Vice-Pres. & Gen'l Mgr.—Penn T. Watson, Jr.  
Commercial Manager—Charles B. Goodyear.

### Representatives

Rambeau, Vance, Hopple, Inc.  
South—Clarke Brown Company.

### Mailing Instructions

Business Office and Studio—Herring Ave. Extension, P. O. Box 1020, Wilson, N. C., telephone 2188, 2189, TWX Wilson 5143.

### Transmitter—Rock Ridge, N. C.

### Wave—Power—Time

Operating power—5,000 watts.  
Frequency—590 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate full time.  
Operates on Eastern Time.  
Daylight Saving Time not observed.

### Agency Commission

15% to recognized agencies on net station time only; no cash discount. No discounts or commissions on talent, news service or other program material or line charges.

### General Advertising

For combination rates see CBS Radio Network. Discounts and/or rates earned on announcements cannot be applied to programs and vice-versa. Actual time of five minute periods four minutes, 40 seconds; all other program units 30 seconds less than indicated.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	60.00	36.00	24.00	15.00	8.50
13 times.....	57.00	35.00	23.25	14.25	8.00
26 times.....	54.00	34.00	22.50	13.50	7.50
52 times.....	51.00	33.00	21.75	12.75	7.00
104 times.....	48.00	32.00	21.00	12.00	6.50
260 times.....	45.00	31.00	20.50	11.25	6.00
312 or more times.....	42.00	30.00	20.00	10.50	5.50

(\*) One-minute or station break.

### PACKAGE PLAN

1-minute announcements:	Per wk.
10 times.....	75.00
20 times.....	135.00
30 times.....	180.00
50 times.....	275.00

### SPECIAL FEATURES

Weather forecasts, sporting events, etc.—rates on request.  
Country and western—3-1/2 hours daily.  
Negro—2 hours daily.  
Morning disc jockey—2-1/2 hours daily.  
Farm show—noon daily.

## WVOT

(Established 1948)

Rates effective September 1, 1953.  
Rates received September 4, 1953.  
Owned and operated by Wilson Radio Co., Inc.

### Personnel

Manager—Harry Severance.

### Representatives

Devney, Incorporated.  
Southeast—Dixieland Stations, Inc.

### Mailing Instructions

Business Office and Studio—Highway 301 North, P. O. Box 170, Wilson, N. C., telephone 5157.  
Transmitter—Highway 301 North, Wilson, N. C.

(This listing continued on next page)



**Wilson—W V O T—Continued**

**Wave—Power—Time**  
 Operating power—1,000 watts days; 500 watts nights  
 Frequency—1420 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate full time.  
 Operates on Eastern Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 6:00 a.m. to 11:00 p.m.

**Agency Commission**  
 15% to recognized agencies on net station time only; no cash discount. No discounts or commission on talent, news service or other material or line charges.

**General Advertising**  
 Accepts AAAA copyrighted contract.  
 Rates include charges by owners of music copyrights.  
 The following rates apply to all hours.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	50.00	25.00	15.00	8.25	6.00
13 times.....	49.00	24.00	14.00	8.00	5.85
26 times.....	48.00	23.00	13.50	7.75	5.70
39 times.....	47.00	22.00	13.00	7.50	5.55
52 times.....	46.00	21.00	12.50	7.25	5.40
78 times.....	42.00	20.00	12.00	7.00	5.25
104 times.....	38.00	19.00	11.50	6.75	5.00
156 times.....	35.00	18.00	11.00	6.50	4.75
260 times.....	32.00	17.00	10.50	6.25	4.50

(\*) One minute or less.  
 10% additional discount when purchased in conjunction with WGTC, Greenville, N. C.  
**SPECIAL FEATURES**  
 News Service—AP and local news.  
 Joe Overman Weather Programs, 300 play-by-play sports events each year.

(Call letters not received)  
 (C. P. 1,000 w. days; 1350 kc.)  
 Harry A. Epperson, Jr.  
 P. O. Box 87  
 Petersburg, Va.

**WINSTON-SALEM (4 AM; 2 FM)**

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

**WAAA**

Rates effective February 1, 1958.  
 Rates received January 2, 1958.  
 Owned and operated by Lauray Associates, Inc.

**Personnel**  
 President—Robert A. Monroe.  
 Gen'l & Com'l Mgr.—Ranny Daly.  
**Representatives**  
 Bob Dore Associates.  
 Southern—Dora-Clayton Agency, Inc.  
**Mailing Instructions**  
 Business Office and Studio—P. O. Box 3119, Winston-Salem, N. C., telephone Park 2-4121.

**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—980 kilocycles.  
 Non-directional.  
 Licensed to operate daytime.  
 Operates on Eastern 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.  
 The following rates are for national advertising.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	80.00	50.00	30.00	15.00
26 times.....	75.00	45.00	27.00	13.50
52 times.....	70.00	40.00	24.00	12.00
104 times.....	62.00	37.50	22.50	11.00
260 times.....	60.00	35.00	18.00	10.00

**1-minute ANNOUNCEMENTS**

1 time.....	9.00	156 times.....	7.20
26 times.....	8.55	260 times.....	6.75
52 times.....	8.10	312 times.....	6.30
104 times.....	7.65		

**SATURATION SPOT PACKAGES**

Per week:	Each	Total
10 announcements.....	7.00	70.00
15 announcements.....	6.50	97.50
20 announcements.....	6.00	120.00

**Additional Package Discounts**  
 13 weeks..... 10%  
 26 weeks..... 15%  
 52 weeks..... 20%

**SPECIAL FEATURES**

News Service—AP.  
 Rates and details on request.  
**Participating Programs**  
 "Wake Up Time" with Bob Roundtree—5:00 a.m. to 7:00 a.m.  
 "Big Breakfast" with Oscar Alexander—7:00 a.m. to 9:00 a.m.  
 "Home Companion" with Bob Roundtree—9:00 a.m. to 10:00 a.m. and 10:30 a.m. to noon.  
 "Noontime" with Larry Williams—noon to 1:00 p.m.  
 "Gospel Train" with Larry Williams—1:00 p.m. to 2:00 p.m.  
 "Keeping Company" with Bob "The Cat" Roundtree—2:00 p.m. to 3:00 p.m.  
 "Hey! Neighbor" with Daddy-Oh—3:00 p.m. to 5:00 p.m.  
 "Evening Serenade" with Larry Williams—5:15 p.m. to 6:00 p.m.  
 "Musical Patio" with Daddy-Oh—6:00 p.m. to 6:30 p.m.

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

**W AIR**  
 (Established 1937)



Rates effective December 1, 1957. (Card No. 6.)  
 Card received September 1, 1958.  
 Owned and operated by Forsyth Broadcasting Company.

**Personnel**  
 General Manager—Harold Calvin.  
 Gen'l. Sales Mgr.—Ronald Barrington.

**Representatives**  
 Burn-Smith Company, Inc.

**Mailing Instructions**  
 Business Office, Studio and Transmitter—46 Miller St., P. O. Box 5317, Winston-Salem, N. C. Park 2-1133, 2-1134.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1340 kilocycles.  
 Non-directional.  
 Licensed to operate unlimited time.  
 Operates on Eastern Time.  
 Daylight Saving Time not observed.  
 Actual operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 5:00 a.m. to 12:00 a.m.

**FM Facilities**  
 Effective radiated power—34,000 watts.  
 Frequency—93.1 megacycles; channel 226; Class B.  
 Antenna height—385 feet above average terrain.

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

**General Advertising**  
 FM operated in conjunction with AM.  
 Announcements and programs cannot be combined to secure additional discounts. Maximum length of contract one year. Rates shown are for station time only and do not include talent, remote wire facilities or other incidental expenses. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. All periods subject to recapture on 28 days notice. Actual times of programs are 30 seconds less than times listed.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time.....	70.00	40.00	20.00	10.00	6.00
26 times.....	66.50	38.00	19.00	9.50	5.70
52 times.....	63.00	36.00	18.00	9.00	5.40
104 times.....	59.50	34.00	17.00	8.50	5.10
156 times.....	56.00	32.00	16.00	8.00	4.80
260 times.....	52.50	30.00	15.00	7.50	4.50
312 times.....	49.00	28.00	14.00	7.00	4.20

**PACKAGE RATES**

	Per week
One-minute announcements.....	50.00
10 announcements.....	96.00
20 announcements.....	135.00
30 announcements.....	210.00
50 announcements.....	
5-12 weeks, earned frequency, less 10%.	
13-25 weeks, earned frequency, less 15%.	
26 or more weeks, earned frequency, less 20%.	

**SPECIAL FEATURES**  
 News Service—AP.  
 Participating Programs  
 "Johnny Miller Show," "Marc Avery Show" and "Don Earl Shaw Show".  
 "Housewives Problems"—2:00 p.m. to 2:30 p.m.

**POLITICAL**  
 Regular rates apply.  
**TRANSCRIPTIONS**  
 Library Service—World.  
**Closing Time**  
 48 hours in advance of broadcast.

**WSJS RADIO LEADS IN LISTENERS IN PIEDMONT NORTH CAROLINA . . .**



- with a rich, industrialized 18-county market
- with the largest, Piedmont Metropolitan area — Winston-Salem, Greensboro, High Point
- with more audience than the three other Winston-Salem stations combined
- with power of 5,000 W, 600 KC, AM-FM

**WSJS**

**RADIO WINSTON-SALEM, N. C.**

**CALL HEADLEY-REED**  
 AFFILIATE

**NORTH CAROLINA**

**WSJS**

(Established 1930)



Rates effective January 1, 1958.  
 Rates received December 16, 1955.  
 Owned and operated by The Piedmont Publishing Co.

**Personnel**  
 General Manager—Harold Essea.  
 General Sales Manager—Harry B. Shaw.

**Representatives**  
 Headley-Reed Company.

**Mailing Instructions**  
 Business Office and Studio—419-421 N. Spruce St., P. O. Box 3018, Winston-Salem, N. C. Park 5-2311, TWX WSAL 370.  
 Transmitter—Winston-Salem, North Carolina.

**Wave—Power—Time**  
 Operating power—5,000 watts.  
 Frequency—600 kilocycles.  
 Directional—separate patterns, day and night.  
 Operates on regional channel on Eastern Standard Time.  
 Daylight Saving Time not observed.  
 Operating schedule: Sundays 7:00 a.m. to 12:05 a.m.; week days 5:00 a.m. to 12:05 a.m.

**FM Facilities**  
 Effective radiated power—41,800 watts.  
 Frequency—104.1 megacycles.  
 Antenna height—309 feet above average terrain.  
 Operating schedule: Same as AM.

**Agency Commission**  
 15% to recognized advertising agencies on net station time only.

**General Advertising**  
 For combination rates see NBC Radio Network.  
 Accepts AAAA copyrighted contract.  
 Rates include charges by owners of music copyrights. Network (NBC) and national spot business on AM duplicated on FM.  
 Station reserves right to alter this policy upon 30 days' notice.  
 The following rates are for national advertising.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	100.00	60.00	40.00	30.00	17.50	10.00
26 times.....	95.00	57.00	38.00	28.50	16.75	9.50
52 times.....	90.00	54.00	36.00	27.00	15.75	9.00
104 times.....	85.00	51.00	34.00	25.50	15.00	8.50
260 times.....	80.00	48.00	32.00	24.00	14.00	8.00
312 times.....	75.00	45.00	30.00	22.50	13.25	7.50
500 times.....	70.00	42.00	28.00	21.00	12.25	7.00
1,000 times.....	60.00	36.00	24.00	18.00	10.50	6.00

(\*) 1-minute or station break.  
 "Quickie" announcement, 50% of 1-minute rate.  
 One minute transcribed, 125 words live; station break 20 seconds transcribed, 30 words live; "Quickie" 8 seconds transcribed, 10 words, live Announcements and programs cannot be combined to earn additional discounts.

**SPECIAL FEATURES**  
 Special participating programs, sports events, other special events—rates on request.

**Closing Time**  
 All programs close one week in advance of broadcast.

**WTOB**

(Established 1947)



Rates effective August 1, 1958.  
 Rates received June 12, 1958.  
 Owned and operated by the Winston-Salem Broadcasting Co., Inc.

**Personnel**  
 President—James W. Coan.  
 General Manager—Charles W. Brunt.

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

**Mailing Instructions**  
 Business Office and Studio—300 S. Stratford Rd., Winston-Salem, N. C., telephone Park 3-4353.  
 Transmitter—Winston-Salem, N. C.

**Wave—Power—Time**  
 Operating power—5,000 watts days; 1,000 watts nights.  
 Frequency—1380 kilocycles.  
 Directional—nighttime only.  
 Operates on Eastern Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 24 hours daily Tuesday through Saturday; 5:00 a.m. to midnight Monday.

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

**General Advertising**  
 The following rates are for national advertising. Rates are for station time only.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	75.00	45.00	30.00	15.00	7.50
26 times.....	71.25	42.75	28.50	14.25	7.10
52 times.....	67.50	40.50	27.00	13.50	6.75
104 times.....	63.75	38.25	25.50	12.75	6.35
156 times.....	60.00	36.00	24.00	12.00	6.00
260 times.....	56.25	33.75	22.50	11.25	5.60
312 times.....	52.50	31.50	21.00	10.50	5.25

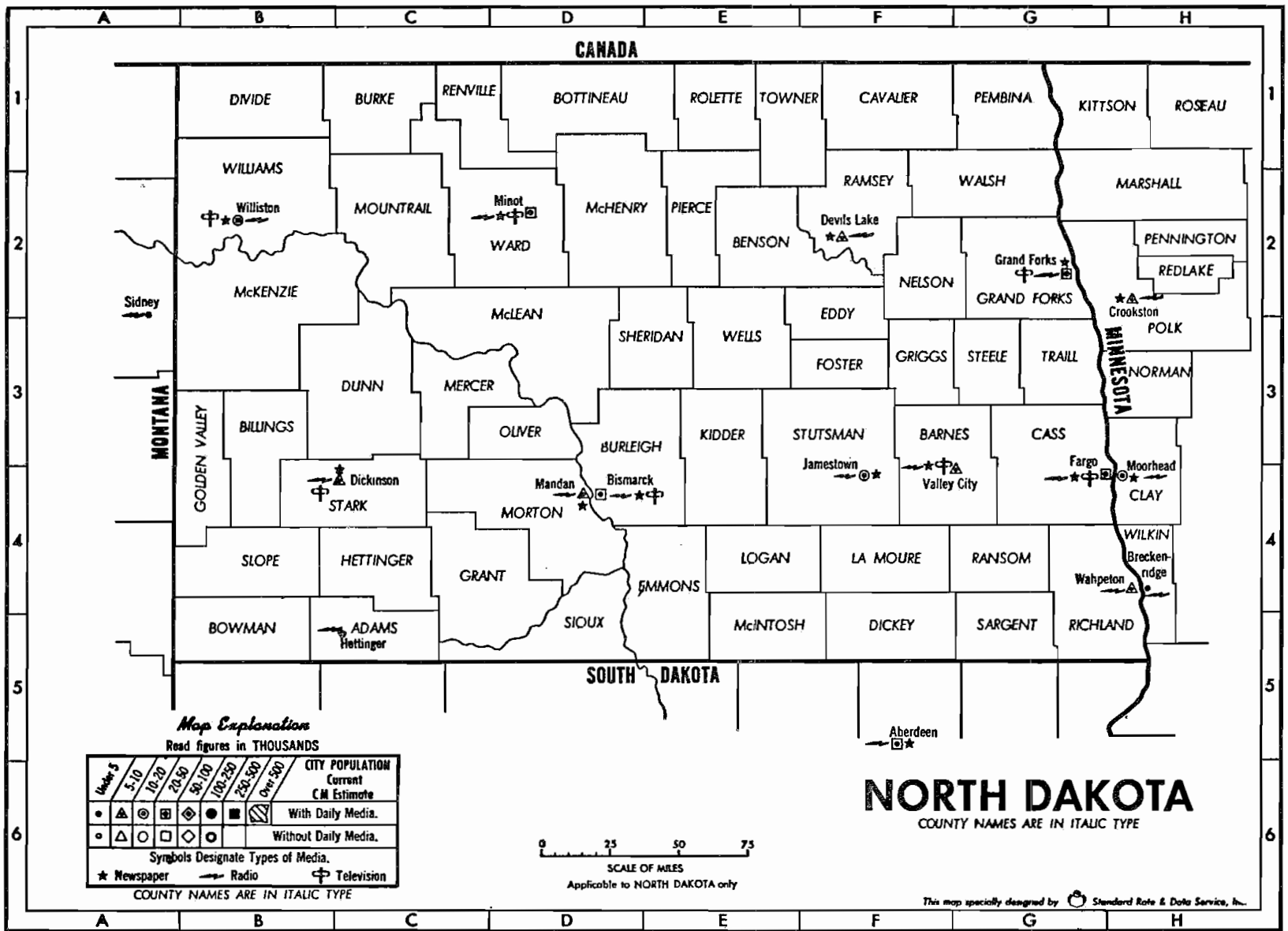
(\*) Announcements one minute or less.  
**PACKAGE RATES**  
 10 ann. per week, earned frequency less..... 10%  
 15 ann. per week, earned frequency less..... 15%  
 20 ann. per week, earned frequency less..... 20%

**SPECIAL FEATURES**  
 News Service—UPI.  
 Weather reports, time signals, news, sports and special events—rates on request.

**Closing Time**  
 48 hours in advance of starting date.



# NORTH DAKOTA



## 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.

Bismarck—Burleigh      Fargo—Cass      Grand Forks—Grand Forks      Minot—Ward

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					Filing 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>NORTH DAKOTA</b>	647.0	173.17	877,539	5,068	773,175	138,824	23,732	79,425	36,036	26,712	149,640	57,302	217.7	511,528
<b>STATE TOTALS.....</b>														
ADAMS C-5.....	5.7	1.53	8,991	5,876	6,074	1,314	162	441	78	95	1,591	421	1.9	3,715
BARNES F-3.....	16.5	4.61	20,115	4,363	20,174	4,204	427	2,607	493	671	3,281	1,374	6.1	18,788
BENSON E-2.....	9.6	2.49	11,013	4,423	5,600	1,473	170	825	42		182	463	4.5	8,489
BILLINGS B-3.....	1.3	.33	2,163	6,555	102						62		1.2	1,696
BOTTINEAU D-1.....	11.4	3.11	15,741	5,061	11,949	2,279	337	722	778	39	1,494	657	5.5	15,293
BOWMAN B-5.....	4.7	1.36	6,485	4,768	6,521	949	256	365	118	337	849	385	1.6	3,775
BURKE C-1.....	6.3	1.85	8,865	4,792	5,532	1,052	205	508	48	26	757	424	2.6	6,805
BURLEIGH D-3.....	29.5	8.02	42,746	5,330	49,813	8,920	1,969	8,027	2,440	1,972	13,656	2,651	3.9	8,355
Bismarck.....	25.1	6.70	34,899	5,209	47,807	8,388	1,967	7,785	2,440	1,972	13,656	1,797		
CASS G-3.....	68.0	18.73	113,407	6,055	111,814	17,687	3,099	12,708	8,160	4,639	23,834	6,749	8.9	34,205
Fargo.....	47.8	13.70	88,089	6,430	93,652	14,377	2,720	12,125	8,046	4,213	21,660	4,726		
Fargo Metro Area.....	68.0	18.73	113,407	6,055	111,814	17,687	3,099	12,708	8,160	4,639	23,834	6,749		
CAVALIER F-1.....	10.2	2.57	14,001	5,448	9,331	1,679	194	868	255	308	1,086	1,343	6.3	8,197
DICKEY F-5.....	9.8	2.74	10,028	3,660	7,711	1,491	288	452	228	61	1,066	903	4.0	9,081
DIVIDE B-1.....	5.6	1.58	8,298	5,252	8,200	1,085	150	571	316	132	1,972	214	2.3	7,974
DUNN C-3.....	6.9	1.69	8,276	4,897	3,872	929	62	84		23	212	223	4.2	5,508
EDDY F-2.....	5.4	1.44	5,833	4,051	6,418	1,338	197	536	119	111	1,750	112	2.1	3,844
EMMONS E-4.....	9.0	2.15	10,170	4,730	6,553	1,581	61	753	192	36	714	176	5.2	10,220
FOSTER F-3.....	5.6	1.56	5,817	3,729	7,252	938	282	587	183	166	1,916	441	2.2	6,087
GOLDEN VALLEY B-4.....	4.2	1.19	5,447	4,577	4,589	1,130	100	188	121	173	791	614	1.3	4,130
GRAND FORKS G-2.....	44.2	11.83	70,620	5,970	73,206	11,695	1,355	8,731	6,797	4,690	13,465	5,078	6.6	26,495
Grand Forks.....	33.8	9.04	54,296	6,006	63,524	9,266	1,120	5,607	6,371	4,468	12,668	3,986		
GRANT C-4.....	6.8	1.69	7,181	4,249	3,729	746	136	386		40	716	473	3.9	7,583
GRIGGS F-3.....	5.7	1.57	6,648	4,234	6,102	1,088	183	90	114	95	682	255	2.8	6,884
HETTINGER C-4.....	7.7	1.89	9,641	5,101	6,867	1,276	136	471	85	204	1,506	815	3.4	7,353
KIDDER E-3.....	6.6	1.74	6,454	3,709	4,534	680	112	624		66	1,119	580	3.2	5,750
LA MOURE F-4.....	9.9	2.64	8,456	3,203	9,245	1,821	218	141	334	149	2,157	761	4.9	11,832
LOGAN E-4.....	6.0	1.49	4,816	3,232	3,765	637	139	133	215	40	501	286	3.4	6,469
McHENRY D-2.....	12.7	3.37	14,454	4,289	9,423	2,291	270	795	47	29	1,458	635	5.9	9,290
McINTOSH E-5.....	7.2	1.95	6,512	3,339	7,041	997	123	1,301		63	1,732	315	3.4	7,134
McKENZIE B-2.....	6.3	1.79	9,955	5,561	5,733	1,031	327	376	125	94	819	472	3.9	10,622
McLEAN D-2.....	23.2	6.25	34,275	5,484	16,394	4,185	753	1,449	275	91	2,674	1,516	6.1	12,345
MERCER C-3.....	8.3	2.15	10,283	4,783	7,894	1,349	215	1,413	63	177	1,997	482	3.1	4,862
MORTON D-4.....	19.2	5.00	24,521	4,904	24,052	5,277	684	1,618	1,046	867	3,524	2,640	5.9	9,477

# SRDS Consumer Market Data

## STATE, COUNTY, CITY, METROPOLITAN AREA DATA

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 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)
MOUNTRAIL C-2.....	9.6	2.68	13,287	4,958	12,276	2,012	476	977	449	18	1,688	1,067	3.8	6,042
NELSON F-2.....	8.3	2.31	10,592	4,585	7,418	1,158	206	656	37	72	998	565	3.6	7,355
OLIVER D-3.....	2.8	.69	3,695	5,355	735	160	251	.....	.....	.....	.....	43	2.1	3,890
PEMBINA G-1.....	13.6	3.59	19,602	5,460	14,394	2,842	328	1,146	275	108	2,786	745	5.3	22,468
PIERCE E-2.....	8.6	2.15	9,474	4,407	7,795	1,369	428	627	480	262	2,087	249	3.9	4,401
RAMSEY F-2.....	14.9	3.99	22,162	5,554	22,429	4,417	619	2,669	1,057	654	3,921	1,664	4.4	6,224
RANSOM G-4.....	8.9	2.50	9,937	3,975	8,957	1,791	483	643	341	339	1,782	595	4.0	6,780
RENNVILLE G-1.....	5.9	1.64	7,388	4,505	5,757	826	188	178	58	.....	689	483	2.8	9,202
RICHLAND G-5.....	19.7	5.37	29,341	5,464	19,782	3,638	490	2,225	641	895	3,218	1,443	7.7	20,238
ROLETTE E-1.....	11.4	2.55	8,482	3,326	9,123	1,893	289	671	309	124	2,083	1,126	4.5	3,984
SARGENT G-5.....	7.6	2.03	7,694	3,790	3,517	879	67	98	.....	82	530	393	4.2	8,459
SHERIDAN E-3.....	4.5	1.19	5,394	4,533	4,000	604	248	170	111	.....	616	667	3.0	4,560
SIOUX D-5.....	3.3	.71	2,813	3,962	1,295	144	.....	532	.....	.....	.....	69	1.2	3,148
SLOPE B-4.....	2.0	.52	2,743	5,275	391	75	.....	.....	.....	.....	.....	256	1.6	3,013
STARK C-4.....	17.1	4.32	21,872	5,063	18,452	2,774	614	2,206	982	651	3,937	1,697	4.8	6,784
STEELE G-3.....	4.9	1.31	7,643	5,834	3,182	752	.....	381	.....	151	365	371	2.9	9,102
STUTSMAN F-3.....	26.0	6.42	31,897	4,968	30,016	5,662	958	2,349	1,383	990	5,771	2,763	6.9	18,018
TOWNER E-1.....	6.1	1.67	7,529	4,508	6,168	1,070	150	366	46	133	1,424	710	2.9	4,191
TRAILL G-3.....	11.8	3.26	15,963	4,897	13,085	2,065	343	817	191	411	2,393	909	4.5	17,845
WALSH G-2.....	18.1	4.66	25,956	5,570	23,776	4,153	484	2,537	841	460	4,415	1,448	7.5	25,514
WARD D-2.....	40.2	11.15	65,114	5,840	63,128	10,049	3,338	7,539	3,987	4,136	12,593	4,657	6.5	16,683
Minot.....	29.8	8.45	48,889	5,786	53,559	8,456	3,159	6,843	3,719	3,678	11,795	3,563	.....	.....
WELLS E-3.....	10.9	3.01	11,929	3,963	10,682	2,296	290	922	320	136	2,147	772	4.7	9,825
WILLIAMS B-1.....	17.3	5.14	25,820	5,023	37,327	7,073	1,123	3,695	1,856	1,696	8,634	3,152	4.6	11,544

## 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.....	173,170	167,500	.3426
Adams.....	1,530	1,480	.0030
Barnes.....	4,610	4,480	.0092
Benson.....	2,490	2,430	.0050
Billings.....	330	310	.0006
Bottineau.....	3,110	2,990	.0061
Bowman.....	1,360	1,310	.0027
Burke.....	1,850	1,780	.0036
Burleigh.....	8,020	7,800	.0160
Cass.....	18,730	18,200	.0372
Cavalier.....	2,570	2,490	.0051
Dickey.....	2,740	2,640	.0054
Divide.....	1,580	1,520	.0031
Dunn.....	1,690	1,640	.0034
Eddy.....	1,440	1,400	.0029
Emmons.....	2,150	2,050	.0042
Foster.....	1,560	1,510	.0031
Golden Valley.....	1,190	1,160	.0024
Grand Forks.....	11,830	11,500	.0235
Grant.....	1,690	1,630	.0033
Griggs.....	1,570	1,520	.0031
Hettinger.....	1,890	1,840	.0038
Kidder.....	1,740	1,660	.0034
La Moure.....	2,640	2,560	.0052
Logan.....	1,490	1,430	.0029
McHenry.....	3,370	3,240	.0066
McIntosh.....	1,950	1,880	.0038
McKenzie.....	1,790	1,740	.0036
McLean.....	6,250	5,950	.0122
Mercer.....	2,150	2,070	.0042
Morton.....	5,000	4,810	.0098
Montrail.....	2,680	2,580	.0053
Nelson.....	2,310	2,250	.0046
Oliver.....	690	670	.0014
Pembina.....	3,590	3,490	.0071
Pierce.....	2,150	2,070	.0042
Ramsey.....	3,990	3,880	.0079
Ransom.....	2,500	2,440	.0050
Renville.....	1,640	1,590	.0033
Richland.....	5,370	5,220	.0107
Rolette.....	2,550	2,360	.0048
Sargent.....	2,030	1,970	.0040
Sheridan.....	1,190	1,150	.0024
Sioux.....	710	640	.0013
Slope.....	520	510	.0010
Stark.....	4,320	4,110	.0084
Steele.....	1,310	1,280	.0026
Stutsman.....	6,420	6,240	.0128
Towner.....	1,670	1,610	.0033
Triall.....	3,260	3,170	.0065
Walsh.....	4,660	4,530	.0093
Ward.....	11,150	10,840	.0222
Wells.....	3,010	2,930	.0060
Williams.....	5,140	4,950	.0101

## NORTH DAKOTA

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

### STATE NETWORK

#### Great Northern Broadcasting System, Inc.

Rates revised July 1, 1958.  
Business Office—KVOX Broadcasting Co., Inc., P. O. Box 1226, Fargo, North Dakota.

**Personnel**  
President—E. J. McKellar.  
Secretary—R. L. Owens.  
**Representatives**  
None.

#### Comprised of:

KVOX—Fargo	KLPM—Minot
KGDX—Williston	KOVC—Valley City
KDLR—Devils Lake	KEYJ—Jamestown
KNOX—Grand Forks	KGDE—Fergus Falls,
KBOM—Bismarck	Minn.

#### Agency Commission

15% on net time only; no cash discount.

#### General Advertising

These stations may be bought in groups offering 1 clearance, 1 billing and affidavit when 3 or more stations are bought. Network programs may originate from any one of the stations except KBOM, Bismarck, N. D. See individual station listings for rates. Network will furnish facilities only for continuity and products which network will deem acceptable.

#### SPECIAL FEATURES

Mutual Broadcasting System hourly newscasts available for sponsorship.

### BISMARCK (3 AM)

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

#### KBOM

(Established 1925)



Rates received May 20, 1957.  
Owned and operated by Mandan Radio Ass'n, Inc

**Personnel**  
Station Manager—Richard C. Johnson.  
Commercial Manager—Robert E. Rosen.  
Program Director—Rog Lockbeam.  
Traffic Manager—Marian Assel.

#### Representatives

Gill-Perna, Inc.  
Mailing Instructions

Mailing Address—P. O. Box 667, Bismarck, N. D. CA 3-4411.

Studio and Transmitter—U. S. Hwy. No. 10, midway between Bismarck and Mandan, N. D.

#### Wave—Power—Time

Operating power—1,000 watts days; 250 watts nights.  
Frequency—1270 kilocycles.

#### Non-directional.

Licensed to operate unlimited time.  
Operates on Central Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:30 a.m. to 2:00 a.m. weekdays; 7:00 a.m. to 1:00 a.m. Sundays.

#### Agency Commission

15% to recognized agencies; no cash discount. All bills payable by the 10th of the month. Only station time commissionable; no commission on talent, remote control installation or other extraneous items.

#### General Advertising

ASCAP, BMI and SESAC licenses.

CLASS "A"					
(6:45 a.m. to 9:00 a.m. weekdays; 7:00 a.m. to 10:00 a.m. Sunday)					
	1/2 hr.	1/4 hr.	10 min.	5 min.	2-1/2 min.
1 time.....	36.00	24.00	18.00	12.00	9.00
26 times.....	34.20	22.80	17.10	11.40	8.55
52 times.....	32.40	21.60	16.20	10.80	8.10
156 times.....	30.60	20.40	15.30	10.20	7.65
260 times.....	28.80	19.20	14.40	9.60	7.20
312 times.....	27.00	18.00	13.50	9.00	6.75
624 times.....	25.20	16.80	12.60	8.40	6.30
1,248 times.....	.....	.....	.....	7.80	5.85
2,000 times.....	.....	.....	.....	7.20	5.40

CLASS "B"					
(All other times)					
	1/2 hr.	1/4 hr.	10 min.	5 min.	2-1/2 min.
1 time.....	27.00	18.00	13.50	9.00	6.75
26 times.....	25.65	17.10	12.80	8.55	6.40
52 times.....	24.30	16.20	12.15	8.10	6.10
156 times.....	22.95	15.30	11.50	7.65	5.75
260 times.....	21.60	14.40	10.80	7.20	5.40
312 times.....	20.25	13.50	10.15	6.75	5.10
624 times.....	18.90	12.60	9.45	6.30	4.75
1,248 times.....	.....	.....	.....	5.85	4.45
2,000 times.....	.....	.....	.....	5.40	4.10

#### ANNOUNCEMENTS

CLASS "A"				
	1 min.	30 sec.	10 sec.	
1 time.....	6.00	4.50	3.00	
26 times.....	5.70	4.30	2.85	
52 times.....	5.40	4.05	2.70	
156 times.....	5.10	3.85	2.55	
260 times.....	4.80	3.60	2.40	
312 times.....	4.50	3.40	2.25	
624 times.....	4.20	3.15	2.10	
1,248 times.....	3.90	2.95	1.95	
2,000 times.....	3.60	2.70	1.80	

CLASS "B"				
	1 min.	30 sec.	10 sec.	
1 time.....	4.50	3.40	2.25	
26 times.....	4.30	3.20	2.15	
52 times.....	4.05	3.05	2.05	
156 times.....	3.85	2.90	1.95	
260 times.....	3.60	2.70	1.80	
312 times.....	3.40	2.55	1.70	
624 times.....	3.15	2.40	1.60	
1,248 times.....	2.95	2.25	1.50	
2,000 times.....	2.70	2.05	1.35	

#### SPECIAL FEATURES

News Service—AP. Weather, sports and market reports.

Rates on request.

#### POLITICAL

Library Service—World.

#### Closing Time

Sponsored programs—1 week in advance.  
Announcements, talks, speeches, etc.—3 days in advance.

### K FYR

(Established 1925)

## THE JOHN BLAIR STATION

# NBC Radio Network



Rates effective January 1, 1958.  
Rates received January 9, 1958.  
Owned and operated by Meyer Broadcasting Co.

#### Personnel

President & General Manager—W. A. Ekberg.  
Station Manager—R. W. MacLeod.  
Program Director—Stanley Wilson.  
Promotion Director—Ray Isaak.  
Chief Engineer—Ivar Nelson.

#### Representatives

John Blair & Company.  
Minneapolis—St. Paul—Harry S. Hyett.

(This listing continued on next page)

# NORTH DAKOTA

## Bismarck—K F Y R—Continued

**Mailing Instructions**  
Business Office and Studio—200-1/2 4th St., Bismarck, N. D., Capitol 3-0900.  
Transmitter—Mencken, N. D.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—550 kilocycles.  
Directional—nighttime only.  
Licensed to operate on regional channel, 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**  
Agency commission 15% to advertising agencies recognized by station management, providing payment is made by the 10th of month following service, otherwise no commissions paid. No commission paid on talent. No cash discount. All statements for service due when presented.

**General Advertising**  
For combination rates see NBC Radio Network. The following rates are for national advertising. For local advertising rates consult station management. Rates include fees charged by owners of copyrighted music. Announcements and programs cannot be combined to earn extra discounts. The use of more than one transcription for any transcribed announcement of one minute or less not permitted. Station break announcements sold at a time when rate classifications change take the rate of the preceding rate bracket. Minute announcements sold at a time when rate classifications change take the rate of the following bracket.

### GENERAL RATES

#### CLASS "A" (6:00 a.m. to 9:00 a.m. week days)

	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min. or less
1 time.....	120.00	80.00	60.00	40.00	18.00
28 times.....	114.00	76.00	57.00	38.00	17.10
52 times.....	108.00	72.00	54.00	36.00	16.20
156 times.....	102.00	68.00	51.00	34.00	15.30
260 times.....	96.00	64.00	48.00	32.00	14.40
312 times.....	90.00	60.00	45.00	30.00	13.50
624 times.....	84.00	56.00	42.00	28.00	12.60
1,248 times.....	78.00	52.00	39.00	26.00	11.70

#### CLASS "B" (9:00 a.m. to 12:00 midnight week days; 7:00 a.m. to 12:00 midnight Sundays)

	1 hr.	30 min.	15 min.	10 min.	5 min.
1 time.....	75.00	50.00	37.50	25.00	15.00
28 times.....	71.25	47.50	35.65	23.75	14.25
52 times.....	67.50	45.00	33.75	22.50	13.50
156 times.....	63.75	42.50	31.90	21.25	12.75
260 times.....	60.00	40.00	30.00	20.00	12.00
312 times.....	56.25	37.50	28.15	18.75	11.25
624 times.....	52.50	35.00	26.25	17.50	10.50
1,248 times.....	48.75	32.50	24.40	16.25	9.75

#### WEEKLY SATURATION PLANS

(Minutes or station breaks to be run within a 7-day period. Rates are for consecutive weeks use.)

Announcements:	1-12 weeks	13-25 weeks	26-51 weeks	52 weeks
12 weekly.....	135.00	132.00	128.00	122.00
18 weekly.....	189.00	184.00	180.00	170.00
24 weekly.....	244.00	238.00	232.00	220.00

#### DISCOUNTS

Rates are guaranteed for a period of 6 months from the 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 one year from the 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 5-minute or longer programs.

#### SPECIAL FEATURES

**News Service—UPI.**  
Weather reports, forecasts, market reports, baseball scores, time signal service, participating programs and news—rates on request.

#### POLITICAL

Talks and speeches take regular card rates.

#### TRANSCRIPTIONS

Library Service—Thesaurus. Rates on request.

## KQDI

(Established 1958)

Rates effective \_\_\_\_\_ (Card No. 1.)  
Rates received November 12, 1958.  
Owned and operated by Dakota Musicasters.

**Personnel**  
Managing Partner—Darrel W. Holt.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 123, 117-1/2 5th St. N., Bismarck, N. D. Capital 3-4447.  
Transmitter—

**Wave—Power—Time**  
Operating power—500 watts, days.  
Frequency—1350 kilocycles.  
Operating schedule: Local sunrise to sunset.

**Agency Commission**  
15%; no cash discount.

**General Advertising**

	5 min.	1 min.	30 sec.
1 time.....	9.50	5.50	4.25
25 times.....	9.00	5.30	4.05
50 times.....	8.50	5.10	3.85
100 times.....	8.00	4.90	3.65
300 times.....	7.00	4.70	3.45
500 times.....	.....	4.50	3.25
700 times.....	.....	4.35	3.10
1,000 times.....	.....	4.20	2.95
1,500 times.....	.....	4.00	2.75

### Group Volume Plan (To be used within 7 days)

	-1 wk.-		-13 wks.-		-26 wks.-	
	Each	Total	Each	Total	Each	Total
1 minute:	5.10	51.00	4.90	49.00	4.70	47.00
10 times.....	4.90	73.00	4.70	70.50	4.50	67.50
15 times.....	4.70	94.00	4.50	90.00	4.35	87.00
20 times.....	4.50	135.00	4.35	130.50	4.20	126.00
30 times.....	4.35	174.00	4.20	168.00	4.00	160.00
40 times.....	.....	.....	.....	.....	.....	.....
30 seconds:	3.85	38.50	3.65	36.50	3.45	34.50
10 times.....	3.65	54.75	3.45	51.75	3.25	48.75
15 times.....	3.45	69.00	3.25	65.00	3.10	62.00
20 times.....	3.25	97.50	3.10	93.00	2.95	88.50
30 times.....	3.10	124.00	2.95	118.00	2.75	110.00

10% discount is earned when identical schedules are purchased on KQDI, Bismarck, N. D. and KQDY, Minot, N. D.

#### SPECIAL FEATURES

Independent music and news available.

## KSJB

City of license, Jamestown, N. D.  
Considered by CBS Radio Network as their Bismarck outlet.  
See listing under Jamestown, N. D.

## DEVILS LAKE

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

## KDLR

(Established 1925)

## GNBS - - MBS



Rates effective January 1, 1958.  
Rates received December 12, 1957.  
Owned and operated by KDLR, Inc.  
Personnel Manager—Bert Wick.  
Commercial Manager—Paul R. Lange.

**Representatives**  
Hal Holman Company.

**Mailing Instructions**  
Business Office and Studio—400 12th Ave., Devils Lake, N. D. telephone 1090.  
Transmitter—400 12th Ave., Devils Lake, N. D.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1240 kilocycles.  
Non-directional.  
Licensed to operate full time on local channel.  
Operates on Central Time.  
Operating schedule: Sundays 7:30 a.m. to 10:30 p.m.; week days 6:30 a.m. to 11:30 p.m.

**Agency Commission**  
Agency commission 15% allowed to recognized agencies. Accounts payable 15th of month following broadcast. No cash discount.

**General Advertising**  
For combination rates see Mutual Broadcasting System and Great Northern Broadcasting System. The following rates are for national advertising. For local advertising rates consult station management.

	1 hr.	30 min.	15 min.	10 min.	5 min.
1 hour.....	40.00	38.00	35.00	34.00	32.00
1/2 hour.....	30.00	28.50	27.00	25.50	24.00
1/4 hour.....	20.00	19.00	18.00	17.00	16.00
10 minutes.....	15.00	14.25	13.50	12.75	12.00
5 minutes.....	10.00	9.50	9.00	8.50	8.00
1 minute.....	6.00	5.70	5.40	5.10	4.80
30 seconds.....	5.00	4.75	4.50	4.25	4.00
20 seconds.....	.....	.....	.....	.....	.....
or less.....	4.00	3.80	3.60	3.40	3.20

#### SPECIAL FEATURES

**News Service—UPI.**  
Weather Forecast; rates on request.  
Noonday Variety Program—11:00 a.m. to 1:00 p.m.; regular rates apply; monthly rates on request.

#### POLITICAL

Regular rates apply. Cash in advance.

#### TRANSCRIPTIONS

Library Service—World, Sesac. Rates on request.

**Closing Time**  
Special publicity required three weeks' advance notice. Transcriptions should be on hand two weeks in advance of broadcast date to allow for replacement in case of damage.

## DICKINSON

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

## KDIX

(Established 1947)

Rates effective February 1, 1957. (Card No. 3.)  
Card received January 21, 1957.  
Revisions (spots) received March 25, 1957.  
Owned and operated by the Dickinson Radio Ass'n.

**Personnel**  
General Manager—Orville F. Burda.  
Representatives Hal Holman Company.  
Minneapolis—William Hurley.

**Mailing Instructions**  
Business Office and Studio—119 Second Ave., W., P. O. Box 1152, Dickinson, N. D., telephone 5133.  
Transmitter—Dickinson, N. D.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1230 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Mountain Time.  
Operating schedule: Sundays 8:00 a.m. to 10:00 p.m.; week days 6:00 a.m. to 11:00 p.m.; Saturday 6:00 a.m. to 12:00 midnight.

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

**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 1:00 p.m.)

	1 hr.		1/2 hr.		5 min.		1 min.		30 sec.	
	hr.	hr.	hr.	min.	min.	min.	min.	min.	min.	
1 time.....	50.00	30.00	20.00	15.00	10.00	6.50	6.00	5.50	5.00	
26 times.....	47.50	28.50	19.00	14.25	9.50	6.00	5.50	5.00	4.50	
52 times.....	45.00	27.00	18.00	13.50	9.00	5.75	5.25	4.75	4.25	
104 times.....	42.50	25.50	17.00	12.75	8.50	5.50	5.00	4.50	4.00	
156 times.....	40.00	24.00	16.00	12.00	8.00	5.25	4.75	4.25	3.75	
208 times.....	37.50	22.50	15.00	11.25	7.50	5.00	4.50	4.00	3.50	
312 times.....	35.00	21.00	14.00	10.50	7.00	4.75	4.25	3.75	3.25	
624 times.....	32.50	19.50	13.00	9.75	6.50	4.50	4.00	3.50	3.00	

### CLASS "B" (All other times)

	1 hr.	30 min.	15 min.	10 min.	5 min.
1 time.....	30.00	18.00	12.00	9.00	6.00
26 times.....	27.50	16.50	11.00	8.25	5.50
52 times.....	25.00	15.00	10.00	7.50	5.00
104 times.....	23.75	14.25	9.50	7.15	4.75
156 times.....	22.50	13.50	9.00	6.75	4.50
208 times.....	21.25	12.75	8.50	6.40	4.25
312 times.....	20.00	12.00	8.00	6.00	4.00
624 times.....	18.75	11.25	7.50	5.65	3.75

#### WEEKLY SPOT PACKAGES (Fixed times—but not guaranteed)

	1 min.	30 sec.	1 min.	30 sec.
10 spots.....	40.00	30.00	25 spots..	85.00
15 spots.....	57.00	42.00	30 spots..	96.00
20 spots.....	72.00	52.00	40 spots..	120.00

#### DISCOUNTS

(Additional discounts for long term contracts)

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

#### SPECIAL FEATURES

News Service—AP. Add 33-1/3% to regular rates for spot participation in news broadcasts or for program sponsorship.  
Time Signals—Add 20% to regular spot rate.  
U. S. Weather Reports—Add 20% to commercial rate for one minute. Includes both weather report and commercial copy.

#### POLITICAL

Irregular rates apply. Cash in advance.  
TRANSCRIPTIONS  
Library Service—World, Sesac, Standard.

## FARGO (N. D.)—MOORHEAD (MINN.) (3 AM)

Fargo, Cass County, N. D.—Map Location G-3  
Moorhead, Clay County, Minn.—Map Location H-4  
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.

## KFGO

FARGO, N. D.

(Established 1947)



Rates effective November 15, 1952. (Card No. 3.)  
Card issued November 1, 1952.  
Card received October 31, 1952.  
Owned and operated by North Dakota Broadcasting Co.

**Personnel**  
General Manager—Charles G. Burke.  
Representatives Gill-Ferna, Inc.

**Mailing Instructions**  
Business Office and Studio — 4000 W. Main Ave., Fargo, N. D.  
Transmitter—Wild Rice, N. D.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—790 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.

Operates on Central Daylight Saving Time.  
Operating schedule: Week days 5:30 a.m. to 12:00 midnight; Sundays 7:00 a.m. to 12:00 midnight.

**Agency Commission**  
15% to recognized agencies on station time; no cash discount. Bills rendered monthly; payable 10th of following month.

**General Advertising**  
For combination rates see ABC Radio. Accepts AAAA copyrighted contract. The following rates are for national and regional advertising. For local rates consult station management. ASCAP, BMI and SESAC licenses.

Rates are for facilities of station only and include music copyright fees. All rates guaranteed for six months from date of initial broadcast. Announcements and programs cannot be combined for discount purposes. For special weather, time signal and news bulletin package rates consult station management.

#### CLASS "A" (7:00 a.m. to 11:00 p.m.)

	1 hr.	30 min.	15 min.	10 min.	5 min.
1 hour.....	75.00	71.25	67.50	63.75	60.00
1/2 hour.....	45.00	42.75	40.50	38.25	36.00
1/4 hour.....	30.00	28.50	27.00	25.50	24.00
5 minutes.....	15.00	14.25	13.50	12.75	12.00
*Announcements	7.50	7.13	6.75	6.38	6.00

#### CLASS "B" (11:00 p.m. to 7:00 a.m.)

	1 hr.	30 min.	15 min.	10 min.	5 min.
1 hour.....	60.00	57.00	54.00	51.00	48.00
1/2 hour.....	36.00	3			

**Fargo-Moorhead—Continued**

**KSJB**

City of license, Jamestown, N. D. Considered by CBS Radio Network as their Fargo outlet. See listing under Jamestown, N. D.

**KVOX**

**MOORHEAD, MINN.**  
(Established 1937)



Rates effective July 1, 1958. Rates received June 25, 1956. Owned and operated by KVOX Broadcasting Co.

**Personnel**  
Pres. & Gen'l Mgr.—E. J. McKellar.  
Commercial Manager—Bob Owens.  
**Representatives**  
Devney, Incorporated.  
**Mailing Instructions**  
Business Office and Studio—P. O. Box 437, Radio Ranch, 4000 8th St., South, Moorhead, Minn. Cedar 3-1522.  
Fargo Studios—Gate City Bldg., Box 1226, Fargo, N. D.  
Other Studios—Junge Bldg., West, Fargo, N. D.  
Transmitter—Moorhead, Minn.  
**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1280 kilocycles.  
Nondirectional.  
Licensed to operate unlimited time. Operates on Central Standard Time. Daylight Saving Time observed.  
Operating schedule: Sundays 7:00 a.m. to 12:00 mid night; week days 6:00 a.m. to 1:00 a.m.

**Agency Commission**  
15% on station time only to recognized agencies; no cash discount. All bills rendered and due monthly.  
**General Advertising**  
Affiliated with Mutual Broadcasting System and Great Northern Broadcasting System. Rates include music copyright fees. BMI, ASCAP licenses.

	1	1/2	1/4	10	5	1	
	br.	hr.	hr.	min.	min.	min.	(*)
1 time..	65.00	45.00	35.00	30.00	20.00	7.25	5.50
13 times	62.50	42.50	33.50	29.00	19.00	6.75	5.25
26 times	60.00	40.00	32.00	28.00	18.00	6.50	5.00
52 times	55.00	35.00	29.00	26.00	16.00	5.75	4.50
100 times	.....	.....	.....	.....	14.00	5.25	4.00
150 times	.....	.....	.....	.....	12.00	5.00	3.75
300 times	.....	.....	.....	.....	10.00	4.75	3.50
500 times	.....	.....	.....	.....	.....	4.50	3.25
1,000 times	.....	.....	.....	.....	.....	4.00	3.00

(\*) Station break. Programs run more than 52 times, rates on request.  
**SATURATION PACKAGE**

Per week:

10 spots, each.....	5.00
15 spots, each.....	4.50
20 spots, each.....	4.00

**SPECIAL FEATURES**

News Service—UPI.  
Time signals, weather reports, news, market reports, sports and special programs—rates on request.

**POLITICAL**

Regular rates apply; discounts as earned. Cash in advance.

**W DAY**

**FARGO, N. D.**  
(Established 1922)

**NBC Affiliate**



Rates effective September 1, 1958. (Card No. 19.) Rates received August 6, 1958. Owned and operated by WDAY, Inc. Affiliated with the Fargo Forum.

**Personnel**  
President—E. C. Heineke.  
General Manager—Tom Barnes.  
Station Manager—Jack Dunn.  
Sales Manager—Bill Burn.  
Program Manager—Ernie Brevik.  
Promotion Manager—Roy Pedersen.  
**Representatives**  
Peters, Griffin, Woodward, Inc.  
**Mailing Instructions**  
Business Office and Studio—207 North Fifth, Fargo, N. D., Ad 2-3371.  
Transmitter—West of Fargo, N. D.  
**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—970 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time on cleared regional channel.  
Operates on Central Time.  
Operating schedule: 6:00 a.m. to midnight.  
**Agency Commission**  
Agency commission 15% to recognized advertising agencies; no cash discount. No discount or commission on talent, lines or other extraneous charges. Bills rendered monthly, payable 10th of month following service.  
**General Advertising**  
For combination rates see NBC Radio Network. Affiliated with Northwest Network. Rates include music copyright fees. ASCAP, SESAC and BMI licenses. Announcements and program periods may not be combined for discount purposes. Discounts apply to total number of broadcasts used within the contract year. Maximum length of contract is 52 consecutive weeks. Contracts for announcements and station breaks accepted 30 days in advance of schedule. Firm contracts for program periods of 13 weeks or longer accepted

60 days in advance of initial broadcast; otherwise 30 days. All cancellable contracts subject to two weeks' written cancellation notice to station. Advertisers enjoy 12 months rate protection beyond the effective date of a new rate card. Beer and wine advertising accepted except on Sunday. All rates quoted are for station time only. Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.

Length of commercial copy: \_\_\_\_\_ Programs \_\_\_\_\_

Total length of broadcast: Day Evening

5 minutes.....	1:30 min.	1:30 min.
10 minutes.....	2:15 min.	2:15 min.
15 minutes.....	3:00 min.	2:30 min.
30 minutes.....	4:15 min.	3:00 min.
60 minutes.....	7:00 min.	6:00 min.

**CLASS "A"**

(6:30 a.m. to 9:00 a.m.; noon to 1:00 p.m.; 5:00 p.m. to 7:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	200.00	110.00	60.00	50.00	35.00
26 times.....	190.00	105.00	57.00	48.00	33.00
52 times.....	181.00	100.00	54.00	46.00	32.00
156 times.....	172.00	95.00	51.00	44.00	30.00
260 times.....	163.00	90.00	48.00	42.00	28.00
520 times.....	155.00	85.00	46.00	40.00	27.00
1,000 times.....	147.00	80.00	44.00	38.00	26.00

**CLASS "B"**

(9:00 a.m. to noon; 1:00 p.m. to 5:00 p.m.; 7:00 p.m. to 10:15 p.m.)

	1	1/2	1/4	10	5
	time.....	time.....	time.....	min.	min.
1 time.....	140.00	80.00	45.00	35.00	25.00
26 times.....	137.00	76.00	43.00	33.00	24.00
52 times.....	130.00	72.00	41.00	31.00	23.00
156 times.....	124.00	68.00	39.00	29.00	22.00
260 times.....	118.00	65.00	37.00	28.00	21.00
520 times.....	112.00	62.00	35.00	27.00	20.00
1,000 times.....	106.00	59.00	33.00	26.00	19.00

**NORTH DAKOTA**

**CLASS "C"**

(Before 6:30 a.m.; After 10:15 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	90.00	55.00	30.00	22.00	15.00
26 times.....	86.00	52.00	29.00	21.00	14.00
52 times.....	82.00	49.00	28.00	20.00	13.00
156 times.....	80.00	47.00	27.00	19.00	12.00
260 times.....	76.00	45.00	26.00	18.00	11.00
520 times.....	72.00	43.00	25.00	17.00	10.00
1,000 times.....	71.00	41.00	24.00	16.00	9.00

**ANNOUNCEMENTS**

**CLASS "A"**

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	20.00	10.00	260 times	16.00 8.00
26 times.....	19.00	9.50	520 times	15.00 7.50
52 times.....	18.00	9.00	1000 times	14.00 7.00
156 times.....	17.00	8.50		

**CLASS "B"**

1 time.....	13.50	9.00	260 times	10.50 7.00
26 times.....	12.50	8.50	520 times	10.00 6.50
52 times.....	12.00	8.00	1000 times	9.50 6.00
156 times.....	11.50	7.50		

**CLASS "C"**

1 time.....	8.00	5.50	260 times	6.00 3.50
26 times.....	7.50	5.00	520 times	5.50 3.00
52 times.....	7.00	4.50	1000 times	5.00 2.50
156 times.....	6.50	4.00		

10-second announcements at 50% of the earned station break rate, that is not combinable. Quickies cannot combine with minutes or breaks to earn a higher frequency discount on the latter. However, minutes or breaks will combine with quickies to earn a higher frequency discount.

(This listing continued on next page)



**Yessir—our Pulse is stronger than ever!**

**YUP**, at the ripe old age of 37, WDAY-Radio is as frisky as ever—with a 1958 "Area Pulse" that pumps us *all over* our 55 counties, 215,900 radio homes!

As for many years past, 1958 Pulse figures again show WDAY-Radio gets—**More than TWICE** as many listeners as the No. 2 station!

**More listeners than the No. 2 and No. 3 stations COMBINED!**  
**More than THREE times** as many listeners as the No. 4 station!

Truth is—WDAY-Radio just doesn't have any real competition in the fabulous Red River Valley. Ask Peters, Griffin, Woodward!

**W DAY**

**FARGO, N. D.**

**NBC • 5000 WATTS • 970 KILOCYCLES**

**PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives**





# Know Your Service

## Special features of Spot Radio Rates and Data help your station selection

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

- **Alphabetical Index** — stations are listed alphabetically by call letter showing city of license and state.
- **Foreign Language Programming** — stations with at least one program are listed geographically showing the language and number of hours of foreign language programming.
- **Negro Programming** — listed by state, city and call letters, stations having at least one regularly scheduled program are shown with total hours Negro programming.
- **Farm Programming** — stations broadcasting at least one such program are listed geographically showing station's farm director and total weekly farm broadcast hours.

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

3R-26

### Fargo-Moorhead—W D A Y—Continued

**DISCOUNTS**  
Discounts are retroactive as earned. After first year advertiser may continue at the same discount until schedule is reduced or interrupted. The schedule is not subject to short rate. The advertiser who avails himself of this continuing discount policy must begin a new contract period for quantity purposes when he reduces or resumes his schedule.  
Floating discount—15% off the earned rate, minimum of 260 announcements within the contract year, station breaks or minutes.

**SPECIAL FEATURES**  
News Service—AP.  
Games, weather, grain and stock market reports, sport reviews and other service and special features; rates on request.

**TALKS AND SPEECHES**  
Regular rates apply. Must be arranged for definitely with station management at time subject to arrangement.

**POLITICAL**  
Regular rates apply; cash in advance. Copy must be submitted to station 24 hours in advance.

**RELIGIOUS**  
No solicitation of funds permitted; rates on request.

**TRANSCRIPTIONS**  
Library Service—Thesaurus.

**Closing Time**  
To appear in printed program scheduled contracts should be closed three weeks in advance. When advertiser prepares own program it should be submitted not later than three days in advance of broadcast date for station approval. Transcriptions should be delivered to studios at least two weeks in advance to permit checking and shipment of replacements.

### GRAFTON

Walsh County—Map Location D-15  
See SRDS consumer market map and data at beginning of the State.

(Call letters not received)  
(C.P. 250 watts; 1340 kc.)

KGPC Company  
Radio Station (1340 kc.)  
Grafton, N. D.

### GRAND FORKS (2 AM)

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

#### KFJM

(Established 1923)

Owned and operated by University of North Dakota.  
Does not sell time.

#### KILO

(Established 1941)

### CBS Radio Network



Rates effective August 1, 1957.

Rates received July 1, 1957.  
Owned and operated by Grand Forks Herald, Inc.

**Personnel**  
Station Manager—Herman Livingston.

**Representatives**  
New York, Chicago—Everett-McKinney, Inc.  
West Coast—O'Connell-Palmer Company.  
Minneapolis—Call station direct.

**Mailing Instructions**  
Business Office and Studio—First National Bank Bldg., Grand Forks, N. D., telephone 4-5321, TWX Grand Forks 286.

Transmitter—North of East Grand Forks, Minn.

**Wave—Power—Time**  
Operating power—1,000 watts days; 500 watts nights.  
Frequency—1440 kilocycles.

Non-directional.  
Operates on Central Time.  
Operating schedule: Sunday 6:30 a.m. to 1:05 a.m.; week days 6:00 a.m. to 1:05 a.m.

**Agency Commission**  
15% to recognized advertising agencies on net time only. Commission on talent by special agreement only. No cash discount. Bills due and payable when rendered.

**General Advertising**  
For combination rates see CBS Radio Network (Northwestern Group). Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate. Rates are for national advertising and include music copyright fees.  
Accepts AAAA copyrighted contract.

At station's option cancellation of contracts cannot become effective until two weeks after contractual starting dates. Contracts are limited to one year.  
Beer and wine advertising accepted except on Sunday.

Length of commercial copy:	—Day and Evening—	
	Programs	*News
5 minutes.....	1:15 min.	1:15 min.
10 minutes.....	1:45 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.	

(\* ) Sponsor identification and 10 words only at opening of all newscasts.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	80.00	48.00	32.00	24.00	16.00
52 times	78.50	45.90	30.80	22.95	15.30
104 times	73.00	43.80	29.20	21.90	14.60
156 times	69.50	41.70	27.80	20.85	13.90
260 times	66.00	39.60	26.40	19.80	13.20
520 times	62.50	37.50	25.00	18.75	12.50
1,040 times	59.00	35.40	23.60	17.70	11.80

(This listing continued on next page)

**Grand Forks—K I L O—Continued**

Two or more program units of 15 minutes or more broadcast on same day for same sponsor may be combined to earn 1/2 hour or 1 hour rate, whichever applies. All programs so combined to earn a lower rate may be scheduled contiguously at station's option, on 28 days notice. Service charge for cut-ins. Rates on request.

**ANNOUNCEMENTS**  
(One minute or less)

**CLASS "A"**  
(Sign-on to 7:00 p.m. Monday thru Saturday; 9:00 a.m. to 7:00 p.m. Sundays)

1 time.....	8.00	260 times.....	6.50
52 times.....	7.65	520 times.....	6.25
104 times.....	7.30	1,040 times.....	5.90
156 times.....	6.95		

**CLASS "B"**  
(All other times)

50% of Class "A" rates.

**SATURATION PACKAGES**

**CLASS "A"**

One minute or less:

10 to 19 per week, each.....	5.50
20 to 29 per week, each.....	5.25
30 or more per week, each.....	5.00

**CLASS "B"**

10 or more per week, each..... 2.50  
"A" and "B" spots can be combined to earn package rates.

**DISCOUNTS**

Discounts allowed retroactively on number of broadcasts given within a year. In event of revision of station rates, any continuous broadcasts under this contract may be extended at rates herein shown for a period of not more than 6 months from effective date of such revision.

**SPECIAL FEATURES**

News—AP; leased wire service available. News service fee—30% of regular rates. Weather forecasts, time signals, temperature reports and market quotations—rates on request.

**POLITICAL**

Regular rates apply. Cash in advance. Copy must be submitted to the station 24 hours in advance of broadcast.

**TRANSCRIPTIONS**

Library Service—Thesaurus. Instantaneous reference recording. One recording per 13 week program series, no charge. Additional recordings, each 5.00 per 1/4 hour or fraction thereof.

**Closing Time**

Contracts close one week in advance of first broadcast. Announcements, talks, etc., close 24 hours in advance.

**KNOX**

(Established 1947)

Rates effective June 1, 1954.  
Rates received March 30, 1954.  
Owned and operated by Community Radio Corporation.

**Personnel**

General Manager—Robert C. Lukkason.

**Representatives**

Rambeau, Vance, Hopple, Inc.  
Minneapolis—Wayne-Evans & Associates.

**Mailing Instructions**

Business Office and Studio—P. O. Box 1110, Grand Forks, N. D., telephone 4-4611.  
Transmitter—Grand Forks, N. D.

**Wave—Power—Time**

Operating power—5,000 watts.  
Frequency—1310 kilocycles.  
Directional—nighttime only.  
Licensed to operate unlimited time.  
Operates on Central Standard Time.  
Operating schedule: Sunday 7:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 1:00 a.m..

**Agency Commission**

15% to recognized agencies; no commission on talent, lines or other extraneous charges. No cash discount. Bills due and payable when rendered.

**General Advertising**

Affiliated with Mutual Broadcasting System.

**CLASS "A"**

(5:59 p.m. to 10:01 p.m. daily)

	1	1/2	1/4	10	5	1 min.
	hr.	hr.	hr.	min.	min.	or less
1 time....	100.00	60.00	40.00	30.00	20.00	10.00
26 times..	95.00	57.00	38.00	28.50	19.00	9.50
52 times..	90.00	54.00	36.00	27.00	18.00	9.00
156 times..	85.00	51.00	34.00	25.50	17.00	8.50
260 times..	80.00	48.00	32.00	24.00	16.00	8.00
312 times..	75.00	45.00	30.00	22.50	15.00	7.50
520 times..	70.00	42.00	28.00	21.00	14.00	7.00

**CLASS "B"**

(6:00 a.m. to 5:59 p.m. and 10:01 p.m. to 12:00 midnight daily)

1 time.....	70.00	42.00	28.00	21.00	14.00	7.00
26 times....	66.50	39.90	26.60	19.95	13.30	6.65
52 times....	63.00	37.80	25.20	18.90	13.00	6.30
156 times....	59.50	35.70	23.80	17.85	11.90	5.95
260 times....	56.00	33.60	22.40	16.80	11.20	5.60
312 times....	52.50	31.50	21.00	15.75	10.50	5.25
520 times....	49.00	29.40	19.60	14.70	9.80	4.90

**SPECIAL FEATURES**

News Service—UPI. News service fee, extra 20%. Participating programs: weather reports, market reports, sports, local newscasts and sportscasts.

**Closing Time**

Political copy to be submitted for approval 24 hours before broadcast time.

**HETTINGER**

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

**KNDC**

(Established 1954)

Rates effective September 1, 1958. (Card No. 4.)  
Card received August 4, 1958.  
Owned and operated by Hettinger Broadcasting Co.

**Personnel**

Mgr., Com'l Mgr. & Chief Engr.—Tom Loughead.

**Representatives**

Hil F. Best Company.

**Mailing Instructions**

Business Office and Studio—Lambert Bldg., Hettinger, N. D. Telephone 547.  
Transmitter—Three miles west of Hettinger, N. D.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1490 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Mountain Time.  
Operating schedule: 6:00 a.m. to 10:00 p.m.

**Agency Commission**

15% to recognized agencies; no cash discount.

**General Advertising**

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
Alcoholic beverage advertising: beer and wine.

	1	1/2	1/4	5	1 min.
	hr.	hr.	hr.	min.	or less
1 time....	50.00	25.00	15.00	8.00	5.00
26 times..	45.00	22.50	13.00	6.80	4.35
52 times..	40.00	20.00	11.00	6.40	4.20
104 times..	35.00	17.50	9.50	6.20	4.00
156 times..	30.00	15.00	7.50	6.00	3.50

Packages: rates and details on request.

**SPECIAL FEATURES**

News Service—UPI. No extra charge.

**POLITICAL**

Rates on request.

**TRANSCRIPTIONS**

Library Service—World.

**JAMESTOWN (2 AM)**

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

**KEYJ**

(Established 1954)

Rates effective December 1, 1958.  
Rates received November 26, 1958.  
Owned and operated by James River Broadcasting Co.

**Personnel**

President—Robert E. Ingstad.  
Sales Manager—A. G. Berry.  
Program Director—B. H. Langenfeld.  
Commercial Manager—Robert L. Richardson.  
Merchandising Director—Terry D. Soullis.

**Representatives**

Devney, Incorporated.

**Mailing Instructions**

Business Office and Studio—White Bldg., P. O. Box 1170, Jamestown, N. D. Clinton 2-2160.  
Transmitter—Southeast Jamestown, N. D.

**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: 5:55 a.m. to 11:00 p.m. week-days; 8:00 a.m. to 10:30 p.m. Sundays.

**Agency Commission**

15% to recognized agencies; no cash discount.

**General Advertising**

For combination rates see Great Northern Broadcasting System.

	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	15.00	12.00	10.00	6.00
26 times....	14.00	11.00	9.00	5.70
52 times....	13.00	10.00	8.00	5.55
156 times....	12.00	9.00	7.00	4.80
260 times....	11.00	8.00	6.00	4.50
312 times....	10.00	7.00	5.00	4.20

**PACKAGE RATES**

1-minute or less, per week:	Each
1 minute.....	6.00
10 or more times.....	4.50
15 or more times.....	4.00
20 or more times.....	3.50

**POLITICAL**

Regular rates apply, cash in advance.

**Closing Time**

Closing time for sponsored programs one week in advance to insure publicity for same through newspaper and magazine mediums, and for announcement over station. Cancellation of contracts must be filed with station two weeks in advance of effective date.

**KSJB**

(Established 1937)



A Pryor Station

Rates effective March 1, 1957.  
Rates received February 13, 1957.  
Rev. (rates) rec'd September 8, 1958.  
Owned and operated by KSJB, Inc.

**Personnel**

President—James M. Pryor, Jr.  
Manager—E. M. Hoge.  
Sales Manager—S. S. Ingersoll.  
Program Director—Jim Zim.

**NORTH DAKOTA**

**Representatives**

Weed Radio Corporation.  
Minneapolis 2—William Hurley, 300 Roanoke Bldg., Federal 5-1341.

**Mailing Instructions**

Business Office—P. O. Box 1271, Jamestown, N. D. Phone 1600.

Other Offices and Studios; Box 1712—U. S. Highway 83 South, Minot, N. D.  
Transmitter—Highway 281, six miles south of Jamestown, N. D.

**Wave—Power—Time**

Operating power—5,000 watts.  
Frequency—600 kilocycles.  
Directional—same pattern, all hours.  
Licensed to operate full time on regional channel.  
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 agencies; no cash discount.

**General Advertising**

For combination rates see CBS Radio Network (Northwestern Group).  
Additional discounts of 10% will be allowed if used in combination with KCJB Minot, N. D. Not applicable to saturation package offers.  
Accepts AAAA copyrighted contract.

**CLASS "A"**

(7:00 a.m. to 1:30 p.m. and 5:00 p.m. to 7:00 p.m. Monday through Friday)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time....	150.00	90.00	60.00	45.00	30.00
26 times..	142.50	85.50	57.00	42.75	28.50
52 times..	137.75	83.25	55.50	41.35	27.75
65 times..	135.00	81.00	54.00	40.50	27.00
130 times..	127.50	76.50	51.00	38.25	25.50
156 times..	120.00	72.00	48.00	36.00	24.00
260 times..	112.50	67.50	45.00	33.75	22.50
312 times..	105.00	63.00	42.00	31.50	21.00

**CLASS "B"**

(All other hours)

1 time....	100.00	60.00	40.00	30.00	20.00
26 times..	95.00	57.00	38.00	28.50	19.00
52 times..	92.50	55.50	37.00	27.75	18.50
65 times..	90.00	54.00	36.00	27.00	18.00
130 times..	85.00	51.00	34.00	25.50	17.00
156 times..	80.00	48.00	32.00	24.00	16.00
260 times..	75.00	45.00	30.00	22.50	15.00
312 times..	70.00	42.00	28.00	21.00	14.00

**ANNOUNCEMENTS**

(1 minute or less)

	Class "A"	Class "B"
1 time.....	10.00	7.50
26 times....	9.50	7.15
52 times....	9.25	6.75
65 times....	9.00	6.40
130 times....	8.50	6.00
156 times....	8.00	5.60
260 times....	7.50	5.20
312 times....	7.00	4.80

**COMBINATION RATES**

Sold in combination with KCJB, Minot, N. D.  
Saturation Package Rate

	1 tl.	13 tl.	26 tl.	52 tl.
10 per week.....	130.00	120.00	110.00	100.00
15 per week.....	180.00	170.00	160.00	150.00
20 per week.....	220.00	210.00	200.00	190.00

**SPECIAL FEATURES**

News Service—AP.  
Weather, grain and stock market reports, sports reviews and other service features—rates on request.  
Political—schedules arranged by station management.

**Closing Time**

To appear in printed program schedules, contracts should be closed two weeks in advance.  
When advertisers prepare own program, material should be submitted not later than three days in advance of broadcast date for station approval. Transcriptions should be delivered to studio at least two weeks in advance to permit checking and shipment of replacements.

**MANDAN**

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

**KBOM**

Licensed as Bismarck-Mandan, N. D.  
See listing under Bismarck.

**MINOT (3 AM)**

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

**KCJB**

(Established 1950)



A Pryor Station

Rates effective March 1, 1957.  
Rates received February 13, 1957.  
Rev. (rates) rec'd September 8, 1958.  
Owned and operated by KCJB, Inc.

**Personnel**

President—James M. Pryor, Jr.  
Sales Manager—Hugo Fursteneau.  
Program Director—Jim Johnson.

**Representatives**

Weed Radio Corporation.  
Minneapolis 2—William Hurley, 300 Roanoke Bldg., Federal 5-1341.

**Mailing Instructions**

Business Office—P. O. Box 1712, Minot, N. D. Phone 51-161.

Other Offices and Studios—Box 1271, Jamestown, N. D.  
Transmitter—U. S. Highway 83 South, Minot, N. D.

(This listing continued on next page)

# NORTH DAKOTA

## Minot—K C J B—Continued

**Wave—Power—Time**  
 Operating power—1,000 watts.  
 Frequency—910 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate unlimited time.  
 Operates on Central Time.  
 Operating schedule: 7:00 a.m. to midnight Sundays;  
 8:00 a.m. to midnight week days.

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

**General Advertising**  
 Accepts AAAA copyrighted contract.  
 For combination rates see CBS Radio Network.  
 Additional discounts of 10% will be allowed if used  
 in combination with KSJB, Jamestown, N. D. Not  
 applicable to saturation package offers.

**CLASS "A"**  
 (7:00 a.m. to 1:30 p.m. and 5:00 p.m. to 7:00 p.m. Monday through Friday)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	100.00	60.00	40.00	30.00	20.00
26 times	95.00	57.00	38.00	28.50	19.00
52 times	92.50	55.50	37.00	27.60	18.50
65 times	90.00	54.00	36.00	27.00	18.00
130 times	85.00	51.00	34.00	25.50	17.00
156 times	80.00	48.00	32.00	24.10	16.00
260 times	75.00	45.00	30.00	22.50	15.00
312 times	70.00	42.00	28.00	21.00	14.00

**CLASS "B"**  
 (All other hours)

	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	71.25	42.75	28.50	19.00	14.25
52 times	67.50	40.50	27.00	18.00	13.50
65 times	63.75	38.25	25.50	17.00	12.75
130 times	60.00	36.00	24.00	16.00	12.00
156 times	56.25	33.75	22.50	15.00	11.25
260 times	52.50	31.50	21.00	14.00	10.50
312 times	48.75	29.25	19.50	13.00	9.75

**ANNOUNCEMENTS**  
 (1 minute or less)

	Class "A"	Class "B"
1 time.....	10.00	7.50
26 times.....	9.50	7.15
52 times.....	9.25	6.75
65 times.....	9.00	6.40
130 times.....	8.50	6.00
156 times.....	8.00	5.60
260 times.....	7.50	5.20
312 times.....	7.00	4.80

**COMBINATION RATES**  
 Sold in combination with KSJB, Jamestown N. D.  
 Saturation Package Rates

	1 tl.	13 tl.	26 tl.	52 tl.
10 per week.....	130.00	120.00	110.00	100.00
15 per week.....	180.00	170.00	160.00	150.00
20 per week.....	220.00	210.00	200.00	190.00

**SPECIAL FEATURES**  
 News Service—AP.  
 Weather, grain and stock reports, and sports events.  
 Rates on request.

**POLITICAL**  
 Scheduled by arrangement with station management.  
 Operates on Central Time.  
 To appear in printed program schedules, contracts  
 should be closed two weeks in advance.  
 When advertisers prepare own program, material  
 should be submitted not later than three days in  
 advance of broadcast date for station approval.  
 Transcriptions should be delivered to studio at least  
 two weeks in advance to permit checking and ship-  
 ment of replacements.

## KLPM

(Established 1929)

Rates effective September 1, 1957.  
 Rates received September 3, 1957.  
 Owned and operated by Minot Broadcasting Company,  
 Inc.

**Personnel**  
 President—Ethel H. Cooley.  
 Vice-Pres. & Gen'l Mgr.—C. W. Baker.  
 Commercial Manager—Leslie E. Maupin.

**Representatives**  
 Walker-Rawalt Company, Inc.  
 Minneapolis-St. Paul—Gill-Perna, Inc.

**Mailing Instructions**  
 Business Office and Studio—KLPM Bldg., 320 3rd  
 Ave. SW, Minot, N. D., Phone 41-146.  
 Transmitter—Near Minot, Highway 52, S. E.

**Wave—Power—Time**  
 Operating power—5,000 watts days; 1,000 watts night.  
 Frequency—1390 kilocycles.  
 Non-directional.  
 Operates on regional channel.  
 Licensed to operate unlimited time.

**Agency Commission**  
 Agency commission 15% allowed agencies recognized  
 by station; no cash discount. All bills payable by  
 the 10th of the month. Only station time commission-  
 able. No commission on talent, wire charges or other  
 extraneous items.

**General Advertising**  
 For combination rates see Mutual Broadcasting Sys-  
 tem, Great Northern Broadcasting System.  
 Accepts AAAA copyrighted contract.

**CLASS "A"**

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time....	85.00	50.00	35.00	24.00	17.00
13 times...	82.00	48.50	34.00	23.00	16.50
26 times...	80.00	47.00	33.00	22.00	16.00
52 times...	75.00	45.00	32.00	21.00	15.50
156 times...	70.00	43.00	30.50	20.00	14.50
260 times...	65.00	40.00	29.00	19.00	13.50
312 times...	62.50	37.50	28.00	18.00	12.75
624 times...	55.00	34.00	25.00	16.00	11.50

**SPOT ANNOUNCEMENTS**

	1 min.	30-sec.	10 sec.
1 time.....	8.50	5.00	3.00
13 times.....	8.20	4.85	2.95
26 times.....	8.00	4.70	2.85
52 times.....	7.50	4.50	2.75
156 times.....	7.00	4.30	2.50
260 times.....	6.50	4.00	2.35
312 times.....	6.25	3.75	2.25
624 times.....	5.50	3.40	2.00

## SATURATION PACKAGE PLAN

(Best time available; station selection)

	1 min.	30 sec.
50 times, each.....	6.35	3.75
250 times, each.....	5.70	3.35
600 or more, each.....	4.25	2.50

Minimum of 25 spots per week required for this plan. Regular commissions apply.

### SPECIAL FEATURES

News Service—AP, and local.  
 Time, weather, sports, special events—rates on request.  
 Participating Programs  
 "Weather and Road Roundup"—8:45 a.m. to 9:00 a.m. Monday through Saturday.  
 "Headlines in Sports" with Russ Smith—6:45 p.m. to 7:00 p.m. Monday through Saturday.  
 "Themes For Dreams"—10:30 p.m. to midnight Monday through Friday.

### POLITICAL AND RELIGIOUS

Political: Regular rates apply; discounts as earned.  
 Cash in advance.  
 Religious: Rates and policy on request.

**Closing Time**  
 Contracts must be closed one week in advance to be included in printed program schedules.

## KQDY

(Established 1957)

Rates effective November 1, 1957. (Card No. 1.)  
 Card received October 31, 1957.  
 Owned and operated by Paul Crain, Del Cody, Wally Nelskog and D. Gene Williams.

**Personnel**  
 Station Manager—H. T. "Pete" Searle.

**Representatives**  
 Forjoe & Company, Inc.  
 Seattle—Hugh Feltis & Associates.

**Mailing Instructions**  
 Business Office, Studio and Transmitter—P. O. Box 1291, Highway No. 52, Minot, N. D. Phone 71-124.

**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—1320 kilocycles.  
 Operates on Central Standard Time.  
 Operating schedule: 5:00 a.m. to local sunset.

**Agency Commission**  
 15% on time and talent; no cash discount. Bills rendered 1st of month.

**General Advertising**  
 All rates guaranteed for 1 year from date of contract.

	1/4 hr.	5 min.	(*)
1 time.....	18.40	13.80	7.35
26 times.....	17.50	13.10	7.00
52 times.....	16.55	12.45	6.65
104 times.....	15.65	11.70	6.25
156 times.....	14.10	11.05	5.90
260 times.....	13.80	10.35	5.50
312 times.....	12.90	9.70	5.15

(\*) 1-minute or less.

### GROUP VOLUME PLAN

	1 wk.	13 wks.	26 wks.	52 wks.
10 times.....	60.00	56.00	52.00	46.00
15 times.....	84.00	78.00	74.00	68.00
20 times.....	101.20	96.40	92.00	88.00

### SPECIAL FEATURES

News Service—UPI.  
**Closing Time**  
 24 hours in advance of broadcast.

## VALLEY CITY

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

## KOVC

(Established 1936)

Rates effective December 1, 1958.  
 Rates received November 26, 1958.  
 Owned and operated by KOVC, Inc.

**Personnel**  
 President—Robert E. Ingstad.  
 Sta. & Sales Mgr.—Ed Weeks.

**Representatives**  
 Devney, Incorporated.

**Mailing Instructions**  
 Business Office and Studio—Hotel Rudolf, Valley City, N. D., telephone 1490.  
 Transmitter—Southwest city limits, Valley City, N. D.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1490 kilocycles.  
 Non-directional.  
 Licensed to operate unlimited time.  
 Operates on Central Standard Time.  
 Daylight Saving Time not observed.

**Agency Commission**  
 Agency commission, 15% to recognized advertising agencies. No cash discount.

**General Advertising**  
 For combination rates see Mutual Broadcasting System and Great Northern Broadcasting System.

**CLASS "A"**

	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	15.00	12.00	10.00	6.00
26 times.....	14.00	11.00	9.00	5.70
52 times.....	13.00	10.00	8.00	5.55
156 times.....	12.00	9.00	7.00	4.80
260 times.....	11.00	8.00	6.00	4.50
312 times.....	10.00	7.00	5.00	4.20

### PACKAGE RATES

1-minute or less, per week:	Each
1 minute.....	6.00
10 or more times.....	4.50
15 or more times.....	4.00
20 or more times.....	3.50

### SPECIAL FEATURES

Rates and details on request.  
 News Service—UPI.  
**POLITICAL**  
 Regular rates apply, cash in advance.

### Closing Time

Closing Time for sponsored programs one week in advance to insure publicity for same through newspaper and magazine mediums, and for announcement over station. Cancellation of contracts must be filed with station two weeks in advance of effective date.

## WAHPETON

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

## KBMW

Licensed as a Breckenridge, Minn. and a Wahpeton, N. D. station. See listing under Breckenridge, Minn.

## WILLISTON

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

## KEYZ

(Established 1948)



Rates effective July 1, 1948. (Card No. 1.)  
 Card received April 20, 1951.  
 Owned and operated by Charles L. Scofield.

**Personnel**  
 General Manager—W. L. Holter.  
 Commercial Manager—Bob Miller.

**Representatives**  
 Hal Holman Company.

**Mailing Instructions**  
 Business Office and Studio—Box 1240, Williston, N. D., telephone 3-5371.  
 Transmitter: Hwy. 85, 4 miles west of Williston, N. D.

**Wave—Power—Time**  
 Operating power—5,000 watts.  
 Frequency—1360 kilocycles.  
 Directional—night only.  
 Licensed to operate full time.  
 Operates on Central Standard Time.  
 Daylight Saving Time not observed.

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

**General Advertising**  
 Accepts AAAA copyrighted contract.

**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	3.85
156 times.....	31.50	18.90	12.60	9.40	6.30	3.60
208 times.....	29.40	17.65	11.75	8.80	5.90	3.40
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.	1 min.
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	12.60	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—UPI.  
**POLITICAL**  
 Regular rates apply; cash in advance.  
**RELIGIOUS**  
 Weekdays: regular rates apply. Sundays regular rates less 10%.

### TRANSCRIPTIONS

Library Service—Standard, Thesaurus  
**Closing Time**  
 Copy must be received by station 24 hours in advance.

## KG CX

City of license—Sidney, Mont.  
 Considered by the Mutual Broadcasting System as their Williston, N. D. Sidney, Mont. outlet.  
 Studios—Haply Bldg., Williston, N. D., telephone 3-3778.  
 See listing under Sidney, Mont.

### Advertisement

Established in 1926, KG CX, 5,000 watts day and night, Mutual Network and studios in Williston, North Dakota, and Sidney, Montana, offers the only network plus top local shows in the Williston-Sidney area. Ten counties considered to be the center of the Williston Oil Basin are among the fifteen county KG CX primary coverage area. For details, contact Walker-Rawalt Co., 347 Madison Ave., New York, or E. C. Krebsbach, KG CX, Williston, N. D.

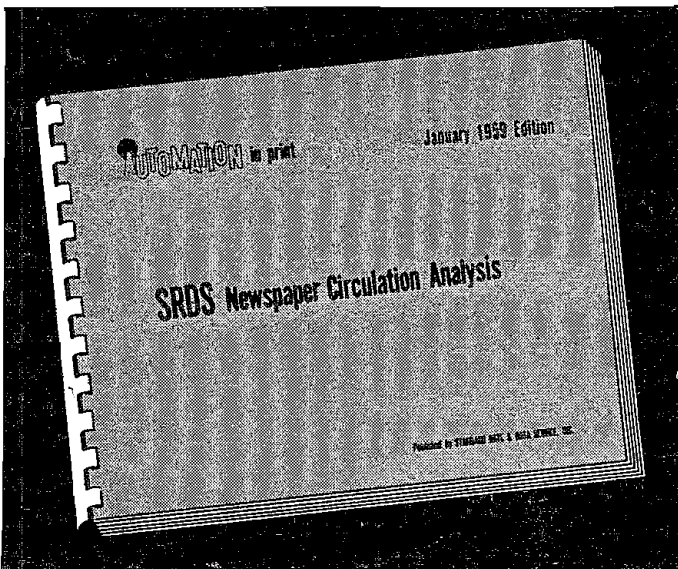
### PROGRAMS AND ANNOUNCEMENTS

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	75.00	45.00	30.00	22.50	15.00	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



Now Ready . . .

# **A NEW AND EXPANDED ANALYSIS CONTAINING CIRCULATION DATA FOR ALL U. S. DAILY NEWSPAPERS**



included in the analysis: ADJUSTED circulation data from the ABC white audit reports.

## **ABC CITY ZONE CIRCULATION DATA**

Arranged in alphabetical sequence, from Alabama through Wyoming, all ABC daily newspapers in each state are listed in a separate tabulation, which records morning, evening and Sunday circulations in total, and by city zone. Magazines and comic sections are identified by a letter code for each newspaper.

## **DAILY NEWSPAPERS WITH SWORN STATEMENTS**

All Daily newspapers within each state, submitting sworn circulation statements, are listed in county sections by total daily circulation—under county where newspaper is listed.

## **COUNTY AND METRO AREA ANALYSIS**

The geographic distribution of ABC daily newspapers is detailed county by county and by metro areas. County lists show all papers published in the county and those outside papers having a circulation equal to 5 or more per cent of county households. The relationship of county and/or metro area circulations to households is shown for each paper listed.

## **SRDS CONSUMER MARKET DATA**

For ready reference, SRDS estimates of total households, population and retail sales—by % of U.S. total—plus food and drug sales are shown by county for all county and metro areas. All consumer market data, dated 1/1/58, may be found adjacent to county and metro listings.

## **SRDS Newspaper Circulation Analysis**

• January 1959 Edition

Reserve your copies now of the latest, most comprehensive newspaper circulation analysis ever assembled. Incorporating circulation data for all daily newspapers in the U.S., this proven working tool is designed to save clerical time when evaluating newspaper circulation coverage by geographic areas in relation to potential market indices.

Automation in print—low cost and reliable—is reprinted directly from IBM cards . . . approximately 300 pages, printed black on white stock, it's a full-scale working companion to Standard Rate's monthly Newspaper Rates and Data service.

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- the complete U.S. edition **\$60**
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(including explanation pages)

## **SPECIAL TABULATIONS AVAILABLE**

All of the data in the SRDS Newspaper Circulation Analysis are coded on IBM cards. These data-punched cards, in total or in part, will be available for special tabulations to advertisers and agencies.

Up dated monthly, this fully automated service is always current and can be processed to include partial or complete information, plus Consumer Market Data, for any or all newspapers in the United States. Ready for immediate use, this new service offers economical tailor-made tabulations. Costs are charged on a machine-hour basis. Write for information.

**Standard Rate & Data Service, Inc.**

Applications Engineering Division  
1740 Ridge Avenue Evanston, Illinois

the national authority serving the media-buying function



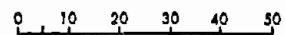
**Map Explanation**

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

**OHIO**



SCALE OF MILES  
Applicable to OHIO only

# SRDS Consumer Market Data

## STATE, COUNTY, CITY, METROPOLITAN AREA DATA

**CITIES AND COUNTIES**

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

Akron—Summit  
Alliance—Stark  
Ashtabula—Ashtabula  
Barberton—Summit

Canton—Stark  
Chillicothe—Ross  
Cincinnati—Hamilton  
Cleveland—Cuyahoga  
Cleveland Heights—Cuyahoga  
Columbus—Franklin  
Cuyahoga Falls—Summit

Dayton—Montgomery  
East Cleveland—Cuyahoga  
East Liverpool—Columbiana  
Elyria—Lorain  
Euclid—Cuyahoga  
Findlay—Hancock  
Garfield Heights—Cuyahoga  
Hamilton—Butler

Kettering—Montgomery  
Lakewood—Cuyahoga  
Lancaster—Fairfield  
Lima—Allen  
Lorain—Lorain  
Mansfield—Richland  
Maple Heights—Cuyahoga  
Marion—Marion

Massillon—Stark  
Middletown—Butler  
Newark—Licking  
Norwood—Hamilton  
Parma—Cuyahoga  
Portsmouth—Scioto  
Sandusky—Erie  
Shaker Heights—Cuyahoga

South Euclid—Cuyahoga  
Springfield—Clark  
Steubenville—Jefferson  
Tiffin—Seneca  
Toledo—Lucas  
Warren—Trumbull  
Youngstown—Mahoning  
Zanesville—Muskingum

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>OHIO STATE TOTALS.....</b>	<b>9,320.5</b>	<b>2,778.38</b>	<b>18,263,122</b>	<b>6,573</b>	<b>11,196,975</b>	<b>2,832,996</b>	<b>362,416</b>	<b>1,414,336</b>	<b>585,460</b>	<b>582,628</b>	<b>2,087,827</b>	<b>866,821</b>	<b>917.8</b>	<b>1,189,647</b>
ADAMS C-9.....	21.3	6.49	23,808	3,668	17,478	3,889	338	727	303	621	3,798	2,065	11.9	9,005
ALLEN B-5.....	107.6	32.30	200,290	6,201	114,645	27,383	3,005	17,292	5,765	5,917	19,507	8,783	11.4	16,148
Lima.....	56.0	17.52	110,320	6,297	91,048	20,987	2,542	16,102	5,046	4,952	16,889	6,195	.....	.....
Lima Metro Area.....	107.6	32.30	200,290	6,201	114,645	27,383	3,005	17,292	5,765	5,917	19,507	8,783	.....	.....
ASHLAND E-4.....	38.1	12.13	61,667	5,084	42,665	8,968	1,155	3,199	2,268	3,045	9,096	3,400	9.5	11,743
ASHTABULA G-3.....	93.4	28.69	211,760	7,381	114,001	27,973	2,483	9,862	3,745	4,815	20,163	10,681	16.6	13,496
Ashtabula.....	27.4	8.28	60,105	7,259	57,585	13,104	1,243	6,498	2,152	3,290	8,871	3,448	.....	.....
ATHENS E-8.....	47.0	12.72	56,535	4,445	35,342	9,457	1,180	1,839	2,055	1,491	9,366	3,249	9.4	3,990
AUGLAIZE B-5.....	35.4	10.86	57,871	5,329	38,409	9,785	716	2,309	1,105	1,994	8,325	3,315	9.4	17,852
BELMONT G-7.....	91.0	27.55	126,787	4,602	79,529	31,751	1,740	5,881	2,610	3,102	12,522	8,429	10.8	5,058
BROWN C-9.....	24.4	7.46	26,060	3,493	19,323	4,321	592	1,163	347	401	1,883	3,110	13.2	11,046
BUTLER A-8.....	181.3	51.87	331,992	6,400	209,866	49,958	5,613	20,825	11,201	12,957	39,390	15,504	12.0	15,853
Hamilton.....	72.9	23.26	134,925	5,801	117,274	25,680	3,135	13,485	5,200	6,529	21,962	7,155	.....	.....
Hamilton-Middletown Metro Area.....	181.3	51.87	331,992	6,400	209,866	49,958	5,613	20,825	11,201	12,957	39,390	15,504	.....	.....
Middletown.....	44.7	13.32	97,836	7,345	77,445	19,602	2,192	6,938	5,748	6,156	14,091	6,257	.....	.....
CARROLL G-5.....	22.0	6.38	27,689	4,340	14,181	4,068	264	1,646	383	687	2,566	1,954	9.0	4,513
CHAMPAIGN C-6.....	29.9	9.33	49,323	5,286	28,966	6,584	921	1,284	767	977	6,160	2,762	9.0	18,453
CLARK C-7.....	133.6	40.17	235,563	5,864	157,780	38,224	5,272	23,455	7,601	7,839	29,489	12,859	8.6	18,171
Springfield.....	88.5	27.28	162,924	5,972	140,478	34,163	4,976	23,056	7,476	7,546	25,455	10,926	.....	.....
Springfield Metro Area.....	133.6	40.17	235,563	5,864	157,780	38,224	5,272	23,455	7,601	7,839	29,489	12,859	.....	.....
CLERMONT B-9.....	52.4	15.41	82,121	5,329	56,387	15,143	1,782	2,355	772	2,000	12,085	5,922	13.7	7,781
CLINTON C-8.....	30.2	9.30	51,340	5,520	38,868	9,039	835	1,796	1,371	1,261	9,717	3,156	8.6	19,708
COLUMBIANA G-5.....	113.7	33.98	185,248	5,452	116,128	31,796	4,663	10,209	6,621	5,509	22,632	13,302	16.1	11,869
East Liverpool.....	25.2	7.88	46,133	5,854	48,447	13,088	1,331	6,822	2,222	3,380	11,829	3,677	.....	.....
COSHOCTON F-6.....	34.2	10.81	56,441	5,221	33,896	8,270	1,048	4,163	1,677	1,450	5,765	2,821	8.6	7,824
CRAWFORD D-5.....	44.3	14.06	80,113	5,698	55,986	12,046	1,359	2,909	2,821	3,390	12,052	4,768	9.0	15,780
CUYAHOGA F-4.....	1,586.7	473.40	3,734,107	7,888	2,097,110	539,817	83,204	337,872	120,853	112,513	367,365	133,132	3.4	11,056
Cleveland.....	913.7	294.88	1,912,482	6,486	1,442,308	338,843	52,724	282,896	88,998	83,359	212,652	68,857	.....	.....
Cleveland Metro Area.....	1,686.0	502.72	3,947,838	7,853	2,246,131	578,860	87,768	349,653	124,962	117,317	392,362	148,280	.....	.....
Eastland Heights.....	67.1	20.12	230,531	11,458	68,171	31,716	3,973	684	2,047	4,655	14,938	6,827	.....	.....
East Cleveland.....	41.0	13.79	108,775	7,888	39,465	9,584	2,491	665	1,035	2,117	12,674	3,935	.....	.....
Euclid.....	66.4	18.86	162,455	8,614	57,256	16,400	2,685	7,469	2,298	2,306	16,170	3,433	.....	.....
Garfield Heights.....	34.2	9.51	76,357	8,029	19,348	6,049	1,069	892	1,192	398	233	3,076	.....	.....
Lakewood.....	66.2	22.18	216,430	9,758	76,404	19,594	3,117	3,392	1,859	2,621	32,166	6,045	.....	.....
Maple Heights.....	24.4	6.74	49,428	7,334	19,489	10,413	1,014	257	670	1,119	404	2,486	.....	.....
Parma.....	60.2	16.98	138,568	8,161	69,362	18,109	2,058	553	426	3,835	8,310	7,273	.....	.....
Shaker Heights.....	34.4	10.70	251,920	23,544	46,942	14,095	1,482	1,455	2,527	1,272	15,252	3,144	.....	.....
South Euclid.....	24.4	7.25	72,252	9,966	28,589	8,721	726	771	1,470	2,743	1,614	3,198	.....	.....
DARKE A-6.....	47.6	14.68	69,320	4,722	50,867	11,142	901	3,067	1,813	2,065	11,258	4,409	18.0	30,889
DEFIANCE B-4.....	29.3	8.86	53,935	6,087	39,628	8,249	838	2,545	1,246	1,625	10,886	2,601	8.0	15,010
DELAWARE D-6.....	33.5	9.57	55,842	5,835	36,360	7,911	683	1,720	1,819	1,277	6,830	3,270	10.1	16,045
ERIE E-4.....	64.4	19.72	114,951	5,829	76,156	20,137	2,907	6,606	4,205	6,207	14,798	6,022	5.8	10,228
Sandusky.....	33.2	10.53	63,599	6,040	56,594	14,374	2,382	5,951	3,859	5,772	10,466	3,646	.....	.....
FAIRFIELD E-7.....	58.8	17.85	97,423	5,458	71,011	18,848	2,351	5,559	3,434	4,348	12,523	6,891	12.1	17,538
Lancaster.....	30.3	9.63	56,610	5,879	54,639	14,471	2,051	4,404	3,234	3,918	10,199	5,349	.....	.....
FAYETTE C-7.....	25.2	7.67	36,764	4,793	34,336	7,124	665	2,920	788	1,372	5,338	2,159	7.4	19,358



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# 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)		
FRANKLIN D-7.....	610.9	179.99	1,395,221	7,752	908,118	214,877	33,651	144,804	60,301	42,029	155,882	68,550	10.5	17,423
Columbus.....	452.1	135.16	984,584	7,285	794,409	180,613	29,212	139,048	55,788	37,464	145,281	53,507	.....	.....
Columbus Metro Area.....	610.9	179.99	1,395,221	7,752	908,118	214,877	33,651	144,804	60,301	42,029	155,882	68,550	.....	.....
FULTON B-3.....	29.2	8.86	47,423	5,352	37,328	6,167	703	1,442	841	1,482	10,598	3,531	11.8	30,269
GALLIA E-9.....	26.8	6.96	21,136	3,037	28,499	7,651	586	1,689	1,243	1,127	5,992	4,076	12.2	5,305
GEAUGA G-3.....	34.6	9.72	61,859	6,364	28,637	7,706	791	1,438	521	860	5,926	2,478	10.4	7,138
GREENE B-7.....	80.0	22.39	165,247	7,380	69,000	17,333	2,227	4,012	2,388	2,784	18,057	5,913	9.0	18,586
GUERNSEY F-6.....	42.8	12.98	54,231	4,178	29,705	7,850	696	3,619	1,697	1,572	4,157	3,588	9.6	4,299
HAMILTON A-8.....	864.8	272.24	1,842,236	6,767	1,146,032	278,752	38,785	170,947	76,283	60,850	202,418	72,448	7.8	8,984
Cincinnati.....	554.5	178.45	1,124,282	6,300	891,596	196,565	28,584	159,444	65,381	44,978	162,519	48,226	.....	.....
Cincinnati Metro Area.....	1,094.4	341.17	2,177,160	6,381	1,352,659	345,055	46,660	184,002	83,260	70,793	236,831	84,981	.....	.....
Norwood.....	38.6	12.84	82,656	6,437	55,958	13,155	1,983	1,494	2,694	5,141	14,961	2,998	.....	.....
HANCOCK C-4.....	50.6	16.43	89,908	5,472	62,318	13,814	1,594	4,446	3,258	3,792	13,673	4,902	10.6	24,298
Findlay.....	28.8	9.84	58,340	5,929	48,335	10,531	1,157	3,787	3,135	3,174	11,626	3,572	.....	.....
HARDIN C-5.....	31.8	9.85	49,858	5,062	29,729	7,752	668	1,533	895	1,525	6,375	2,893	9.2	19,265
HARRISON G-6.....	19.3	5.85	27,578	4,714	12,956	3,732	321	971	245	277	2,580	2,300	5.3	2,203
HENRY B-4.....	24.0	7.27	37,529	5,162	37,731	9,324	738	3,558	930	805	6,197	3,274	10.5	25,174
HIGHLAND C-8.....	31.2	9.74	41,937	4,306	42,045	9,775	1,268	1,557	1,767	1,098	6,513	2,664	12.7	16,907
HOCKING E-8.....	19.4	5.83	25,485	4,371	22,637	5,428	656	2,020	754	767	4,809	1,932	6.3	2,502
HOLMES F-5.....	21.0	5.57	25,795	4,631	13,695	3,558	333	1,527	204	549	2,790	941	13.1	14,437
HURON E-4.....	46.0	13.92	77,705	5,582	49,469	11,312	1,672	3,275	2,603	2,262	11,639	5,203	10.9	16,799
JACKSON E-9.....	30.6	8.87	40,000	4,510	33,507	7,607	616	2,889	1,723	2,504	6,733	3,260	8.2	3,600
JEFFERSON H-5.....	102.7	29.11	189,428	6,507	116,687	34,878	2,944	17,984	6,183	5,689	16,949	7,376	6.6	2,789
Steubenville.....	37.7	11.12	80,567	7,245	82,496	23,020	2,040	14,270	5,555	4,202	12,159	3,984	.....	.....
Wheeling-Steuben- ville Metro Area.....	363.5	105.80	631,434	5,968	384,219	108,364	9,829	55,346	22,302	20,715	56,466	28,129	.....	.....
KNOX E-5.....	41.6	12.60	68,415	5,430	44,089	10,346	1,061	4,737	1,452	1,422	10,835	3,578	10.5	13,346
LAKE G-3.....	99.3	29.32	213,731	7,290	149,021	39,043	4,564	11,781	4,109	4,804	24,997	15,148	6.0	6,954
LAWRENCE E-9.....	54.8	15.36	80,773	5,259	46,107	14,821	1,055	3,721	1,566	1,821	9,108	6,116	11.6	2,869
LICKING E-6.....	83.0	25.90	164,447	6,349	101,537	26,532	2,804	6,978	5,181	4,156	17,959	8,724	15.8	18,070
Newark.....	40.5	13.32	85,243	6,400	74,338	21,045	2,089	5,795	4,813	3,560	13,687	4,793	.....	.....
LOGAN C-6.....	35.2	11.27	64,180	5,695	47,026	12,197	1,009	4,186	1,151	2,033	8,695	3,487	9.7	15,523
LORAIN E-4.....	182.3	54.48	359,465	6,598	212,556	59,665	6,199	19,479	12,745	13,713	42,499	16,238	13.7	17,011
Elyria.....	40.1	12.24	79,459	6,492	69,803	17,169	1,681	7,728	4,109	4,458	18,426	4,593	.....	.....
Lorain.....	55.1	15.36	111,343	7,249	77,582	23,778	2,687	5,444	6,465	7,130	13,003	5,231	.....	.....
Lorain-Elyria Metro Area.....	182.3	54.48	359,465	6,598	212,556	59,665	6,199	19,479	12,745	13,713	42,499	16,238	.....	.....
LUCAS C-3.....	452.1	136.88	980,575	7,164	589,702	144,843	22,945	82,999	32,622	33,950	104,284	47,160	10.7	17,201
Toledo.....	332.8	101.89	741,476	7,277	523,941	114,574	21,294	81,586	30,623	30,336	94,609	33,530	.....	.....
Toledo Metro Area.....	452.1	136.88	980,575	7,164	589,702	144,843	22,945	82,999	32,622	33,950	104,284	47,160	.....	.....
MADISON C-7.....	24.7	6.72	34,949	5,201	38,518	7,677	679	1,631	735	1,100	10,710	2,298	7.8	21,557
MAHONING G-4.....	292.1	81.35	589,768	7,250	337,123	92,308	9,162	50,747	18,510	22,054	53,827	23,331	10.7	9,888
Youngstown.....	183.2	50.64	363,268	7,174	281,222	68,123	7,570	50,035	17,515	20,420	43,859	15,892	.....	.....
Youngstown Metro Area.....	607.1	171.11	1,194,348	6,980	654,874	181,138	18,543	82,500	35,884	40,881	113,646	48,824	.....	.....
MARION D-5.....	58.0	17.93	101,663	5,670	67,425	15,424	2,037	7,093	3,993	4,595	11,936	4,006	7.3	16,305
Marion.....	39.0	12.17	71,453	5,871	57,947	14,242	1,862	6,963	3,867	4,156	11,014	3,249	.....	.....
MEDINA F-4.....	49.9	15.20	92,032	6,055	53,064	13,044	1,581	1,528	1,530	1,213	12,232	6,621	12.2	12,610
MEIGS F-8.....	24.2	7.29	31,192	4,279	22,543	5,451	689	3,795	552	797	5,881	2,102	9.1	5,655
MERCER A-5.....	32.1	9.04	45,878	5,075	37,643	6,873	563	1,919	1,393	1,217	8,223	2,805	12.3	23,097
MIAMI B-6.....	73.4	22.86	127,938	5,597	89,359	22,081	2,338	7,089	3,142	7,039	19,151	7,884	11.0	18,362
MONROE G-7.....	15.3	4.62	13,875	3,003	6,817	1,566	25	1,132	228	171	889	801	8.6	4,435
MONTGOMERY B-7.....	492.7	146.06	1,067,389	7,308	647,525	159,667	22,970	104,896	39,242	35,607	118,647	45,501	13.4	15,569
Dayton.....	292.8	87.76	657,532	7,492	544,871	128,861	19,502	101,368	35,569	30,836	98,625	33,997	.....	.....
Dayton Metro Area.....	572.7	168.45	1,232,636	7,318	716,525	177,000	25,197	108,908	41,630	38,391	136,704	51,414	.....	.....
Kettering.....	50.1	14.12	104,137	7,375	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
MORGAN F-7.....	12.7	3.91	15,975	4,086	9,301	1,937	218	646	198	333	2,049	1,306	6.9	3,707
MORROW D-5.....	19.5	5.83	26,402	4,529	13,753	2,926	41	231	652	359	3,188	1,570	9.7	11,289
MUSKINGUM F-7.....	84.1	25.42	132,899	5,228	99,507	24,883	3,919	8,943	4,828	7,116	18,390	8,639	12.6	10,134
Zanesville.....	45.6	14.42	82,109	5,694	84,419	21,136	3,480	7,836	4,744	5,489	16,397	6,212	.....	.....
Zanesville Metro Area.....	84.1	25.42	132,899	5,228	99,507	24,883	3,919	8,943	4,828	7,116	18,390	8,639	.....	.....
NOBLE F-7.....	11.8	3.55	13,446	3,788	10,209	1,424	66	1,079	230	271	2,600	1,042	6.7	2,776
OTTAWA D-3.....	36.2	11.10	64,316	5,794	34,863	8,940	607	1,211	823	1,522	8,901	2,791	6.4	10,037
PAULDING A-4.....	16.1	4.91	28,874	5,881	15,036	2,782	240	532	244	973	3,420	1,680	6.3	14,645
PERRY E-7.....	29.6	8.80	34,762	3,950	19,513	5,914	383	594	651	599	3,986	2,801	7.3	4,448
PICKAWAY D-7.....	32.7	8.53	51,140	5,995	38,199	7,385	897	2,524	725	1,481	7,461	3,544	9.0	22,185
PIKE D-9.....	25.5	6.88	24,155	3,511	32,356	8,575	806	3,471	665	99	7,424	3,405	7.7	3,506
PORTAGE G-4.....	77.0	21.66	146,895	6,782	82,657	23,993	2,414	4,992	2,590	2,619	19,377	7,859	14.7	9,856

## WMOH—Hamilton-Middletown, Ohio

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- Population—including urban area..... 1950 63,270
- Population—including urban area..... 1957 95,000

Spendable Income, 1957, \$134,925,000 . . . per Household \$5,801

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## 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)			
PREBLE A-7.....	32.3	9.70	51,870	5,347	27,347	6,049	567	1,087	348	688	4,795	3,216	11.4	18,391
PUTNAM B-4.....	27.3	7.64	45,273	5,926	26,074	4,924	520	1,251	614	1,436	5,519	2,179	12.7	24,130
RICHLAND E-5.....	113.1	33.47	219,611	6,561	140,433	43,141	3,614	16,654	7,600	7,673	25,338	10,597	11.9	11,649
Mansfield.....	51.8	16.60	112,758	6,793	111,293	34,941	2,958	15,786	6,814	5,460	18,901	7,635	.....	.....
Mansfield Metro Area.....	113.1	33.47	219,611	6,561	140,433	43,141	3,614	16,654	7,600	7,673	25,338	10,597	.....	.....
ROSS D-8.....	61.9	17.11	88,827	5,192	63,921	17,284	1,871	4,847	2,696	3,437	13,607	5,258	13.4	13,731
Chillicothe.....	26.7	8.81	49,492	5,618	50,601	13,618	1,711	4,303	2,592	3,151	10,883	3,831	.....	.....
SANDUSKY D-4.....	54.1	16.52	96,705	5,854	65,025	14,184	1,346	6,120	2,790	3,649	13,336	5,619	10.5	18,817
SCIOTO D-9.....	100.6	29.23	142,792	4,885	99,674	25,750	2,527	12,019	6,678	5,957	19,765	10,605	9.9	5,259
Portsmouth.....	44.6	14.25	72,727	5,104	78,875	17,712	2,031	10,975	6,361	5,398	17,746	6,847	.....	.....
SENECA D-4.....	60.7	17.89	95,617	5,345	65,656	15,928	2,004	6,791	3,109	3,027	12,062	5,019	12.3	21,389
Tiffin.....	23.0	6.87	39,414	5,737	32,537	8,357	924	4,013	1,749	1,481	6,673	2,620	.....	.....
SHELBY B-6.....	32.4	9.57	53,755	5,617	33,040	8,927	736	3,237	1,100	1,674	6,374	2,835	10.0	17,643
STARK F-5.....	345.2	100.59	622,537	6,189	383,219	104,625	10,878	40,110	24,497	25,868	74,363	29,301	18.8	15,948
Alliance.....	33.8	10.32	65,644	6,361	47,504	12,708	1,502	6,088	2,046	3,375	9,384	2,923	.....	.....
Canton.....	121.7	37.25	232,973	6,254	179,727	42,465	5,711	22,714	15,820	11,500	34,066	13,213	.....	.....
Canton Metro Area.....	345.2	100.59	622,537	6,189	383,219	104,625	10,878	40,110	24,497	25,868	74,363	29,301	.....	.....
Massillon.....	34.0	10.25	61,545	6,004	52,089	16,214	1,274	5,423	2,624	5,494	9,432	3,741	.....	.....
SUMMIT F-4.....	500.7	148.55	991,994	6,678	581,206	153,140	19,523	93,686	24,914	27,969	114,332	43,185	9.1	10,124
Akron.....	306.9	92.64	625,181	6,748	406,231	99,311	13,795	79,748	18,499	20,937	78,679	25,526	.....	.....
Akron Metro Area.....	500.7	148.55	991,994	6,678	581,206	153,140	19,523	93,686	24,914	27,969	114,332	43,185	.....	.....
Barberton.....	33.1	9.87	65,496	6,636	49,849	14,599	1,464	4,252	2,672	2,702	11,671	3,213	.....	.....
Cuyahoga Falls.....	44.8	13.68	98,474	7,198	66,866	23,636	2,355	4,896	2,804	1,510	15,523	5,281	.....	.....
TRUMBULL G-3.....	193.4	55.21	372,351	6,744	188,358	54,276	5,638	19,516	9,473	10,715	32,834	16,678	17.4	9,361
Warren.....	59.5	17.77	128,361	7,223	101,469	26,495	3,141	16,681	7,442	6,154	17,124	6,696	.....	.....
TUSCARAWAS F-5.....	78.3	23.83	124,843	5,239	82,116	21,377	1,962	7,001	4,045	5,820	19,480	6,866	12.1	10,685
UNION C-6.....	23.1	7.04	33,194	4,715	26,482	4,761	580	941	447	639	5,229	2,040	9.1	16,905
VAN WERT A-5.....	30.1	9.58	51,306	5,356	29,635	7,523	744	2,169	898	2,233	5,953	3,435	8.5	19,255
VINTON E-8.....	11.3	3.15	10,794	3,427	5,958	1,629	92	382	129	214	544	756	5.9	1,664
WARREN B-8.....	48.8	13.98	66,253	4,739	50,237	13,688	1,015	2,038	1,905	2,127	9,139	5,601	10.3	13,597
WASHINGTON F-8.....	48.6	14.86	78,951	5,313	39,761	10,015	1,305	3,840	1,396	2,628	6,340	6,041	13.9	6,150
WAYNE F-5.....	70.1	19.69	111,593	5,667	73,610	15,924	2,108	8,294	2,249	4,393	15,731	6,646	17.4	27,577
WILLIAMS A-3.....	28.9	9.34	53,798	5,760	31,115	7,160	924	2,119	1,330	1,166	7,477	2,466	8.4	16,004
WOOD C-4.....	70.9	20.50	122,706	5,986	67,397	17,854	1,710	4,602	1,240	2,558	19,039	6,196	13.4	34,783
WYANDOT C-5.....	21.8	6.62	33,692	5,089	24,251	5,141	716	784	839	858	5,099	1,952	7.4	17,158

(2) Includes portion in Trumbull County.

## RETAIL SALES . . .

The term "retail sales" used in SRDS market estimates is based on the definition given by the U. S. Department of Commerce. "Retail Sales" represent all sales and receipts of all retail establishments (a firm which sells merchandise for personal, household or farm consumption). Sales include total receipts from consumers after deduction of refunds or allowances made for returned goods.

Retail Sales have been broken down by store type for all regions, states, counties, cities and Metropolitan Areas. As does the Bureau of Census, SRDS reports sales by store type, not by commodity type. For example, food store sales consist of all sales made in food stores. This may include sales of non-food items. On the other hand, other store types may also sell food, but these food sales are totalled in their particular store type — General Merchandise, Drug, etc.

Retail Sales estimates have been based on the Department of Commerce monthly estimates of total retail sales, individual state sales-tax data, bank debits, and population. The 1954 Census of Business, Retail Trade, also served as basic data for computing retail sales data.

3-RTVN-48

# 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>2,778,380</b>	<b>2,686,220</b>	<b>5.4937</b>
Adams	6,490	6,060	.0124
Allen	32,300	31,400	.0642
Ashland	12,130	11,790	.0241
Ashtabula	28,690	27,890	.0570
Athens	12,720	12,120	.0248
Auglaize	10,860	10,560	.0216
Belmont	27,550	26,240	.0537
Brown	7,460	7,030	.0144
Butler	51,870	49,910	.1021
Carroll	6,380	6,210	.0127
Champaign	9,330	8,970	.0183
Clark	40,170	38,660	.0791
Clermont	15,410	14,680	.0300
Clinton	9,300	8,860	.0181
Columbiana	33,980	33,030	.0676
Coshocton	10,810	10,400	.0213
Crawford	14,060	13,670	.0280
Cuyahoga	473,400	460,160	.9411
Darke	14,680	14,130	.0289
Defiance	8,860	8,610	.0176
Delaware	9,570	9,300	.0190
Erie	19,720	19,170	.0392
Fairfield	17,850	17,170	.0351
Fayette	7,670	7,230	.0148
Franklin	179,990	174,960	.3578
Fulton	8,860	8,610	.0176
Gallia	6,960	6,490	.0133
Geauga	9,720	9,060	.0185
Greene	22,390	21,770	.0445
Guernsey	12,980	12,490	.0255
Hamilton	272,240	261,970	.5358
Hancock	16,430	15,980	.0327
Hardin	9,850	9,480	.0194
Harrison	5,850	5,630	.0115
Henry	7,270	6,990	.0143
Highland	9,740	9,280	.0190
Hocking	5,830	5,440	.0111
Holmes	5,570	4,490	.0092
Huron	13,920	13,530	.0277
Jackson	8,870	8,370	.0171
Jefferson	29,110	28,010	.0573
Knox	12,600	12,130	.0248
Lake	29,320	28,500	.0583
Lawrence	15,360	14,480	.0296
Licking	25,900	25,180	.0515
Logan	11,270	10,960	.0224
Lorain	54,480	52,960	.1083
Lucas	136,880	133,060	.2721
Madison	6,720	6,330	.0129
Mahoning	81,350	79,080	.1617
Marion	17,930	17,430	.0356
Medina	15,200	14,630	.0299
Meigs	7,290	7,010	.0143
Mercer	9,040	8,790	.0180
Miami	22,860	22,220	.0454
Monroe	4,620	4,310	.0088
Montgomery	146,060	141,980	.2904
Morgan	3,910	3,680	.0075
Morrow	5,830	5,610	.0115
Muskingum	25,420	24,460	.0500
Noble	3,550	3,310	.0068
Ottawa	11,100	10,790	.0221
Paulding	4,910	4,720	.0096
Perry	8,800	8,460	.0173
Pickaway	8,530	8,210	.0168
Pike	6,880	6,350	.0130
Portage	21,660	21,050	.0431
Preble	9,700	9,340	.0191
Putnam	7,640	7,350	.0150
Richland	33,470	32,540	.0666
Ross	17,110	16,470	.0337
Sandusky	16,520	16,050	.0328
Scioto	29,230	27,840	.0569
Seneca	17,890	17,390	.0356
Shelby	9,570	9,300	.0190
Stark	100,590	96,800	.1980
Summit	148,550	144,400	.2953
Trumbull	55,210	53,670	.1098
Tuscarawas	23,830	22,930	.0469
Union	7,040	6,780	.0139
Van Wert	9,580	9,310	.0190
Vinton	3,150	2,910	.0060
Warren	13,980	13,310	.0272
Washington	14,860	14,150	.0289
Wayne	19,690	18,750	.0383
Williams	9,340	9,080	.0186
Wood	20,500	19,930	.0408
Wyandot	6,620	6,430	.0132

# OHIO

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

## STATE NETWORK

### Air Trails Network

Rates effective June 1, 1957.  
Rates received June 10, 1957.  
Business Office—121 N. Main St., Dayton, Ohio, Baldwin 2-3773.

**Personnel**  
Executive Vice-President—J. P. Williams.  
Vice-President—Alex Buchan.  
**Representatives**  
Robert E. Eastman & Co.; WING—Dayton, Ohio, WKLO—Louisville, Kentucky, WVOL—Columbus, Ohio.  
H-R Representatives, Inc., WIZE—Springfield.

**Comprised of:**  
WING—Dayton  
WCOL—Columbus  
WIZE—Springfield  
WKLO—Louisville, Ky.

**Agency Commission**  
15% to recognized agencies on station time only, provided payment is made before the 15th of month following broadcast; no cash discount. Bills rendered and payable weekly. Short rate billed where frequency rate is not earned.

**General Advertising**  
In order to earn net rates quoted contracts must be completed within 12 months. The following rates are for four stations. Announcements and programs may not be combined for discounts. For rates on individual stations, see listing.

CLASS "A"				
	1 hr.	1/2 hr.	1/4 hr.	Ann.
1 time.....	345.00	246.50	211.50	69.00
26 times.....	318.00	223.50	193.10	66.45
52 times.....	291.00	200.50	174.70	60.35
104 times.....	270.40	200.40	154.40	55.80
156 times.....	245.35	180.50	140.95	51.25
260 times.....	220.30	160.95	127.50	48.10

CLASS "B"				
	1 hr.	1/2 hr.	1/4 hr.	Ann.
1 time.....	270.40	200.40	154.40	48.10
26 times.....	245.35	180.50	140.95	45.95
52 times.....	220.30	160.95	127.50	42.85
104 times.....	200.40	154.40	114.00	40.70
156 times.....	180.50	140.95	100.00	37.60
260 times.....	160.95	127.50	96.00	34.40

### AKRON (4 AM; 1 FM)

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

## WADC

(Established 1925)

### Basic CBS Network

Rates received January 14, 1946. (Card No. 11.)  
Owned and operated by Allen T. Simmons, Inc.

**Personnel**  
Pres. & Chairman of the Board—Allen T. Simmons.

**Representatives**  
George P. Hollingbery Company

**Mailing Instructions**  
Business Office and Studio—WADC Bldg., corner Main and Mill Sts., Akron 8, Ohio, Jefferson 5-6165.  
Transmitter—Akron Cleveland Road.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—1350 kilocycles.  
Directional—same pattern, all hours.  
Licensed to operate full time on regional cleared channel.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 5:30 a.m. to 1:00 a.m. Monday through Saturday; 6:30 a.m. to 1:00 a.m. Sunday.

**Agency Commission**  
Agency commission 15% to recognized advertising agencies; no cash discount. All bills rendered monthly; payable approximately the 10th.

**General Advertising**  
For combination rates see CBS Radio Network (Basic Network).  
Advertising of alcoholic beverages accepted.  
The above rates are for studio programs only and do not include line charges for remote control work, artists' fees, etc. Outlines of entertainments and feature suggestions will be furnished by the program department, giving cost estimate on request. No direct advertising accepted. All programs and talk subject to station owner's approval and governmental regulations. No contract accepted for longer period than one year. Contract subject to cancellation unless schedule starts within 60 days.

CLASS "A"						
(6:00 p.m. to 10:30 p.m. Monday through Saturday; 12:00 noon to 10:30 p.m. Sunday)						
	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	260 tl.
1 hour.....	220.00	209.00	198.00	187.00	176.00	165.00
1/2 hour.....	132.00	125.40	118.80	112.20	105.60	99.00
1/4 hour.....	88.00	83.60	79.20	74.80	70.40	66.00
10 minutes	67.50	64.15	60.95	57.90	55.00	52.25
5 minutes	45.00	42.75	40.50	38.25	36.00	33.75
1 minute or station break....	22.50	21.40	20.35	19.35	18.40	17.45

CLASS "B"						
(6:30 a.m. to 6:00 p.m. Monday through Saturday; 6:30 a.m. to 12:00 noon Sunday; 10:30 p.m. to 1:00 a.m. Monday through Sunday)						
	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	260 tl.
1 hour.....	110.00	104.50	99.00	93.50	88.00	82.50
1/2 hour.....	66.00	62.70	59.40	56.10	52.80	49.50
1/4 hour.....	44.00	41.80	39.60	37.40	35.20	33.00
10 minutes	37.50	35.65	33.85	32.15	30.60	29.05
5 minutes	25.00	23.75	22.50	21.25	20.00	18.75
1 minute or station break....	12.50	11.90	11.30	10.75	10.25	9.75

CLASS "C"						
(1:00 a.m. to 6:30 a.m. daily)						
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 hour.....	71.50	67.95	64.35	61.25	57.25	53.60
1/2 hour.....	42.90	40.75	38.60	36.50	34.35	32.20
1/4 hour.....	28.60	27.20	25.75	24.30	22.90	21.45
10 minutes	25.00	23.75	22.50	21.25	20.00	18.75
5 minutes	20.00	19.00	18.00	17.00	16.00	15.00
1 minute or station break....	10.00	9.50	9.05	8.60	8.15	7.75

**SPECIAL FEATURES**  
News Service—UPI, Transradio.  
Time signals on regular announcement periods. Advertiser allowed 75 word announcement. Regular announcement rates apply.

**TRANSCRIPTIONS**  
Library Service—Standard.  
**Closing Time**  
Talent programs and recorded programs close two weeks in advance of broadcast. Announcements and talks close one week in advance of broadcast.

(Akron continued on next page)

## Media/Market Maps For Graphic Interpretation Of Media Selection Factors

At the beginning of each state section, state media/market maps in SRDS Radio, TV and Newspaper Rates and Data are tools designed to aid buyers of media in gauging media coverage, defining market areas, estimating sales densities, designating territories, trading areas and other factors.

All maps clearly define state and county boundaries; a system of symbols denotes population estimates and presence of daily media in key cities. Each map is extended to cover strategic areas adjacent to state boundaries. SRDS 1958 estimates of consumer markets (by state, county, city and metro area) are either on the state map page or directly following.

Media/market maps, in conjunction with market data and media listings, form SRDS's three-point program to serve the buyers of media with pertinent and useful information.

3RNTV-67

**WAKR**

(Established 1940)

Rates effective October 1, 1956. (Card No. 11.)  
Rates received August 13, 1956.  
Rev. rec'd. August 29, 1957.

Owned and operated by the Summit Radio Corp.

**Personnel**

President—S. Bernard Berk.  
Vice-Pres. & Gen'l Mgr.—Roger G. Berk.  
Vice-Pres. in Chg. of Sales—Kenneth M. Keegan.  
Program Dir.—Bob Wylie.  
Operations Mgr.—Bob Bostian.

**Representatives**

McGavren-Quinn Co.  
Ohio—Ohio Stations Representatives.

**Mailing Instructions**

Business Office and Studio—Television Center, 853  
Copley Rd., Akron 20, Ohio, Portage 2-8811.  
TWX-AK 484.

Transmitter—Four miles south of Akron, Ohio.

**Wave—Power—Time**

Operating power—5,000 watts.  
Frequency—1500 kilocycles.  
Directional—nighttime only.  
Licensed to operate unlimited time.  
Operates on Eastern Daylight Time.  
Operating schedule: 24 hours daily.

**F M Facilities**

Effective radiated power—14,700 watts (interim).  
(C. P. 20,000 watts.)  
Frequency—97.5 megacycles; channel 248; Class B.  
Antenna height—260 feet above average terrain.  
Operating schedule: 3:00 p.m. to 9:00 p.m.

**Agency Commission**

Agency commission 15% to recognized advertising agencies; no cash discount. Bills net; payable the 10th of the following month.

**General Advertising**

For combination rates see ABC Radio.  
FM operated in conjunction with AM.  
Rates are for station time and services of the program department in arranging and presenting programs using station announcers. Talent is extra. All programs and announcement material must conform to the standards of the station.

**CLASS "A"**

	6:00 a.m. to 11:00 p.m.)		10		5		1 min.	
	1	1/2	1/4	hr.	min.	min.	or less	
1 time...	120.00	72.00	48.00	40.00	27.00	15.00		
52 times...	102.00	61.20	40.80	34.00	23.40	12.75		
104 times...	96.00	57.00	38.40	32.00	22.00	12.00		
260 or more times...	90.00	54.00	36.00	30.00	20.65	11.25		

**CLASS "B"**

	11:00 p.m. to 6:00 a.m.)		35.00		26.25		17.50		9.70	
	1	1/2	1/4	hr.	min.	min.	or less			
1 time...	87.50	52.50	35.00	26.25	17.50	9.70				
52 times...	74.35	44.65	29.75	22.30	14.85	8.25				
104 times...	70.00	42.00	28.00	21.00	14.00	7.75				
260 or more times...	65.65	39.25	26.25	19.70	13.15	7.30				

**DAYTIME ANNOUNCEMENT PACKAGES**

(5:00 a.m. to 6:00 a.m. and 9:00 a.m. to 4:00 p.m.)  
1-minute or station break (20-30 seconds):  
10-14 announcements per week, each..... 10.00  
15 or more announcements per week, each..... 9.00  
Liners, 10 seconds from 9:00 a.m. to 4:00 p.m. and 6:00 p.m. to 11:00 p.m., run-of-schedule, each ..... 4.85

No transcriptions.  
No further discounts.

**DAY-NIGHT ANNOUNCEMENT PACKAGES**

(One-half 9:00 a.m. to 4:00 p.m.; one-half 6:30 p.m. to 11:00 p.m.)  
1-minute or station break (20-30 seconds):  
10-14 announcements per week, each..... 9.00  
15 or more announcements per week, each..... 8.10  
Liners, 10 seconds from 6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 6:00 p.m., run-of-schedule, each ..... 5.50

No transcriptions.  
No further discounts.

**NIGHT WATCH ANNOUNCEMENT PACKAGES**

(Midnight to 6:00 a.m.)  
1-minute or station break (20-30 seconds):  
10-14 announcements per week, each..... 5.00  
15 or more announcements per week, each..... 4.50

**SPECIAL ANNOUNCEMENT PARTICIPATIONS**

"Top O' The Morning"—6:00 a.m. to 9:00 a.m. Monday through Saturday. One minute or station break, each, 12.50. No further discounts. Announcements may be included in spot packages for frequency discount purposes.  
"Request Matinee"—4:00 p.m. to 6:00 p.m. Monday through Friday. One minute or station break, each, 12.50. No further discounts. Announcements may be included in spot packages for frequency discount purposes.

**SPECIAL FEATURES**

News Service—UPI, AP and local, Special Weather Bureau Teletype Service, local news staff and regional correspondents. 48 newscasts daily, on the hour and half hour. News service charge is extra.  
Sports—Play-by-play of Cleveland Indians' Baseball, Ohio State Football, Akron University Football and Basketball, High School football and basketball, Rubber City open PGA golf, Soap Box Derby.  
Participating Disc Jockey Programs  
"Top O' The Morning" with Charlie Greer—6:00 a.m. to 10:00 a.m. Monday through Saturday. Music, time, news and weather.  
"Top 40 Club" with Jack Ryan—10:00 a.m. to noon Monday through Saturday. Pop music.  
"Charlie Greer Show"—12:30 p.m. to 2:00 p.m. Monday through Friday. Top tunes of yesterday and today.  
"Request Matinee" with Jack Ryan—2:05 p.m. to 6:00 p.m. Monday through Friday. DJ program.  
"Request Review" with Frank Ward—7:15 p.m. to midnight Monday through Saturday. DJ program.  
"Night Watch" with Mike Stein and Ron Harrison—midnight to 5:00 a.m. daily.  
"Jukebox Serenade" with Joe Grant—12:15 p.m. to 2:30 p.m. Saturday.  
"Record Hop" with Alan Riley—2:30 p.m. to 6:00 p.m. Saturday.  
"News Around The Clock"—on hour and half hour.  
(Akron continued on next page)

**WAKR 1st. by FAR!**  
**PROOF POSITIVE ON AKRON LISTENING**

**TOPS IN AKRON**

**MOST Adult Listeners**

**MOST TEEN-AGERS AND CHILDREN, TOO†**

†PULSE — July, 1958  
6 a.m. to 12 Mid., Mon. thru Fri.

**SHARE 7 A.M. to 10:30 P.M.**

**First IN HOOPER\***

**WAKR LEADS IN EVERY INDEX PERIOD, DAY & NIGHT!**

\*June 1958, Monday thru Friday

**53%**

**SHARE 6 A.M. to 12 MID.**

**First IN PULSE†**

**WAKR FIRST IN ADULT AND TOTAL AUDIENCE IN EVERY TIME PERIOD - DAY & NIGHT!**

†July 1958, Monday thru Friday

**45%**

**First IN NIELSEN\*\***  
**WAKR Leads in Audience**

**And Coverage of The 5 County Surrounding Area!**

\*\* NCS #2 — Latest Available Area Survey

NATIONAL REP.: Mc Gavren-Quinn Company  
• New York • Chicago • Detroit • Hollywood • San Francisco

**WAKR RADIO - WAKR-TV**  
853 COPLEY ROAD • AKRON 20, OHIO



# OHIO

Akron—Continued

**WCUE**

(Established 1949)



Rates effective July 1, 1958. (Card No. 11.)  
Rates received June 2, 1958.  
Revisions (Card No.) rec'd Jan. 30, 1956.  
Owned and operated by Akron Broadcasting Corp.

**Personnel**

President—Tim Elliot.  
Vice-Pres.—Sales—Jack Maurer.  
Vice-Pres. & Sta. Mgr.—Harley Lucas.  
Program Manager—Joe Mayer.  
Production Manager—Rick Reighard.

**Representatives**

Avery-Knodel, Inc.  
New England—Harry Wheeler & Company.

**Mailing Instructions**

Business Office and Studio—Palace Theatre Arcade,  
Akron 8, Ohio, Franklin 6-7114.  
Transmitter—Cuyahoga St. and Sackett Ave., Akron,  
Ohio.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—1150 kilocycles.  
Directional antenna.  
Licensed to operate daytime.  
Daylight Saving Time observed.  
Operating schedule: 5:00 a.m. to local sunset week  
days; 7:00 a.m. to local sunset Sundays.

**FM Facilities**

(C. P. 14,500 watts; 96.5 mc, Class "B")

**Agency Commission**

15% to recognized agencies; bills due and payable  
when rendered.

**General Advertising**

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Commercial copy governed by NAB Standards.

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time.....	100.00	57.00	38.00	28.00	19.00	12.00
26 times....	90.00	55.00	36.00	27.00	18.00	11.00
52 times....	85.00	52.00	34.00	26.00	17.00	10.00
104 times....	80.00	49.00	32.00	25.00	16.00	9.50
156 times....	75.00	46.00	30.00	24.00	15.00	9.00
260 times....	70.00	43.00	28.00	22.00	14.00	8.50

**SATURATION PACKAGES**

(Run-of-Schedule)

One minute spots:  
10 per week, each..... 9.00  
15 per week, each..... 8.00  
20 or more per week, each..... 7.00  
Flat prices, no further discounts. May be combined  
with regular announcements for total earned frequency.

**8-10 SECOND SHORTIES**

Shorties take 50% of guaranteed minute rate, frequency  
as earned. May be combined with regular announce-  
ments for total earned frequency.

**DISCOUNTS**

Discounts allowed retroactively on the total number  
of broadcasts given within any 52 week period,  
covered by contract. Announcements and programs can-  
not be combined to earn larger discounts. Rates  
guaranteed for 28 weeks from date of any rate in-  
crease provided advertiser maintains a schedule of one  
or more programs or announcements per week for the  
26 week period.

**SPECIAL FEATURES**

News Service—UPI, local news staff and regional  
correspondents.  
News every hour on the hour. Headlines on the half  
hour.

**Participating Programs**

"Bob Forster Show"—5:00 a.m. to 9:00 a.m.  
"Paul Howard Show"—9:00 a.m. to noon.  
"Rick Reighard Show"—12:15 p.m. to 2:00 p.m.  
"Joe Mayer Show"—2:00 p.m. to 6:00 p.m.

**WHKK**

(Established 1944)

**Basic Mutual Network**

Rates effective May 1, 1956. (Card No. 8.)  
Card received July 30, 1956.

Owned and operated by The WHKK Broadcasting Co.

**Personnel**

President and Gen'l Mgr.—Phillip R. Herbert.  
Program Director—Adrian Cooper.  
News Director—Bud Fisher.

**Representatives**

The Bolling Company, Inc.

**Mailing Instructions**

Business Office and Studio—51 W. State St., Akron  
8 Ohio, Blackstone 3-7101.  
Transmitter—Akron Peninsula Road, Northampton  
Township, R.F.D. No. 7, Akron, Ohio.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—640 kilocycles.  
Directional—same pattern, all hours.  
Licensed to operate to local sunset, Los Angeles  
time.

Operates on Eastern Standard Time.

Daylight Saving Time observed.

Operating schedule:

Jan. 6:00 a.m.- 8:00 p.m.	July 6:00 a.m.-10:00 p.m.
Feb. 8:00 a.m.- 8:30 p.m.	Aug. 6:00 a.m.- 9:45 p.m.
Mar. 6:00 a.m.- 9:00 p.m.	Sept. 6:00 a.m.- 9:00 p.m.
Apr. 6:00 a.m.- 9:30 p.m.	Oct. 6:00 a.m.- 8:15 p.m.
May 6:00 a.m.- 9:45 p.m.	Nov. 6:00 a.m.- 7:45 p.m.
June 6:00 a.m.-10:00 p.m.	Dec. 6:00 a.m.- 7:45 p.m.

**Agency Commission**

15% to recognized agencies; no cash discount.

**General Advertising**

For combination rates see Mutual Broadcasting Sys-  
tem.



CAN'T SPLIT BUDGETS?

IN TIRE TOWN

why settle for less than

**73%** †

of the audience?

By any yardstick with any budget  
you'll buy WCUE  
and one other station.

For maximum audience  
For low cost per unit  
For minimum cost per thousand

In what other major market can you  
do as well with a two station buy.

WCUE delivers **85%**  
adult audience average 6am-6pm—  
Pulse July, 1958.

Ask your Avery-Knodel man  
to explain our new package plan.

†Pulse October, 1958, 6am to 6pm.

\*Tim Elliot, Pres. \*\*Jean Elliot, Vice-Pres.

**The ELLIOT STATIONS**

**WCUE**

Akron,  
Ohio



**WICE**

Providence,  
R.I.

GREAT INDEPENDENTS • GOOD NEIGHBORS

Accepts AAAA copyrighted contract.  
Contracts not accepted for period longer than one  
year.  
The following rates are for national and local  
advertising.

	1 tl.	13 tl.	26 tl.	52 tl.	156 tl.	260 tl.
1 hour.....	67.50	64.15	60.80	57.45	54.10	50.75
1/2 hour.....	40.50	38.50	36.50	34.50	32.50	30.50
1/4 hour.....	27.00	25.65	24.30	22.95	21.60	20.25
10 minutes	20.25	19.25	18.25	17.25	16.25	15.25
5 minutes	13.50	12.85	12.20	11.55	10.90	10.25
1 minute or less ....	6.75	6.45	6.15	5.85	5.55	5.25

**SATURATION PACKAGE**

Per month:  
1- minute spots, 90 or more, each..... 4.50  
20-second spots, 90 or more, each..... 3.50  
10-second spots, 90 or more, each..... 3.00  
Flat prices, no further discounts. Any combination of  
the above may be used to earn a frequency of 90  
announcements per month.

**SPECIAL FEATURES**

News Service—UPI. Local and regional staffs.  
Special weather bureau teletype service.  
5-minute newscasts every hour on the hour; news  
headlines every half hour.

**Participating Programs**

Monday through Friday:  
"Morning Carousel" with Jack Peterson—6:00 a.m.  
to 9:45 a.m.  
"Sound Off" with Bob Engel—10:05 a.m. to 10:30  
a.m.  
"Melody Mart" with Garry Miller—10:30 a.m. to  
noon.  
"Answer Man" with Garry Miller—12:30 p.m. to  
1:30 p.m. Audience participation.  
"Housewife's Serenade" with Jack Peterson—1:30  
p.m. to 2:30 p.m.  
"Pop Parade" with Garry Miller—2:30 p.m. to  
6:00 p.m.  
"Magic of Music" with Tom Sirilo—6:30 p.m. to  
sign-off.  
Saturday:  
"Melody Mart" with Garry Miller—10:30 p.m. to  
noon.  
Sunday:  
"Sunday Show" with Tom Sirilo—2:05 p.m. to 5:45  
p.m. Variety of pop music.

**ALLIANCE (1 AM; 1 FM)**

Stark County—Map Location F-5

See SRDS consumer market map and data at begin-  
ning of the State.

**WFAH**

(Established 1953)



Rates effective March 1, 1958.  
Card received March 24, 1958.

Owned and operated by Review Publishing Co.

**Personnel**

Manager—D. A. Peterson.  
Commercial Manager—Robert A. Gates.  
Program Director—Edward D. Krahling.

**Representatives**

Grant Webb & Co.  
Ohio—Ohio Stations Representatives.

**Mailing Instructions**

Business Office and Studio—2720 S. Union Ave.,  
Alliance, Ohio. Talbot 1-1111.  
Transmitter—Smyth Blvd., Alliance, Ohio.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—1310 kilocycles.  
Directional antenna.  
Licensed to operate to local sunset.  
Operates on Eastern Time.  
Operating schedule: 6:00 a.m. to sunset daily; 8:00  
a.m. to sunset Sunday.

**FM Facilities**

Effective radiated power—1,000 watts.  
Frequency—101.7 megacycles; channel 269.  
Antenna height—200 feet above average terrain.  
Operating schedule: 6:00 a.m. to 9:00 p.m.

**Agency Commission**

15% to recognized agencies on net charges for station  
time only; no cash discounts. Bills rendered the  
1st day of every month; payable when rendered.

**General Advertising**

ASCAP, BMI and SESAC licenses.

	1	26	52	104	156	260	312
	tl.	tl.	tl.	tl.	tl.	tl.	tl.
1 hour....	60.00	54.00	51.00	48.00	45.00	42.00	39.00
1/2 hour....	37.50	33.75	31.90	30.00	28.15	26.25	24.35
1/4 hour....	22.50	20.25	19.15	18.00	16.90	15.75	14.65
10 minutes	16.85	15.15	14.35	13.50	12.65	11.80	10.95
5 minutes	11.25	10.15	9.55	9.00	8.45	7.80	7.30
1 minute..	6.00	5.50	5.00	4.50	4.25	4.00	3.75
30 seconds							
or less	4.00	3.70	3.35	3.00	2.75	2.65	2.50

FM rates are two-thirds of above rates.

**SPECIAL FEATURES**

News Service—AP. News service at no extra cost.  
Daily Newscasts: 7:00 a.m., 7:45 a.m., 8:45 a.m.,  
9:50 a.m., 11:00 a.m., 12:00 noon, 1:00 p.m., 3:00  
p.m., 4:00 p.m., 5:00 p.m., 6:00 p.m.  
Farmcasts: 6:30 a.m.  
Sports: Cleveland Indians. Cleveland Browns, Mount  
Union College and Alliance High School play-by-play  
broadcasts available.

**Participating Programs**

"Ed Krahling Show"—6:00 a.m. to 11:30 a.m.  
"Jim Phillips Show"—2:30 p.m. to 4:45 p.m.  
Spot participations available. Talent costs on re-  
quest.

**POLITICAL**

One time rate applies.



# ASHLAND (1 AM; 1 FM)

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

## WNCO (Formerly WATG) (Established 1949)

Rates effective August 1, 1957.  
Rates received August 2, 1957.  
Owned and operated by Radio Ashland, Inc.

**Personnel**  
General Manager—Charles D. Calhoun.  
Commercial Manager—James Baine.  
Program Director—W. W. Harrell.  
**Representatives**  
Ohio—Ohio Stations Representatives.  
**Mailing Instructions**  
Studio and Transmitter—Mansfield Road, Ashland, Ohio.  
**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1340 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Operating schedule: 5:30 a.m. to 11:00 p.m.

**FM Facilities**  
Effective radiated power—10,200 watts.  
Frequency—101.3 megacycles; channel 267.  
Antenna height—285 feet above average terrain.  
**Agency Commission**  
15% to recognized agencies; no cash discount.  
**General Advertising**  
Affiliated with MBS.  
FM operated in conjunction with AM.  
Advertising of alcoholic beverages other than beer and wine not accepted.  
ASCAP, BMI and SESAC licenses.  
(5:30 a.m. to 7:00 p.m.)

	(*)	(†)	(‡)
1 hour.....	30.00	24.00	21.00
1/2 hour.....	18.00	16.00	14.00
1/4 hour.....	13.00	11.00	9.00
10 minutes.....	9.00	8.00	7.00
5 minutes.....	7.00	6.00	5.00

(\*) 13 weeks (1-65 times)  
(†) 26 weeks (66-130 times)  
(‡) 52 weeks (130 or more times)

**ANNOUNCEMENTS**

Within 1 year:	1 min.	1/2 min.	20 sec.	10 sec.
52 times (1 per week)	3.50	2.00	1.80	1.25
104 times (2 per week)	3.25	1.90	1.70	1.20
156 times (3 per week)	2.80	1.70	1.50	1.10
208 times (4 per week)	2.60	1.60	1.40	1.05
260 times (5 per week)	2.45	1.50	1.30	1.00
312 times (6 per week)	2.30	1.40	1.20	.95
364 times (7 per week)	2.15	1.30	1.10	.85
520 times (10 per week)	2.00	1.20	1.00	.75

**PACKAGE PLANS**  
(5:30 a.m. to 7:00 p.m.)

3 spots (1 per day)	2.95	1.95	1.75	1.25
6 spots (2 per day)	2.90	1.90	1.70	1.20
9 spots (3 per day)	2.70	1.75	1.55	1.15
15 spots (5 per day)	2.50	1.60	1.40	1.10
24 spots (8 per day)	2.30	1.45	1.25	1.00

1 week:

5 spots (1 per day)	2.90	1.90	1.70	1.15
10 spots (2 per day)	2.80	1.85	1.65	1.10
15 spots (3 per day)	2.60	1.65	1.45	1.05
25 spots (5 per day)	2.40	1.50	1.30	1.00
40 spots (8 per day)	2.20	1.35	1.15	.95

4 weeks:

20 spots (1 per day)	2.80	1.75	1.55	1.10
40 spots (2 per day)	2.70	1.65	1.45	1.05
60 spots (3 per day)	2.50	1.50	1.30	1.00
100 spots (5 per day)	2.30	1.35	1.15	.95
160 spots (8 per day)	2.10	1.20	1.00	.90

13 weeks:

60 spots (1 per day)	2.60	1.50	1.30	1.00
120 spots (2 per day)	2.50	1.45	1.25	.95
180 spots (3 per day)	2.35	1.35	1.15	.90
300 spots (5 per day)	2.20	1.25	1.05	.85
480 spots (8 per day)	2.00	1.20	1.00	.75

Rates after 7:00 p.m. each day are reduced 50%.  
**SPECIAL FEATURES**  
News Service—UPI.  
"Ohio-Go-Round" with John Terry. Mutual news-casts.  
**Participating Programs**  
"Farm Hour"—5:30 a.m. to 7:00 a.m.  
"Early Bird"—7:00 a.m. to 9:00 a.m.  
**POLITICAL**  
1 time rates apply.

# ASHTABULA (1 AM; 1 FM)

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

## WICA (Established 1937)

Rates effective January 1, 1957.  
Rates received January 7, 1957.  
Owned and operated by WICA, Inc.  
**Personnel**  
General Manager—John Collin.  
Station Manager—D. W. Fassett.  
Sales & Adv. Mgr.—Irvine Bleasdale.  
**Representatives**  
Thomas F. Clark Company, Inc.  
**Mailing Instructions**  
Business Office, Studio at Transmitter—P. O. Box 372, Ashtabula, Ohio. Wy 3-2126.  
Transmitter—3-1/2 miles from Ashtabula on Ashtabula Jefferson Road.  
**Wave—Power—Time**  
Operating power—5,000 watts days; 1,000 watts nights.  
Frequency—970 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.

Operating schedule: 6:30 a.m. to 11:15 p.m. week days; 8:00 a.m. to 11:15 p.m. Sundays.

**FM Facilities**  
Effective radiated power—40,000 watts.  
Frequency—103.7 megacycles; channel 279.  
Antenna height—260 feet above average terrain.  
**Agency Commission**  
15% to recognized agencies on station time; no cash discount. Bills for gross charges rendered monthly and payable within 20 days.  
**General Advertising**  
Accepts AAAA copyrighted contract.  
FM operated in conjunction with AM.  
BMI, SESAC and ASCAP licenses.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time....	70.00	42.00	26.00	19.50	15.00	9.00
13 times...	68.25	40.95	25.35	19.00	14.60	8.75
26 times...	66.50	39.90	24.70	18.50	14.25	8.55
52 times...	63.00	37.80	23.40	17.55	13.50	8.10
104 times...	59.50	35.70	22.10	16.55	12.75	7.65
156 times...	56.00	33.60	20.80	15.60	12.00	7.20
260 times...	52.50	31.50	19.50	14.50	11.25	6.75
312 times...	49.00	29.40	18.20	13.50	10.50	6.30

**SPECIAL FEATURES**  
News Service—UPI, regional press and local news. News every hour. Complete weather service, local and national.  
Farm Front—6:30 a.m. weekdays.  
Sports—Cleveland Indians, Cleveland Browns and local sportscasts available.

**POLITICAL**  
Accepted at regular rates providing payment is made in advance of each presentation and proper request forms are presented. Write station for request forms.  
**TRANSCRIPTIONS**  
Library Service—Thesaurus.

# ATHENS

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

## WATH (Established 1950)

Rates effective July 1, 1952.  
Rates received July 7, 1952.  
Owned and operated by Radio Athens.  
**Personnel**  
General Manager—Andrew H. Kovian.  
**Representatives**  
George T. Hopewell, Inc.  
**Mailing Instructions**  
Business Office and Studio—P. O. Box 527, Athens, Ohio, telephone 3-1587, 3-1588.  
Transmitter—Route No. 33, north of Athens, Ohio

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—970 kilocycles.  
Non-directional.  
Daylight Saving Time not 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 month.  
**General Advertising**  
Accepts AAAA copyrighted contract.  
Maximum contract length is 52 weeks.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min. (*)
1 time....	39.00	23.40	13.00	11.70	9.10	5.20
30 times...	37.05	22.23	12.35	11.05	8.45	4.76
60 times...	35.40	21.06	11.70	10.40	7.80	4.55
90 times...	33.15	19.89	11.05	9.75	7.15	4.45
180 times...	31.20	18.72	10.40	9.10	6.50	4.16
360 times...	29.25	17.55	9.75	8.45	5.85	3.90

(\*) Station break.  
**SPECIAL FEATURES**  
News Service—UPI. Local news staff, newscasts every hour.  
**Participating Programs**  
"Rise 'N Shine"—6:30 a.m. to 9:00 a.m., Monday through Saturday.  
"Roundup Time"—10:00 a.m. to 11:15 a.m.  
"Music from Logan Studios"—1:00 p.m. to 2:00 p.m.  
"Club 970"—2:00 p.m. to 4:00 p.m.  
"Hit Parade"—4:00 p.m. to 4:45 p.m.  
**POLITICAL**  
Regular rates and frequency discounts apply; payment in advance.

**ATHENS**  
Closing Time 48 hours in advance of broadcast.

# BELLAIRE

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

## See Wheeling, W. Va.

# BELLEFONTAINE

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

## WOHP (Established 1951)

Rates effective November 1, 1951. (Card No. 1.)  
Rev. (effective date April 1, 1957. Card No. 2.)  
Rec'd December 24, 1957.  
Owned and operated by Lake Erie Radio and TV Corp.  
**Personnel**  
President—Ted Nelson.  
General Manager—R. K. Wood.  
Chief Engineer—Ken Arnold.  
**Representatives**  
Hil F. Best Company.  
**Mailing Instructions**  
Business Office, Studio and Transmitter—East Sandusky St., Bellefontaine, Ohio, telephone 2-5796.

# OHIO

**Wave—Power—Time**  
Operating power—500 watts days.  
Frequency—1390 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Operating schedule: 6:00 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 1st day of month; payable when rendered.

**General Advertising**  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
All rates guaranteed for one year from date of first broadcast, with or without interruption. Time of broadcast subject to other periods to accommodate any program deemed in greater public interest, convenience or necessity.  
Contracts not accepted more than 30 days in advance of initial program. The following rates for all program periods and announcements are based on the number of programs or announcements within one year. Participating announcements may be combined with other announcements for frequency discounts. Maximum length of contract 52 weeks. No periods sold in bulk for resale. Rates subject to change without notice. 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.  
All rates guaranteed for one year from date of first broadcast, with or without interruption.  
Length of commercial copy:

5 minutes.....	1:45	minutes
10 minutes.....	2:15	minutes
15 minutes.....	3:00	minutes
25 minutes.....	4:00	minutes
30 minutes.....	4:15	minutes
60 minutes.....	7:00	minutes

	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time....	36.00	20.00	15.00	10.00	6.00
26 times...	35.00	19.00	14.00	9.50	5.50
52 times...	33.00	18.00	13.00	9.00	5.00
104 times...	29.00	15.00	12.00	8.50	4.50
156 times...	25.00	14.00	10.00	8.00	4.00

Hourly rates on request.

**SPECIAL FEATURES**  
News Service—UPI. Rates on request.  
Farmer's almanac, time signals, weather forecasts and temperature reports, sports programs, football and other events.  
**Participating Announcements**  
Placed at station option. Rates on request.

**POLITICAL**  
Regular rates apply.  
**TRANSCRIPTIONS**  
Instantaneous reference recordings—five minute programs or longer, one recording for each 13 weeks series or one reording of program change during series, no charge. Additional recordings—5, 10 or 15 minute programs, each 8.00; 30 minute programs, each 16.00.

**ADVERTISEMENT**  
**WLW—Cincinnati**  
WLW serves Bellefontaine, O. in primary fashion with 66% weekly daytime coverage (NCS No. 2 1956) and a signal of at least 2 MV/M.  
Allocate 1.0% of WLW Radio Spot Rate to this market. For example:  
CLASS "A"  
1-minute: Pro-Rated Cost:  
260 time rate..... \$58.00 Cost ..... \$ .58  
See WLW under Cincinnati section.

# BOWLING GREEN

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

## WTLG (Established 1954)

Rates effective .....  
Rates received November 5, 1958.  
Owned and operated by Howard R. Ward.  
**Personnel**  
Manager—Howard R. Ward.  
**Representatives** None.  
**Mailing Instructions**  
Business Office and Studio—Broadcast Bldg., Dirlam Rd., Bowling Green, Ohio, telephone 3-8021.  
Toledo Offices and Studios—Waldorf Hotel, Toledo, Ohio, Cherry 8-6408.  
Transmitter—Dirlam Rd., 2-1/2 miles west of Bowling Green off U. S. Route 6.

**Wave—Power—Time**  
Operating power—250 watts days.  
(C. P. 1,000 watts).  
Frequency—730 kilocycles.  
Directional.  
Licensed to operate daytime on clear channel.  
Operates on Eastern Standard Time.  
Operating schedule: 6:00 a.m. to local sunset.  
**Agency Commission**  
15% to recognized agencies on net charges for station time; no cash discount. All bills payable when rendered.  
(This listing continued on next page)

# OHIO

## Bowling Green—W T L G—Continued

### General Advertising

Contracts for more than 52 weeks not acceptable. Beer and wine advertising accepted.

#### SPOT ANNOUNCEMENTS

\*1 minute live, 130 words:

13 times.....	125.00	156 times.....	1,175.00
26 times.....	235.00	260 times.....	1,800.00
52 times.....	445.00	312 times.....	2,025.00
104 times.....	835.00	500 times.....	3,000.00

(\* Station will prepare special recorded spots with jingle at no charge in absence of transcriptions. Not more than 4 announcements per 1/4 hour segment. No double spotting. When above frequency is run Monday through Saturday a bonus of Sunday is given free when time is available.

#### PERSISTENT DISCOUNT PLAN

	4 weeks	8 weeks	13 weeks	26 weeks
	(28 days)	(56 days)	(91 days)	(182 days)
Per day:	204.00	384.00	585.00	1,090.00
1 time.....	384.00	720.00	1,090.00	2,000.00
2 times.....	558.00	1,054.00	1,590.00	2,575.00
3 times.....	720.00	1,280.00	1,960.00	3,125.00
4 times.....	990.00	1,560.00	2,240.00	3,550.00

Not subject to frequency discount and must be run in consecutive weeks.

#### IMPACT SATURATION PLAN

Per week:	150.00	50 times.....	275.00
20 times.....	200.00	60 times.....	300.00
30 times.....	240.00		

Not subject to frequency discount. Subject to availabilities and the right is reserved to change from any specified time.

#### SPECIAL FEATURES

News Service—AP. News on the hour and half hour from 6:00 a.m. to 8:00 a.m., news hourly thereafter.

#### Participating Programs

"Sunny Side Up"—6:00 a.m. to 9:00 a.m. Monday through Saturday.  
 "Neighborhood Reporter"—10:05 a.m. to 11:00 p.m.; 1:30 p.m. to 2:30 p.m. Monday through Saturday.  
 "Farm Show"—12:15 p.m. to 12:45 p.m. Monday through Saturday. Grain and livestock prices three times daily.

#### POLITICAL

Regular rates and frequency discounts apply. All political advertising copy must be submitted 48 hours in advance. Cash payment 48 hours in advance.

# CAMBRIDGE

Guernsey County—Map Location F-6

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

## WILE

(Established 1948)

Rates effective January 1, 1948. (Card No. 1.)

Owned and operated by Land O' Lakes Broadcasting Corp.

### Personnel

Pres. & Gen'l Mgr.—Howard A. Donahoe.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—917 Beatty Ave., Cambridge, Ohio, telephone 4-5606.  
 Transmitter—Cambridge, Ohio.

### Wave—Power—Time

Operating power—1,000 watts days.

Frequency—1270 kilocycles.

Non-directional.

Licensed to operate daytime only.

Operates on Eastern Standard Time.

Operating schedule: 6:30 a.m. to local sunset week days; 7:30 a.m. to local sunset Sundays.

### Agency Commission

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

### General Advertising

Affiliated with Keystone Network.

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. Participating announcements may be combined with other announcements for frequency discounts. Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption. No period sold in bulk for resale.

All program units 30 seconds less than indicated.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	68.00	40.80	23.80	15.30	8.00
26 times..	64.60	38.95	22.60	14.55	7.60
52 times..	61.35	36.80	21.45	13.80	7.20
104 times..	58.30	35.00	20.40	13.10	6.85
156 times..	55.30	33.20	19.35	12.45	6.50
260 times..	52.50	31.50	18.40	11.80	6.20
312 times..	49.85	29.90	17.45	11.20	5.90

(\* 100 words or less.

#### SPECIAL FEATURES

News Service—AP and local news. Time signals, weather forecasts, temperature reports, football, special events and sport programs—rates on request.

#### Participating Programs

Rates and details on request.

#### POLITICAL AND RELIGIOUS

Regular rates apply.

#### TRANSCRIPTIONS

Library Service—Standard.

# CAMPBELL

Mahoning County—Map Location G-4

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

## See Youngstown

# CANTON (3 AM; 1 FM)

Stark County—Map Location F-5

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

## WAND

(Established 1947)



Rates effective.....

Rates received May 5, 1958.

Owned and operated by Dover Broadcasting Co., Inc.

### Personnel

General Manager—W. B. Stels.

Assistant Manager—Richard L. Doll.

### Representatives

Breen & Ward.

### Mailing Instructions

Business Office and Studio—Tuscarawas and High,

Canton, Ohio, Glendale 6-8396.

Transmitter—Canton, Ohio.

### Wave—Power—Time

Operating power—500 watts days.

Frequency—990 kilocycles.

Non-directional.

Licensed to operate daytime only.

Operates on Eastern Standard Time.

Operating schedule:

Jan... 7:45 a.m.-5:15 p.m. July \*6:00 a.m.-9:00 p.m.

Feb... 7:15 a.m.-6:00 p.m. Aug. \*6:30 a.m.-8:30 p.m.

Mar... 6:45 a.m.-6:30 p.m. Sept. \*7:00 a.m.-7:30 p.m.

April 5:45 a.m.-7:00 p.m. Oct... 6:30 a.m.-5:45 p.m.

May \*6:15 a.m.-8:30 p.m. Nov... 7:15 a.m.-5:15 p.m.

June \*6:00 a.m.-9:00 p.m. Dec... 7:45 a.m.-5:00 p.m.

(\* Daylight Saving Time.

### Agency Commission

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

### General Advertising

Affiliated with Mutual Broadcasting System.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

Beer and wine advertising accepted.

	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time.....	45.00	30.00	25.00	15.00	8.00	7.00
26 times....	40.50	27.00	22.50	13.50	7.20	6.30
52 times....	38.25	25.50	21.25	12.75	6.80	5.95
104 times....	36.00	24.00	20.00	12.00	6.40	5.60
156 times....	32.50	22.50	18.75	11.25	6.00	5.25
260 times....	31.50	21.00	17.50	10.50	5.60	4.90
312 times....	27.00	18.00	15.00	9.00	4.80	4.20

#### PACKAGE RATES

Per week:	1 min.	30 sec.	10 sec.
5 times per week.....	40.00	35.00	.....
10 times per week.....	75.00	70.00	.....
15 times per week.....	80.00	75.00	.....
20 times per week.....	90.00	85.00	.....
25 times per week.....	120.00	105.00	.....
50 times per week.....	225.00	190.00	150.00
100 times per week.....	450.00	375.00	300.00

Per month:	1 min.	30 sec.	10 sec.
5 times per month.....	40.00	35.00	.....
10 times per month.....	75.00	70.00	.....
15 times per month.....	115.00	110.00	.....
20 times per month.....	155.00	140.00	.....
25 times per month.....	170.00	150.00	.....
50 times per month.....	280.00	225.00	.....
100 times per month.....	480.00	450.00	400.00
200 times per month.....	925.00	800.00	650.00
400 times per month.....	1,800.00	1,500.00	1,200.00

1 year, each:  
 500 times per year..... 4.75 4.00 3.25  
 1000 times per year..... 4.50 3.75 3.00

#### Combination Rates

Sold in combination with WJER, Dover, Ohio. Rates on request.

#### SPECIAL FEATURES

News Service—AP, local news staff. Newscasts every hour. Time, weather, and temperature; singing jingles available; no extra charge.

#### FOREIGN LANGUAGES

Commercial foreign language broadcasts are acceptable.

#### POLITICAL

Regular rates apply. Payment in advance.

## WCMW

(Established 1946)

Rates effective December 1, 1954. (Card No. 7.)

Rates received November 13, 1954.

Card received December 21, 1954.

Owned and operated by the Stark Broadcasting Corp.

### Personnel

President—S. L. Huffman.

General Manager—Clark L. Dozer.

Station Manager—Jack R. Haje.

### Representatives

New York & Chicago—Jack Masla & Co., Inc.

Detroit—McGavren-Quinn Corporation.

Ohio—Ohio Stations Representatives.

### Mailing Instructions

Business Office, Studio and Transmitter—4601 Hills & Dales Rd., N. W., Canton 8, Ohio, Glendale 5-9475.

### Wave—Power—Time

Operating power—1,000 watts days.

Frequency—1060 kilocycles.

Non-directional.

Licensed to operate daytime.

Operates on Eastern Standard Time.

Daylight Saving Time observed.

### Agency Commission

15% to recognized agencies on gross time cost if paid by the 20th; no cash discount. Talent, news and library services not commissionable. Bills due and payable when rendered.

### General Advertising

Accepts AAAA copyrighted contract.

Rates 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. Programs and announcements cannot be combined to earn frequency discounts.

Length of commercial copy:	
5 minutes.....	1:10 minutes
10 minutes.....	2:10 minutes
15 minutes.....	3:00 minutes
30 minutes.....	4:00 minutes
60 minutes.....	6:00 minutes

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

	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	37.05	24.70	18.53	12.35
26 times....	60.12	36.07	24.05	18.04	12.02
52 or more times....	58.50	35.10	23.40	17.55	11.70

#### ANNOUNCEMENT RATES

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

1-minute or less:	
1 time.....	8.50 104 times..... 6.90
26 times.....	7.90 260 times..... 6.55
52 times.....	7.40 312 or more times..... 6.15

#### SPECIAL FEATURES

News Service—UPI and local news. Newscasts—News on the hour and headlines on the half hour, plus reports from Newsmobile. Rates on request.

#### Participating Programs

"Bob Montgomery Show"—7:45 a.m. to 9:55 a.m. Monday through Friday. Top 60.

"Gene Dillon Show"—10:00 a.m. to 1:55 p.m. Monday through Friday. Top 60.

"Tom Griffiths Show"—2:00 p.m. to 5:00 p.m. Monday through Friday. Top 60.

"Tangent" with Joe Saxon—7:45 a.m. to 9:55 a.m. Saturday. Top 60.

#### POLITICAL

Regular rates apply; payable in advance.

#### FOREIGN LANGUAGES

Details on request. Original copy and translation of all material must be submitted at least 48 hours prior to broadcast time.

#### TRANSCRIPTIONS

Library Service—World.

#### Closing Time

Contracts should be closed two weeks in advance of first broadcast. Program copy should be submitted one week prior to broadcast. Live commercial copy should be submitted 48 hours prior to broadcast. Transcribed commercial material should be submitted one week in advance to permit checking and receipt of replacement if necessary.

## WHBC

(Established 1925)

# ABC Radio Network



Rates effective October 1, 1957. (Card No. 7.)

Card received August 30, 1957.

Owned and operated by Ohio Broadcasting Company.

### Personnel

President—Eugene Carr.

Manager—Robert C. Fehlman.

Commercial Manager—Paul E. Glimor.

Program Director—Lee Atwell.

### Representatives

Venard, Rintoul & McConnell, Inc.

West Coast—Duncan A

**Canton—W H B C—Continued**

**ANNOUNCEMENTS**  
One minute or less

**CLASS "A"**  
(6:59 a.m. to 11:30 p.m.)

1 time.....	10.00	312 times.....	7.50
26 times.....	9.50	624 times.....	7.00
52 times.....	9.00	1000 or more times.....	6.50
104 times.....	8.50		
260 times.....	8.00		

**CLASS "B"**  
(11:30 p.m. to 6:59 a.m.)

1 time.....	6.00	312 times.....	4.50
26 times.....	5.70	624 times.....	4.20
52 times.....	5.40	1000 or more times.....	3.90
104 times.....	5.10		
260 times.....	4.80		

60 seconds transcribed or 150 words live; station break—20 seconds transcribed or 50 words live.

**WEEKEND SATURATION PLAN**  
Announcements will be scheduled at station discretion from Saturday 6:00 a.m. through Sunday 11:59 p.m. only. These announcements may not be combined with regularly scheduled announcements for frequency discounts.

Plan No. 1 10-announcements.....	60.00
Plan No. 2 20-announcements.....	110.00

**SPECIAL FEATURES**

**News Service—AP.**  
**Participating Programs**  
"Town and Country"—6:00 a.m. to 7:00 a.m. Monday through Saturday. Features Bob Krahling. Rural program.  
"Top of the Morning" with Bill Karrenbar—8:15 a.m. to 8:55 a.m. Monday through Saturday. Music, time and weather.  
"Feminine Fancy" with Carol Adams—10:30 a.m. to 11:00 a.m. Monday through Friday. Woman's feature.  
"Mid-Day" with Bob Krahling—11:00 a.m. to 12:30 p.m. Monday through Friday. Music.  
"Homeward Bound" with Jim Roberts—3:30 p.m. to 5:40 p.m. Monday through Friday. Music, ball scores, news, weather and driving conditions.  
"Cavalcade" with Jim Burnett—6:35 p.m. to 6:55 p.m. Monday through Friday. Community activities, hobbies, and recreational information.  
"Show Time" with Chuck Craig and Jim Burnett—7:15 p.m. to 7:45 p.m. Monday through Friday.  
"Hour of Sterling"—9:00 p.m. to 10:00 p.m. Monday through Friday with Jim Burnett.  
"Sweet and Swing"—10:00 p.m. to 11:00 p.m. Monday through Friday.

**POLITICAL**  
Political commercial broadcasts are accepted at regular rates. Consult management concerning station policy governing political broadcasts.

**CHILlicothe (2 AM)**

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

**WBEX**  
(Established 1947)



Rates received June 3, 1957.  
Rev. rec'd December 6, 1957.  
Owned and operated by Shawnee Broadcasting Co.  
**Personnel**  
President—Truman A. Morris.  
**Representatives**  
Thomas F. Clark Company, Inc.  
Ohio Stations Representatives.  
**Mailing Instructions**  
Business Office and Studio—P.O. Box 244, Carlisle Hill, Chillicothe, Ohio, telephone PR. 3-2244.  
Transmitter—Pohlman Road, Carlisle Hill, Chillicothe, Ohio.  
**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1490 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:00 a.m. to midnight daily; 7:00 a.m. to midnight Sunday.

**Agency Commission**  
15% to recognized advertising agencies on time only; no cash discount. Bills are rendered monthly by the 10th.

**General Advertising**  
Affiliated with Mutual Broadcasting System, Inc. Accepts AAAA copyrighted contract. Discounts are allowed retroactively on the number of broadcasts made within the contract year. Length of commercial copy conforms to the code of practices of NAB. Rates 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.

**CLASS "A"**  
(7:00 a.m. to 7:00 p.m. Monday through Friday)

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time....	30.00	23.00	14.00	11.00	8.00	4.00
13 times..	29.50	21.85	13.30	10.45	7.60	3.90
26 times..	29.00	20.70	12.60	9.90	7.20	3.75
52 times..	28.50	18.40	11.20	8.80	6.40	3.50
104 times..	28.00	16.00	9.80	7.70	5.60	3.10
156 times..	26.00	14.95	9.10	7.15	5.20	2.90
208 times..	24.00	13.30	8.40	6.60	4.80	2.75
260 times..	22.00	12.65	7.70	6.05	4.40	2.50
312 times..	20.00	11.50	7.00	5.50	4.00	2.25
520 times..	18.00	10.00	5.75	4.50	3.00	2.10
936 times..	8.50	5.00	4.00	2.50	2.00	
1248 times..	7.00	4.50	3.50	2.00	1.85	

**CLASS "B"**  
(6:00 a.m. to 7:00 a.m. and 7:00 p.m. to 11:00 p.m. Monday through Friday; 7:00 a.m. to 7:00 p.m. Saturday)

1 time....	20.00	11.50	7.00	5.50	4.00	2.00
13 times..	19.00	11.00	6.70	5.25	3.80	1.95
26 times..	18.00	10.50	6.40	5.00	3.60	1.90
52 times..	16.00	10.00	6.10	4.75	3.40	1.85
104 times..	14.00	9.50	5.80	4.50	3.20	1.80
156 times..	13.00	9.00	5.50	4.25	3.00	1.75

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
208 times..	12.00	8.50	5.20	4.00	2.80	1.70
260 times..	11.00	8.00	5.00	3.85	2.60	1.65
312 times..	10.00	7.50	4.80	3.70	2.40	1.60
520 times..	7.00	4.60	3.50	2.20	1.55	
936 times..	6.50	4.40	3.30	2.00	1.50	
1,040 times..	6.25	4.30	3.25	1.90	1.50	
1,248 times..	6.00	4.20	3.15	1.80	1.45	

**CLASS "C"**  
(11:00 p.m. to 6:00 a.m. Monday through Friday; 7:00 p.m. to 1:00 a.m. Saturday; 7:00 a.m. to midnight Sunday)

1 time....	10.00	3.50	2.75	2.00	1.00
13 times..	9.75	6.50	3.35	2.60	1.90
26 times..	9.50	6.25	3.20	2.50	1.80
52 times..	9.25	6.00	3.05	2.35	1.70
104 times..	9.00	5.75	2.90	2.25	1.60
156 times..	8.75	5.50	2.75	2.10	1.50
208 times..	8.50	5.25	2.60	2.00	1.40
260 times..	8.25	5.00	2.50	1.90	1.30
312 times..	8.00	4.75	2.40	1.85	1.20
520 times..	4.50	2.30	1.80	1.10	.75
936 times..	4.35	2.20	1.75	1.00	.75
1,040 times..	4.20	2.10	1.70		
1,248 times..	4.05	2.00	1.65		

**Tag Packages**  
30-second maximum, 7 days per week:

30 consecutive days	30 sec.	15 sec.
3 daily.....	112.50	76.50
each.....	1.25	.85
5 daily.....	180.00	112.50
each.....	1.20	.75
10 daily.....	345.00	210.00
each.....	1.15	.70
15 daily.....	495.00	270.00
each.....	1.10	.60
20 daily.....	630.00	335.00
each.....	1.05	.55
25 daily.....	750.00	375.00
each.....	1.00	.50

**Saturation Charges Per day**

	1 min.	30 sec.	15 sec.
5 daily.....	12.50	6.25	3.75
each.....	2.50	1.25	.75
10 daily.....	23.50	12.50	7.50
each.....	2.35	1.25	.75
15 daily.....	33.00	18.75	11.25
each.....	2.20	1.25	.75
20 daily.....	40.00	25.00	14.00
each.....	2.00	1.25	.70
25 daily.....	46.25	31.25	16.25
each.....	1.85	1.25	.65

**Run-of-Schedule**  
One minute or less, 7 days per week:

Total	Spots daily	Total	Each
30 spots.....	1 per day.....	75.00	2.50
60 spots.....	2 per day.....	141.00	2.35
90 spots.....	3 per day.....	198.00	2.20
120 spots.....	4 per day.....	240.00	2.00
150 spots.....	5 per day.....	277.50	1.85

**SPECIAL FEATURES**

**News Service—UPI.**  
Remote broadcasts—Information on request.  
Many Mutual programs available for sponsorships.  
**Participating Programs**  
"Dawn Patrol"—5:00 a.m. to 7:00 a.m. Monday through Saturday.  
"Hi Time"—7:00 a.m. to 8:00 a.m. Monday through Friday.  
"Coffee Time"—with Al Battelger—8:00 a.m. to 9:00 a.m.  
"Town Crier"—12:10 p.m. to 12:15 p.m. Monday through Friday.  
"Infant Shop"—12:25 p.m. to 12:30 p.m. Monday through Friday.  
"Country Store"—12:35 p.m. to 12:40 p.m. Monday through Friday.  
"Afternoon Shift"—3:05 p.m. to 5:00 p.m. Monday through Friday.  
"Top Tunes" with Don Hughes—5:00 p.m. to 5:55 p.m.  
High school football and basketball games are available live and taped—dates on request.  
Cincinnati Red Legs baseball games are carried in season.

**POLITICAL**  
Commercial political broadcasts are acceptable under regular frequency discount date. Announcements and programs are acceptable. All candidates must be legally qualified.

**TRANSCRIPTIONS**  
Library Service—Standard.  
**Closing Time**  
Broadcast copy and program material must be received 24 hours in advance.

**WCHI**  
(Established 1956)



Rates effective November 1, 1957. (Card No. 1.)  
Card received October 30, 1957.  
Owned and operated by Chillicothe Broadcasting Co.  
**Personnel**  
Partner—Joseph H. McGillivra.  
Partner—Agnes I. McGillivra.  
Station Manager—George J. Fox.  
**Representatives** Joseph Hershey McGillivra, Inc.  
**Mailing Instructions**  
Business Office and Studio—800 Eastern Ave., Chillicothe, Ohio, Prospect 4-3385.

**Wave—Power—Time**  
Operating power—500 watts.  
Frequency—1350 kilocycles.  
Non-directional.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:30 a.m. to local sunset weekdays; 7:00 a.m. to local sunset Sunday.

**Agency Commission**  
15% no cash discount. Bills due and payable 10th of month following broadcast.

**General Advertising**  
Accepts AAAA copyrighted contracts. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Advertising of beer and wine accepted. Announcements and programs cannot be combined for the purpose of earning discounts. Maximum length of contract 1 year.

**OHIO**

	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time....	27.00	18.00	14.40	9.00	5.00
26 times..	25.65	17.10	13.68	8.55	4.75
52 times..	24.30	16.20	12.96	8.10	4.50
104 times..	22.95	15.30	12.24	7.65	4.25
156 times..	21.60	14.40	11.52	7.20	4.00
208 times..	20.25	13.50	10.80	6.75	3.75
312 times..	18.90	12.60	10.08	6.30	3.50
500 times..					

(\*) 1-minute or less.

**SATURATION ANNOUNCEMENT RATES**  
(Run-of-schedule)

1-minute or less:	
25 times, per week.....	67.50
50 times, per week.....	120.00

Saturation announcement schedules cannot be combined with other announcement schedules to earn higher frequency discounts. Sold in 13-week cycles. Less than 13-week cycles, additional, per week, 5%.

**SPECIAL FEATURES**

**News Service—UPI.** Tape recorder for network or local recordings; furnished at no additional cost.  
**Exclusive Local Newscasts**

"Early Morning Edition"—7:30 a.m. to 7:35 a.m. Monday through Friday.  
"The Chillicothe Story"—Noon to 12:15 p.m. Monday through Saturday.  
"First Capitol Evening Edition"—5:00 p.m. to 5:15 p.m. Monday through Saturday.  
**Farm Programming**  
"Farm Market News"—6:30 a.m. to 6:35 a.m. Monday through Saturday.  
"Estimated Farm Market Reports"—7:35 a.m. to 7:40 a.m. Monday through Saturday.  
"Farm Market Reports"—10:30 a.m. to 10:35 a.m. Monday through Saturday.  
"Farm Service of the Air"—12:15 p.m. to 12:45 p.m. Monday through Saturday.

**Audience Participation Programs**  
(Using Beeper System)

"Over the Back Fence"—9:05 a.m. to 9:30 a.m. Monday through Friday.  
"Party Line"—5:30 p.m. to 6:00 p.m. Monday through Saturday.

**Community Service Programs**

"Community Calendar"—7:55 a.m. to 8:00 a.m. Monday through Saturday.  
"Swap Shop"—11:30 a.m. to noon Sunday through Saturday.

**POLITICAL**

Regular rates apply, cash in advance. Political broadcast accepted from legally qualified candidates for public office.  
**Closing Time** 24 hours in advance.

**ADVERTISEMENT**

**WLW—Cincinnati**

WLW serves Chillicothe, O. in primary fashion with 72% weekly daytime coverage (NCS No. 2 1956) and a signal of at least 2 MV/M.  
Allocate 1.8% of WLW Radio Spot Rate to this market. For example:

**CLASS "A"**

1-minute:	Pro-Rated Cost:		
260 time rate.....	\$58.00	Cost.....	\$1.04

See WLW under Cincinnati section.

**CINCINNATI**

(including Covington, Ky., Newport, Ky.)  
(8 AM; 2 FM)

Cincinnati, Hamilton County, Ohio—Map Location A-8  
Covington, Kenton County, Ky.—Map Location H-3 (Ky.)  
Newport, Campbell County, Ky.—Map Location H-3 (Ky.)  
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.

**WCIN**  
(Established 1953)

**Independent Negro**

A Rounsaville Owned Station

Rates effective January 1, 1959.  
Rates received December 3, 1958.  
Owned and operated by Robert W. Rounsaville.  
Home Office—3165 Mathieson Drive, Atlanta 5, Ga.  
**Personnel**  
Owner & Gen'l Mgr.—Robert W. Rounsaville.  
Station Manager—Ralph B. Johnson.  
Nat'l Sales Mgr.—Harold F. Walker.

**Representatives**  
Gill-Perna, Inc.  
South—Dora-Clayton Agency, Inc.

**Mailing Instructions**  
Business Office, Studio and Transmitter—3301 Beekman St., Cincinnati 25, Ohio, Mulberry 1-7600.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1480 kilocycles.

Directional antenna.  
Licensed to operate day time only.  
Operates on Eastern Standard Time.  
Operating schedule: 6:00 a.m. to local sunset.

**Agency Commission**  
15% to recognized agencies; no cash discount. Bills due and payable when rendered. Talent, remote and other charges must be added to station time and are not commissionable.

(This listing continued on next page)



# OHIO

## Cincinnati—WCIN—Continued

**General Advertising**  
 Affiliated with Rounsaville Radio Stations. For Combination rates see listing under Regional Networks and Groups.  
 6 months guaranteed protection from effective date of increase in rates.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Rates are for national advertising.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time	120.00	80.00	50.00	25.00	15.00
50 times	114.00	76.00	47.50	23.70	14.20
100 times	108.00	72.00	45.10	22.50	13.50
150 times	102.60	68.40	42.80	21.40	12.80
250 times	97.50	63.40	39.60	19.80	12.00
300 times	92.50	60.20	37.60	18.80	11.40
500 times	83.50	54.20	33.80	16.80	10.40
750 times	.....	.....	.....	.....	9.40
1000 times	.....	.....	.....	.....	8.50
1500 times	.....	.....	.....	.....	7.60
2000 times	.....	.....	.....	.....	6.80

ID's or "flash" announcements, 8/10 seconds, sold at 50% of the 1-minute rate and cannot be combined with the 1-minute announcements to earn lower rates.

### SPECIAL FEATURES

News Service—UPI and local news.  
 All programs directed to negro market.  
 Affiliated with National Negro Network.

### Participating Programs

"Gospel Melodies"—6:00 a.m. to 7:00 a.m. Monday through Saturday.  
 "Jockey Jack Show"—7:00 a.m. to 9:00 a.m. Monday through Saturday.  
 "Walk in the Valley"—9:00 a.m. to 10:00 a.m. Monday through Saturday.  
 "Bugs Scruggs Show"—10:00 a.m. to 12:00 noon Monday through Friday.  
 "Eddie Castleberry Show"—12 noon to 2:00 p.m. Monday through Friday.  
 "Southland Calling"—2:00 p.m. to 3:00 p.m. Monday through Friday.  
 "Jockey Jack Show"—3:00 p.m. to 5:00 p.m. Monday through Friday.  
 "Bugs Scruggs Show" with Bugs Scruggs—5:00 p.m. to 7:00 p.m. Monday through Saturday.  
 Rates and availabilities for participation or segment sponsorship on request.

### POLITICAL

Regular rates apply.  
**RELIGIOUS**  
 Rates and information on request.

### Closing Time

Broadcast copy and program material must be received 24 hours in advance.

## WCKY

(Established 1929)

# Independent



Rates effective April 1, 1957. (Card No. 18.)  
 Card received March 15, 1957.

Owned and operated by L. B. Wilson, Inc.  
**Personnel** President—C. H. Topmiller.  
 Vice-Pres. & Eastern Sales Mgr.—Thomas A. Welstead.

Program Director—Paul Miller.  
 Local Sales Manager—John Gordon.  
 Promotion Director—Robert M. Fleming.

**Representatives**  
 New York Office—Thomas A. Welstead, 42 E. 52nd St., New York, Eldorado 5-1127, TWX NY 1-1688.  
 Midwest and West Coast—AM Radio Sales Co.

**Mailing Instructions**  
 Business Office and Studios—Hotel Gibson, Cincinnati 1, Ohio, Cherry 1-6565, TWX CI 281.  
 Transmitter—Crescent Springs, Kentucky (one mile from Cincinnati.)

**Wave—Power—Time**  
 Operating power—50,000 watts.  
 Frequency—1530 kilocycles.

Directional—nighttime only.  
 Licensed to operate full time on cleared channel.  
 Operates on Eastern Standard Time.  
 Operating schedule: 24 hours daily.

**Agency Commission**  
 Agency commission 15% to recognized advertising agencies on net charges for time and talent. No cash discount. Bills due and payable when rendered.

**General Advertising**  
 Accepts AAAA copyrighted contract.  
 Rates are for national advertising and include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Six months rate protection guaranteed.  
 Contracts cancelled by advertiser subject to short rate.  
 No foreign language or commercial religious programs accepted.

Length of commercial copy:  
 1 hour..... 9:00 minutes  
 1/2 hour..... 4:30 minutes  
 1/4 hour..... 3:15 minutes  
 10 minutes..... 2:20 minutes  
 5 minutes..... 1:30 minutes

	NEWS	Middle	Closing
5 minutes	Opening	20 wds.	130 wds.
10 minutes	40 wds.	130 wds.	130 wds.
15 minutes	40 wds.	2-130 wds.	60 wds.

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

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	300.00	180.00	120.00	80.00	60.00
26 times	285.00	171.00	114.00	76.00	57.00
52 times	270.00	162.00	108.00	72.00	54.00
104 times	255.00	153.00	102.00	68.00	51.00
260 times	240.00	144.00	96.00	64.00	48.00
312 times	225.00	135.00	90.00	60.00	45.00

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

	1 time	26 times	52 times
1 time	180.00	108.00	72.00
26 times	171.00	102.50	68.50
52 times	162.00	97.00	65.00

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
104 times	153.00	91.50	61.00	46.00	29.00
260 times	144.00	86.50	57.50	43.50	27.00
312 times	135.00	81.00	54.00	40.50	25.00

**CLASS "C"**  
 (9:00 a.m. to 4:00 p.m.; 10:00 p.m. to midnight and 5:30 a.m. to 6:30 a.m.)

	1 time	26 times	52 times	104 times	260 times	312 times
1 time	150.00	90.00	60.00	45.00	30.00	30.00
26 times	143.00	85.50	57.00	42.75	28.50	28.50
52 times	136.00	81.00	54.00	40.50	27.50	27.50
104 times	129.00	76.50	51.00	38.25	25.50	25.50
260 times	122.00	72.00	48.00	35.00	24.00	24.00
312 times	115.00	67.50	45.00	33.75	22.50	22.50

**CLASS "D"**  
 (Midnight to 5:30 a.m.)

	1 time	26 times	52 times	104 times	260 times	312 times
1 time	110.00	65.00	36.00	33.00	22.00	22.00
26 times	105.00	62.00	34.00	31.25	21.00	21.00
52 times	100.00	59.00	32.00	29.75	20.00	20.00
104 times	95.00	56.00	30.00	28.00	19.00	19.00
260 times	90.00	53.00	28.00	26.25	18.00	18.00
312 times	85.00	50.00	26.00	24.75	17.00	17.00

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

	1 min.	30 sec.	20 sec.	10 sec.
1 time	40.00	35.00	30.00	20.00
26 times	38.00	33.00	28.50	19.00
52 times	36.00	31.00	27.00	18.00
104 times	34.00	29.00	25.50	17.00
260 times	32.00	27.00	24.00	16.00
312 times	30.00	25.00	22.50	15.00
500 times	28.00	23.00	21.00	14.00
1,000 times	26.00	21.00	19.50	13.00
1,500 times	24.00	19.00	18.00	12.00

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

	1 time	26 times	52 times	104 times	260 times	312 times
1 time	29.50	25.00	22.00	15.00	15.00	15.00
26 times	28.00	23.75	21.00	14.25	14.25	14.25
52 times	26.50	22.50	20.00	13.50	13.50	13.50
104 times	25.00	21.25	19.00	12.75	12.75	12.75
260 times	23.50	20.00	18.00	12.00	12.00	12.00
312 times	22.00	18.75	17.00	11.25	11.25	11.25
500 times	20.50	17.50	16.00	10.50	10.50	10.50
1,000 times	19.00	16.25	15.00	9.75	9.75	9.75
1,500 times	17.50	15.00	14.00	9.00	9.00	9.00

**CLASS "C"**  
 (9:00 a.m. to 4:00 p.m.; 10:00 a.m. to midnight and 5:30 a.m. to 6:30 a.m.)

	1 time	26 times	52 times	104 times	260 times	312 times
1 time	25.00	22.00	20.00	12.50	12.50	12.50
26 times	23.75	21.00	19.00	11.90	11.90	11.90
52 times	22.50	20.00	18.00	11.30	11.30	11.30
104 times	21.25	19.00	17.00	10.70	10.70	10.70
260 times	20.00	18.00	16.00	10.10	10.10	10.10
312 times	18.75	17.00	15.00	9.50	9.50	9.50
500 times	17.50	16.00	14.00	8.90	8.90	8.90
1,000 times	16.25	15.00	13.00	8.30	8.30	8.30
1,500 times	15.00	14.00	12.00	7.70	7.70	7.70

**CLASS "D"**  
 (Midnight to 5:30 a.m.)

	1 time	26 times	52 times	104 times	260 times	312 times
1 time	15.00	13.50	12.00	6.75	6.75	6.75
26 times	14.25	12.80	11.40	6.40	6.40	6.40
52 times	13.50	12.20	10.80	6.05	6.05	6.05
104 times	12.75	11.50	10.20	5.75	5.75	5.75
260 times	12.00	10.80	9.60	5.40	5.40	5.40
312 times	11.25	10.10	9.00	5.05	5.05	5.05
500 times	10.50	9.40	8.40	4.75	4.75	4.75
1,000 times	9.75	8.70	7.80	4.40	4.40	4.40
1,500 times	9.00	8.00	7.20	4.05	4.05	4.05

**NOTE:** Program time may earn discounts for announcements, but announcements may not earn frequency for program time. 10-second announcements may not earn frequency discounts for longer announcements, but longer announcements may earn frequency for 10-second announcements.

Run-of-schedule announcements: 20% discount from earned frequency rate. May be combined to earn discounts with other announcement schedules except as noted on 10-second announcements. No 20% discount for run-of-schedule allowed on announcements scheduled between 6:30 a.m. and 9:00 a.m. or 4:00 p.m. to 7:00 p.m., or to 10-second announcement rates, or saturation plans, or weekend plans.

Various product announcements run within a contract year for a single advertiser may be combined to earn frequency discounts. Such advertiser may sign a new contract for the second consecutive year at the same earned frequency discount subject to short rate to the rate earned in the second year, if the schedule is interrupted, suspended or cancelled.

**ANNOUNCEMENT PACKAGE PLANS**  
 No additional frequency discount. Cannot be combined with other announcement or program schedules to earn frequency discount.

**SATURATION PLAN**  
 (Run-of-schedule 9:00 a.m. to 4:00 p.m.)

	1 min.	30 sec.	20 sec.	10 sec.
10 ann. per week	160.00	144.00	128.00	80.00
15 ann. per week	233.00	210.00	187.50	117.00
20 ann. per week	300.00	272.00	244.00	152.00
25 ann. per week	360.00	330.00	298.00	185.00
30 ann. per week	420.00	384.00	348.00	216.00

**SPECIAL FEATURES**  
 News Service—UPI and local news.  
 Weekend Traffic, Weather & Where To Go Plan (6:30 a.m. to 7:00 p.m. Saturday and 10:00 a.m. to 7:00 p.m. Sunday)

Copy length: 10 words opening, 1 minute closing.  
 Per weekend:

	10 times	15 times	20 times
10 times	115.00	25 times..... 250.00	20 times..... 285.00
15 times	165.00	30 times..... 285.00	20 times..... 210.00

**Weekend News Headlines Plan**  
 (As available, 8:30 a.m. to 5:30 p.m. Saturday and 10:30 a.m. to 5:30 p.m. Sunday)

Copy length: 10 words opening, 1 minute closing.  
 Per weekend:

	5 times	10 times	15 times
5 times	80.00	15 times..... 165.00	10 times..... 115.00

**Weekend News Plan**  
 (As available, 9:00 a.m. to 5:00 p.m. Saturday and 10:00 a.m. to 5:00 p.m. Sunday)

5 minute newscasts:  
 5 times..... 100.00 15 times..... 255.00  
 10 times..... 170.00

**POLITICAL**  
 Political broadcasts accepted from legally qualified candidates for public office. Regular rates apply.

### Closing Time

Station does not guarantee exact time for announcements but will meet advertiser's desire wherever feasible. All copy must be in hands of station 48 hours in advance of broadcast time.

## WCPO

(Established 1922)

# THE JOHN BLAIR STATION

# Independent



Rates effective February 3, 1958. (Card No. 12.)  
 Card received January 31, 1958.

Operated by Scripps-Howard Radio, Inc. Affiliated with the Cincinnati Post-Times Star.

**Personnel**  
 Vice-Pres. & Gen'l Mgr.—M. C. Watters.  
 Ass't General Manager—Glenn Clark Miller.  
 Station Director—Patrick H. Crafton.  
 National Sales Manager—Patrick H. Crafton.  
 Program Director—William Dawes.  
 Promotion Director—Jack Fogarty.

**Representatives**  
 John Blair & Company.

**Mailing Instructions**  
 Business Office and Studio—2345 Symmes St., Cincinnati 6, Ohio, Capitol 1-0777.  
 Studio—2345 Symmes St., Cincinnati, Ohio.  
 Transmitter—Daylight Building, 6th and Court, Cincinnati, Ohio.

**Wave—Power—Time** Operating power—250 watts.  
 Frequency—1230 kilocycles.  
 Non-directional.

Licensed to operate full time on local channel.  
 Operates on Eastern Standard Time.  
 Operating schedule: 18 hours daily.

**Agency Commission**  
 Agency commission 15% to recognized agencies on station time only, providing remittance is made on or before 10th day of the month. No cash discount.

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

Announcements of 1-minute or less may not be combined with newscasts or news headlines to earn frequency discounts. Participation in special events does not entitle advertiser to any discount on regular schedule.

No contract accepted for longer than a year. Station reserves right to discontinue any broadcast for reasons sufficient to the station.

2 weeks' prior written notice required for cancellation of any schedule. All rates quoted herein are guaranteed for 26 weeks from date of any announced rate increase.





**SPOT RADIO FACTS**  
for the  
**CINCINNATI**  
**RADIO AREA**

**WKRC**

(Cincinnati's Baseball Station)

42 counties in the Greater Cincinnati area — 776,750 households. 2,574,700 people with spendable income of \$4,691,310,000 who spend \$3,033,699,000 annually.

**MARKET DATA**

**WKRC IS FIRST IN CINCINNATI . . .**  
in 61.1% of the quarter hours from 6:00 AM until midnight, Monday through Friday (Pulse Sept.-Oct. 1958).

**PROGRAMMING THAT SELLS!**

"Put" a little more into WKRC . . . and "Take" a lot more out of Cincinnati with the sellingest proved sales-pullers in the Queen City!

WKRC's audience is the entire family. And that's where the spending money comes from!

**TYPICAL "SELL" PROGRAMS**  
(participations available)

**Stan Matlock's "Magazine of the Air"** the "Wake-up" and Morning Show  
**Helen Nugent Show** for housewives from 11:15 AM

**Jack Remington Show**—best in records mid-and late afternoon

**Ted McKay Show**—top tunes, 5:15 PM  
**"Party Line"**—phone calls from 7:00 PM

News Programs with depth — direct from the WKRC News Room.



**WKRC**  
Cincinnati's Baseball Station

**550 KC**

Affiliated with  
**WTVN-TV-AM**  
Columbus, Ohio  
**WBRC-TV-AM**  
Birmingham, Ala.  
**WKYT-TV**  
Lexington, Ky.

Represented by  
**THE KATZ AGENCY**

**WKRC**  
(Established 1923)  
**CBS Radio Network**



**A Taft Station**  
Rates effective February 1, 1958. (Card No. 11.)  
Rates received December 9, 1957.  
Owned and operated by Radio Cincinnati, Inc.  
Personnel: General Manager—Hubbard Hood.  
Vice Pres. & Dir. of Nat'l. Sales, Taft Stations—Ken Church, Woodburn 1-0550, Cincinnati, Ohio.  
Nat'l Sales Mgr., Taft Stations—Don Chapin c/o WKRC, Hotel Alms, Cinn. 6, Ohio, Woodburn 1-0550.  
Local Sales Manager—Herbert M. Heilbrun.  
Program Director—Ed Kennedy.  
Representatives—The Katz Agency, Inc.

**Mailing Instructions**  
Business Office and Main Studio—Alms Hotel, Wm. H. Taft Road and Victory Parkway, Cincinnati 6, Ohio, Woodburn 1-0550.  
Transmitter—Alms Hotel, Wm. H. Taft Road and Victory Parkway, Cincinnati 6, Ohio.

**Wave—Power—Time**  
Operating power—5,000 watts days; 1,000 watts nights.  
Frequency—550 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate full time on cleared regional channel.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:30 a.m. to 1:00 a.m. Monday through Saturday; 7:00 a.m. to 1:00 a.m. Sunday.

**Agency Commission**  
15% on net time charges to agency recognized by station. No cash discount. Bills due and payable when issued.

**General Advertising**  
For combination rates see CBS Radio Network (Basic Network).  
Rates are for national advertising and include music copyright fees, BMI, ASCAP and AMP licenses. Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate. Advertising of alcoholic beverages not accepted, excepting beer and wines.  
Contracts accepted for maximum of one year and must start in 30 days. All contracts subject to cancellation on 14 days notice for announcements and 28 days' notice for programs. Contracts cancelled by advertiser subject to short rate.  
Station reserves the right to change its rate 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 for the purpose of determining frequency.  
Length of commercial copy:

	Between 6:00 p.m. and 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.
45 minutes.....	4:30 min.	5:45 min.
60 minutes.....	6:00 min.	7:00 min.

**CLASS "A"**  
(7:00 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	50.00
13 times.....	187.20	112.30	74.90	46.80
26 times.....	174.40	104.60	69.80	43.60
52 times.....	161.60	96.90	64.70	40.40
104 times.....	148.80	89.20	59.60	37.20
156 times.....	136.00	81.50	54.50	34.00
260 times.....	127.50	76.50	51.00	32.00

**CLASS "B"**  
(10:00 p.m. to 7:00 a.m.)

	1 time.....	13 times.....	26 times.....	52 times.....	104 times.....	156 times.....	260 times.....
1 time.....	150.00	90.00	60.00	40.00			
13 times.....	139.20	83.50	55.70	37.00			
26 times.....	128.40	77.00	51.40	34.00			
52 times.....	117.60	70.50	47.10	31.50			
104 times.....	106.80	64.00	42.80	28.50			
156 times.....	96.00	57.50	38.50	25.50			
260 times.....	90.00	54.00	36.00	24.00			

**ANNOUNCEMENTS**  
(Minutes or 20-seconds)

**CLASS "A"**  
(7:00 a.m. to 9:00 a.m. Monday through Friday)

	1 time.....	156 times.....	26 times.....	52 times.....	104 times.....
1 time.....	43.00	33.00	40.00	38.00	35.00
156 times.....	156 times.....	33.00	260 times.....	30.00	25.00
26 times.....	40.00	260 times.....	30.00		
52 times.....	38.00	1,000 times.....	25.00		
104 times.....	35.00				

**CLASS "B"**  
(6:30 a.m. to 7:00 a.m.; 9:00 a.m. to 7:00 p.m. Monday through Friday; 6:30 a.m. to 7:00 p.m. Saturday and Sunday)

	1 time.....	156 times.....	26 times.....	52 times.....	104 times.....
1 time.....	36.00	27.00	33.80	31.60	29.40
156 times.....	156 times.....	27.00	260 times.....	25.00	21.00
26 times.....	33.80	260 times.....	25.00		
52 times.....	31.60	1,000 times.....	21.00		
104 times.....	29.40				

**CLASS "C"**  
(6:00 a.m. to 6:30 a.m.; 7:00 p.m. to 10:00 p.m. Monday through Sunday)

	1 time.....	156 times.....	26 times.....	52 times.....	104 times.....
1 time.....	30.00	24.00	28.50	27.00	25.50
156 times.....	156 times.....	24.00	260 times.....	22.50	19.50
26 times.....	28.50	260 times.....	22.50		
52 times.....	27.00	1,000 times.....	19.50		
104 times.....	25.50				

**CLASS "D"**  
(10:00 p.m. to 6:00 a.m. Monday through Sunday)

	1 time.....	156 times.....	26 times.....	52 times.....	104 times.....
1 time.....	25.00	20.00	23.75	22.50	21.25
156 times.....	156 times.....	20.00	260 times.....	18.75	16.25
26 times.....	23.75	260 times.....	18.75		
52 times.....	22.50	1,000 times.....	16.25		
104 times.....	21.25				

Announcements and programs cannot be combined to earn lower rate. All announcements, including participations in special features (see 10-second Announcements, below, for exceptions) may be combined for frequency discount. Announcements adjacent to a higher rate classification take the rate of the higher classification.

**MULTI-SPOT PLANS**  
(All times except 7:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m.)

	(*)	(†)	(‡)
Per week: Each Wkly.	Each Wkly.	Each Wkly.	Each Wkly.
12 spots.....	23.00 276.00	21.00 252.00	17.50 210.00
18 spots.....	22.50 405.00	20.50 369.00	17.25 310.50

	(*)	(†)	(‡)
Per week: Each Wkly.	Each Wkly.	Each Wkly.	Each Wkly.
24 spots.....	22.00 528.00	20.00 480.00	16.75 402.00
(*) 6:30 a.m. to 7:00 a.m. and 9:00 a.m. to 4:00 p.m.			
(†) 6:00 a.m. to 6:30 a.m. and 7:00 p.m. to 10:00 p.m.			
(‡) 10:00 p.m. to 6:00 a.m.			

Announcements in different time brackets may be combined to make up the number of announcements required to earn Multi-Spot Plan rates.

**WEEKEND PLAN**  
(Saturday and Sunday)

	(*)	(†)	(‡)
Each Wkly.	Each Wkly.	Each Wkly.	Each Wkly.
12 spots.....	23.00 276.00	21.00 252.00	17.50 210.00
18 spots.....	22.50 405.00	20.50 369.00	17.25 310.50
24 spots.....	22.00 528.00	20.00 480.00	16.75 402.00

Plan announcements may be counted to help earn frequency discounts on non-plan announcements. Non-Plan announcements may be counted to help make up number-per-week necessary to qualify for Plan rates.  
(\* 7:00 a.m. to 7:00 p.m.)  
(† 7:00 p.m. to 10:00 p.m.)  
(‡ 10:00 p.m. to 7:00 a.m.)

**Ten-Second Announcements**  
50% of earned announcement rate. 10-second announcements may not earn frequency discounts or Multi-Spot Plan rates for longer announcements but longer announcements may earn frequency discounts and Multi-Spot Plan rates for 10-second announcements. 10-second announcements may be pre-empted for longer announcements.

**Run-of-Station Announcements**  
(All times except 7:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Friday)  
20% discount from the earned frequency rate. May be combined with other announcements for frequency discounts. This discount may not be applied to Multi-Spot Plan rates.  
Run-of-Station announcements are pre-emptible without notice. If, however, station is not able to deliver replacement announcements in the same time bracket as a pre-empted announcement, there will be no short rate.

**SPECIAL FEATURES**  
News Service—AP.  
Newscasts—rates on request.  
Participating Programs  
"The Jack Remington Show"—3:30 p.m. to 5:00 p.m. and 6:25 p.m. to 6:45 p.m. Monday through Friday; 11:15 p.m. to 1:00 a.m. Sunday through Saturday. Announcements at regular rates live and transcribed.  
"Magazine of the Air" with Stan Matlock—6:15 a.m. to 10:00 a.m. Monday through Friday. News at 7:00 a.m. and 8:00 a.m.  
"Helen Nugent Show"—11:15 a.m. to 11:45 a.m.

**POLITICAL**  
Political announcements, regular rate applies; payable in advance.  
**TRANSCRIPTIONS**  
Library Service—Sesac.  
**Closing Time**  
All copy must be submitted to station at least 48 hours in advance of broadcast.

**WKRC-FM**  
(Established 1958)



**A Taft Station**  
Rates effective September 23, 1958. (Card No. 2.)  
Card received September 26, 1958.  
Owned and operated by Radio Cincinnati, Inc.  
Personnel: General Manager—Leon H. Lowenthal.  
Vice-Pres. & Dir. of Nat'l Sales, Taft Stations—Ken Church, Woodburn 1-0550, Cincinnati, Ohio.  
Nat'l Sales Mgr., Taft Stations—Don Chapin c/o WKRC, Hotel Alms, Cincinnati 6, Ohio, Woodburn 1-0550.  
Program Director—Ann C. Brown.  
Representatives—Good Music Broadcasters, Inc.

**Mailing Instructions**  
Business Office, Studio and Transmitter—Alms Hotel, Wm. H. Taft Road and Victory Parkway, Cincinnati 6, Ohio.

**Wave—Power—Time**  
Effective Radiated Power—15,500 watts.  
Frequency—101.9 megacycles; Class B.  
Antenna Height—500 feet above average terrain.  
Operating schedule: 5:30 a.m. to 1:00 a.m. weekdays; 7:00 a.m. to 1:00 a.m. Sundays.

**Agency Commission**  
15% on net time only; no cash discount. Bills due and payable when rendered.

**General Advertising**  
Rates include music copyright fees. ASCAP and BMI licenses.  
Rates for periods longer than 1 hour are in exact proportion to the corresponding 1 hour rate.  
Accepts beer and wine advertising only.  
Contracts accepted for maximum of 1 year and must start in 30 days. All contracts subject to cancellation on 14 days' notice for announcements and 28 days' notice for programs. Contracts cancelled by advertiser, subject to short rate.  
Station reserves the right to change its rate effective on such dates 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 for the purpose of determining frequency.

	1 hr.	55 min.	1/2 hr.	25 min.	1/4 hr.
1 time.....	80.00	70.00	48.00	40.00	32.00
13 times.....	75.00	65.00	44.00	36.00	28.00
26 times.....	70.00	60.00	40.00	32.00	24.00
52 times.....	65.00	55.00	36.00	28.00	20.00
104 times.....	60.00	50.00	32.00	24.00	16.00
156 times.....	55.00	45.00	28.00	20.00	12.00

	5 min.	1 min.	30 sec.
1 time.....	16.00	9.50	5.00
13 times.....	15.00	9.00	4.75
26 times.....	14.00	8.50	4.50
52 times.....	13.00	8.00	4.25
104 times.....	12.00	7.50	4.00
156 times.....	11.00	7.00	3.75
312 times.....	10.00	6.50	3.50
624 times.....	6.00	3.25	3.25

**SPECIAL FEATURES**  
Newscasts—rates on request.  
(Cincinnati continued on next page)

**OHIO**

Cincinnati—Continued

**WLW**

(Established 1921)

**Basic NBC Affiliate**



Rates effective March 1, 1958.

Rates received February 24, 1958.

Owned and operated by The Crosley Broadcasting Corporation.

**Personnel**

Chairman of the Board—James D. Shouse.  
 President—R. E. Dunville.  
 Vice-Pres. in charge of Sales—H. P. Lasker.  
 Radio Sales Manager—Scott McLean.  
 Vice-Pres. & Gen'l Prog. Mgr.—Al Bland.  
 Radio Program Director—Gene Dalley.

**Branch Office**

Crosley Broadcasting Sales Office.  
 Los Angeles & San Francisco—Tracy Moore & Associates.  
 Atlanta, Dallas—Bomar Lowrance and Associates.

**Mailing Instructions**

Studio—Crosley Square, 140 W. Ninth St., Cincinnati 2, Ohio, Cherry 1-1822.  
 Transmitter—Mason, Ohio.

**Wave—Power—Time**

Operating power—50,000 watts.  
 Frequency—700 kilocycles.  
 Non-directional.  
 Licensed to operate on nationally clear channel, full time.  
 Operates on Eastern Time.  
 Daylight Saving Time not observed.  
 Actual operating time not less than 22 hours daily.

**Agency Commission**

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

**General Advertising**

For combination rates see NBC Radio Network.  
 Does not accept copyrighted contract forms, station contract forms available.  
 Rates include charges by owners of music copyrights BMI and SESAC licenses.

**CLASS "A"**

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

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	750.00	450.00	300.00	200.00	150.00
13 times	712.50	427.50	285.00	190.00	142.50
26 times	675.00	405.00	270.00	180.00	135.00
52 times	637.50	382.50	255.00	170.00	127.50
104 times	600.00	360.00	240.00	160.00	120.00
156 times	525.00	315.00	210.00	140.00	105.00
260 times	487.50	292.50	195.00	130.00	97.50
312 times	412.50	247.50	165.00	110.00	82.50

**CLASS "B"**

(5:30 a.m. to 6:30 a.m. and 10:30 p.m. to midnight)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	375.00	225.00	150.00	100.00	75.00
13 times	356.25	213.75	142.50	95.00	71.25
26 times	337.50	202.50	135.00	90.00	67.50
52 times	318.75	191.25	127.50	85.00	63.75
104 times	300.00	180.00	120.00	80.00	60.00
156 times	262.50	157.50	105.00	70.00	52.50
260 times	243.75	146.25	97.50	65.00	48.75
312 times	206.25	123.75	82.50	55.00	41.25

**CLASS "C"**

(Midnight to 5:30 a.m.)

No availabilities.

**ANNOUNCEMENTS**

**CLASS "A"**

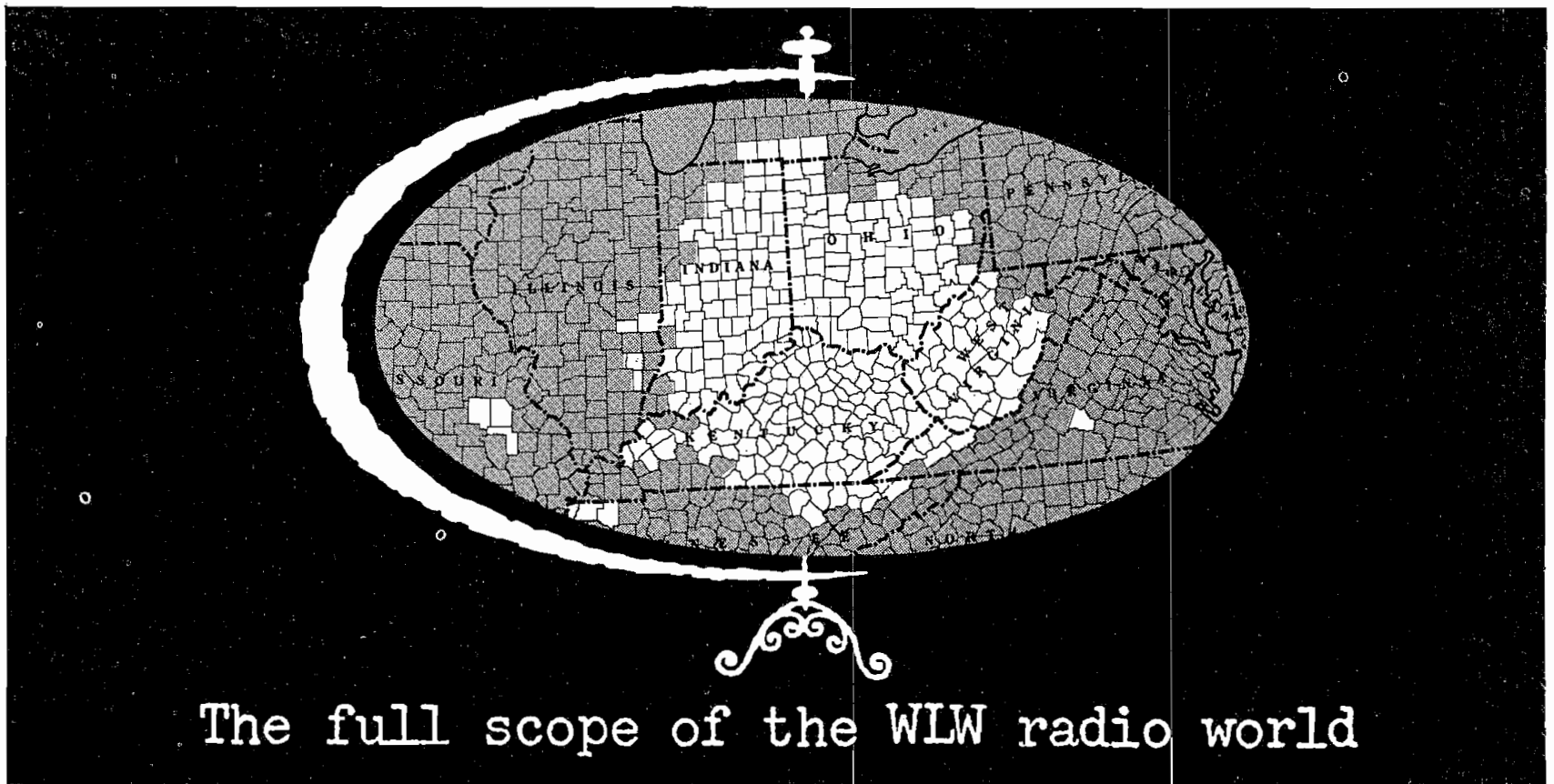
(6:30 a.m. to 6:00 p.m. Monday through Friday)

	1 min.	(*)	ID	(†)
1 time.....	80.00	60.00	30.00	15.00
26 times.....	76.00	57.00	28.50	14.25
52 times.....	72.00	54.00	27.00	13.50
104 times.....	68.00	51.00	25.50	12.75
156 times.....	64.00	48.00	24.00	12.00
260 times.....	58.00	43.50	21.75	10.88
520 times.....	52.00	39.00	19.50	9.75
780 times.....	46.00	34.50	17.25	8.63
1,040 times.....	40.00	30.00	15.00	7.50
2,600 times.....	.....	.....	12.75	6.38
5,200 times.....	.....	.....	10.50	5.25
10,400 times.....	.....	.....	8.25	4.13

(This listing continued on next page)

A. C. Nielsen Company reports

# WLW radio audience among



The full scope of the WLW radio world

**WLW AUDIENCE  
SUMMARY DATA**

(For Program and Announcement Rates, See Listing!)

MARKET COVERAGE	No. of Counties	Total Homes in Area	Radio Homes in Area	
Monthly coverage area	334	3,116,800	2,987,910	
Homes reached	Total	% of Total Homes	% of Radio Homes	
Monthly	1,221,160	39	41	
Weekly	1,067,110	34	36	
<b>NCS DAY-PART CIRCULATION</b> .....	<b>Per Week</b> .....			
	Once	3 or more	6 or 7	Daily Avg.
Daytime Listener Homes	961,000	692,400	402,380	593,640
Nighttime Listener Homes	624,360	378,050	204,180	338,020

(Source: 1956 Nielsen Coverage Service)

Cincinnati—W L W—Continued

CLASS "B"  
(5:30 a.m. to 6:00 a.m. and 6:00 p.m. to mid-  
night Monday through Friday; 5:30 a.m. to  
midnight Saturday and Sunday)

	1 min.	(*)	ID	(†)
1 time.....	40.00	30.00	15.00	15.00
26 times.....	38.00	28.50	14.25	14.25
52 times.....	36.00	27.00	13.50	13.50
104 times.....	34.00	25.50	12.75	12.75
156 times.....	32.00	24.00	12.00	12.00
260 times.....	29.00	21.75	10.88	10.88
520 times.....	26.00	19.50	9.75	9.75
780 times.....	23.00	17.25	8.63	8.63
1,040 times.....	20.00	15.00	7.50	7.50
2,600 times.....			6.38	6.38
5,200 times.....			5.25	5.25
10,400 times.....			4.13	4.13

(\*) Station break.  
(†) Service Announcements—5-second commercial plus accompanying service announcement.

CLASS "C"  
(Midnight to 5:30 a.m. Sunday through  
Saturday)  
No availabilities.

ANNOUNCEMENT PACKAGES  
6, 12, and 24 Plan

6 announcements per week.....	*30%
12 announcements per week.....	*40%
24 announcements per week.....	*50%

(\*) Off 1-time rate.

ANNOUNCEMENT PACKAGES  
All announcements between 9:00 a.m. and midnight  
Monday through Friday; 5:30 a.m. to midnight Sat-  
urday and Sunday are eligible for Plan rates, with

the exception of "Everybody's Farm" participations  
(11:30 a.m. to noon) and Ruth Lyons participations  
(noon to 1:30 p.m.) and adjacencies to both programs.  
No frequency discounts.  
Plan announcements do not earn frequency for regular  
announcements but regular announcements can be used  
to qualify for minimum number of spots weekly neces-  
sary for plan. Plans available for minutes and station  
breaks only with no consecutive weeks discount  
allowed.

Consecutive Weeks Discount.

Any announcement or program that runs for 26 con-  
secutive weeks, additional discount of 5%.  
Any announcement or program that runs for 52 con-  
secutive weeks, additional discount of 10%.

SPECIAL FEATURES

News Service—UPI.  
40 5-minute newscasts per day daily.  
18 weathercasts available daily. Current availabilities  
on request.

Participating Programs

"Everybody's Chortime" with Bob Miller and Jack  
Norwine—6:00 a.m. to 6:45 a.m. Monday through  
Saturday. Farm Show. Must be purchased on basis  
of 3 or 6 times per week, live:

3 times per week 225.00 6 times per week.... 400.00

Product exclusivity guaranteed. May be combined  
with "Everybody's Farm Show" for discount pur-  
poses. Only consecutive weeks discount applies.

"The Clockwatcher"—6:45 a.m. to 9:00 a.m. Mon-  
day through Saturday. News, weather and music.  
Advertisers rotate on a fixed basis; no segments

available. Maximum of 5 commercial interruptions per  
quarter-hour or 4 minutes, whichever is less. 1-  
minute rates apply.

"Everybody's Farm Show" with Bob Miller and Jack  
Norwine—11:30 a.m. to noon Monday through Fri-  
day; noon to 12:45 p.m. Saturday. Must be pur-  
chased on basis of 3 or 6 times per week, live:

3 times per week 225.00 6 times per week.... 400.00

Product exclusivity guaranteed. May be combined  
with "Everybody's Chortime" for discount purposes.  
Only consecutive weeks discount applies.

"Rolling Along"—4:00 p.m. to 6:00 p.m. Monday  
through Friday. Music, news and weather. Adver-  
tisers rotate on a fixed basis throughout show; no  
segments available. Maximum of 5 commercial inter-  
ruptions per quarter-hour or 4 minutes, whichever is  
less. 1-minute rate applies.

"Music For You" with Bill Owen—8:00 p.m. to  
9:30 p.m. Monday through Friday. Maximum of 4  
commercials per hour. Regular rates apply.

TRANSCRIPTIONS

Library Service—Thesaurus, Sesac.

Closing Time

Closing date on musical content, 14 days before  
broadcast. Closing date on commercial copy, seven  
days before broadcast.

(Cincinnati continued on next page)

# TOP 10 in America . . .

TRADING AREA* Radio Market	NCS #2; % OF DAILY AVERAGE AUDIENCE	PRO RATED COST (rate card #19 effective 5/1/56)
<b>CINCINNATI, O.</b>	<b>31.7%</b>	<b>\$18.39</b>
Cincinnati, O.	25.7%	14.91
Hillsboro, O.	1.5%	.87
Madison, Ind.	0.4%	.23
N. Vernon, Ind.	0.3%	.17
Newport, Ky.	1.5%	.87
Covington, Ky.	1.6%	.93
Maysville, Ky.	0.7%	.41
<b>HAMILTON-MIDDLETOWN</b>	<b>3.5%</b>	<b>2.03</b>
<b>DAYTON, O.</b>	<b>13.7%</b>	<b>7.95</b>
Dayton, O.	12.1%	7.02
Piqua, O.	1.6%	.93
<b>SPRINGFIELD, O.</b>	<b>5.4%</b>	<b>3.13</b>
Springfield, O.	4.4%	2.55
Bellefontaine, O.	1.0%	.58
<b>COLUMBUS, O.</b>	<b>14.8%</b>	<b>8.58</b>
Columbus, O.	12.0%	6.96
Washington Ct. H., O.	1.0%	.58
Chillicothe, O.	1.8%	1.04
<b>MARION, O.</b>	<b>3.5%</b>	<b>2.03</b>
<b>PORTSMOUTH, O.</b>	<b>4.2%</b>	<b>2.44</b>
Portsmouth, O.	3.5%	2.03
Waverly, O.	0.7%	.41
<b>MUNCIE, IND.</b>	<b>3.2%</b>	<b>1.85</b>
Muncie, Ind.	1.6%	.93
Portland, Ind.	1.6%	.92
<b>LIMA, O.</b>	<b>6.1%</b>	<b>3.54</b>
<b>RICHMOND, IND.</b>	<b>3.2%</b>	<b>1.85</b>
Richmond, Ind.	1.9%	1.10
Connersville, Ind.	1.3%	.75
<b>LEXINGTON, KY.</b>	<b>10.7%</b>	<b>6.21</b>
Lexington, Ky.	9.4%	5.45
Paris, Ky.	0.6%	.35
Winchester, Ky.	0.7%	.41
<b>Total—26 markets</b>	<b>100%</b>	<b>\$58.00</b>

In addition WLW delivers more than 174,000 Radio Homes outside of these areas on a  
daily basis.

All radio markets, with the exception of those radio markets bearing the same name as  
the retail trading area, are defined as the home counties only. The other radio markets  
consist of all the counties within trading area except those counties assigned as above.  
All Circulation and cost figures are based upon these definitions.

\*Defined by Rand-McNally

WLW Radio covers these  
big markets in a big way  
(at little cost)

\* 30% or more weekly daytime circulation  
according to NCS 1956

\* a signal strength of at least 2 MV/M

WLW serves more than one big city—it serves a big  
area, a big market. For your convenience, we have cal-  
culated the pro rated cost applicable to individual mar-  
kets within the WLW primary service area.

Here's how it works, market by market—(based on 260X  
Class A minute rate of \$58):

Sales Offices: New York, Cincinnati, Chicago, Cleveland Sales Representatives:  
NBC Spot Sales: Los Angeles, San Francisco. Bomar Lowrance & Associates, Inc.,  
Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of **Arco**

**OHIO**

**Cincinnati—Continued**

**W N O P**  
**NEWPORT, KY.**  
 (Established 1948)  
**Independent**

Rates effective April 23, 1958.  
 Rates received May 1, 1958.  
 Owned and operated by Tri-City Broadcasting Co

**Personnel**  
 President—James G. Lang.  
 General Manager—Ann R. Lang.  
 Commercial Manager—Richard L. Pike.  
 Station Manager—R. Douglas Nunn.

**Representatives**  
 Devney, Incorporated.

**Mailing Instructions**  
 Business Office and Studio—606 Monmouth St., Newport, Ky., Juniper 1-7100.  
 Transmitter—Alexandria Pike and Johns Hill Road, Cold Springs, Ky.

**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—740 kilocycles.  
 Directional antenna.  
 Licensed to operate daytime only.  
 Operates on Eastern Standard Time.  
 Daylight Saving Time not observed.  
 Operating schedule:  
 Jan... 8:00 a.m.-5:45 p.m. July... 5:30 a.m.-8:00 p.m.  
 Feb... 7:30 a.m.-6:15 p.m. Aug... 5:45 a.m.-7:30 p.m.  
 Mar... 6:45 a.m.-6:45 p.m. Sept... 6:15 a.m.-6:45 p.m.  
 Apr... 6:00 a.m.-7:15 p.m. Oct... 6:45 a.m.-6:00 p.m.  
 May... 5:30 a.m.-7:45 p.m. Nov... 7:15 a.m.-5:30 p.m.  
 June... 5:15 a.m.-8:00 p.m. Dec... 7:45 a.m.-5:15 p.m.

**Agency Commission**  
 15% to recognized agencies on net station time; no cash discount. Remittance to be made on or before 10th of month.

**General Advertising**  
 Accepts AAAA copyrighted contract.  
 Advertising of alcoholic beverages other than beer and wine not accepted.  
 (Sign-on to 7:00 a.m. and 9:00 a.m. to sign-off Monday through Friday; all day Saturday and Sunday)

1/2 hour, flat.....	55.00
Per week:	
1 time.....	40.00
3 times.....	36.00
5 times.....	32.00
10 times.....	28.00
15 times.....	24.00
20 times.....	20.00

10-second ID's—50% of 1-minute rates. (7:00 a.m. to 9:00 a.m. Monday through Friday)	1 min.	10 sec.	1 min.	10 sec.
"The Tom McCarthy Show"—per week, each:				
1 time.....	20.00	10.00	10 times.....	17.00
3 times.....	19.00	9.50	15 times.....	16.00
5 times.....	18.00	9.00	20 times.....	15.00

**NEWSCASTS**

10-minute news, 7:00 a.m. to 7:10 a.m. and 8:00 a.m. to 8:10 a.m. Monday through Friday, per week, flat, 150.00.

**SPECIAL FEATURES**

News Service—UPI.  
 Sports—Rates on request.

**POLITICAL**

One time Class "A" rates apply.

**W S A I**  
 (Established 1923)  
**Independent**



Rates effective October 1, 1958.  
 Rates received August 29, 1958.  
 Owned and operated by Gordon Broadcasting Co.,

**Personnel**  
 President—Sherwood R. Gordon.  
 Vice-Pres. & Gen'l Mgr.—Howard Eleher.  
 Vice-Pres. & Local Sales Mgr.—Harold Parry.  
 Nat'l. Sales Mgr.—Lu Bassett.  
 Merchandising & Prom. Dir.—Marian Knight.  
 Program Director—Don McCarty.

**Representatives**  
 Adam Young, Inc.

**Mailing Instructions**  
 Business Office and Studio—Sinton Hotel, Cincinnati 2, Ohio, Main 1-1063; news phone Main 1-1071.  
 Transmitter—Daly Rd., Cincinnati 31, Ohio.

**Wave—Power—Time**  
 Operating power—5,000 watts.  
 Frequency—1360 kilocycles.  
 Non-directional—daytime.  
 Licensed to operate full time on regional channel.  
 Operates on Eastern Standard Time.

**FM Facilities**  
 Effective radiated power—14,700 watts.  
 Frequency—102.7 megacycles.  
 Antenna height—550 feet above average terrain.

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

**General Advertising**

Rates include music copyright fees.  
 Programs in various time brackets may be combined to earn frequency discounts. Announcements and programs cannot be combined to earn frequency discount. Contracts accepted for a maximum of one year and must start within 30 days of contract date. Rates are guaranteed for a period of six months from date of first broadcast and for six 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.

**CLASS "AA"**  
 (6:00 a.m. to 9:00 a.m. and 3:30 p.m. to 6:30 p.m. Monday through Friday)

12 times.....	30.00	360.00	22.50	270.00
6 times.....	34.00	204.00	25.50	153.00
5 times or less.....	38.00		23.50	

**CLASS "A"**  
 (9:00 a.m. to 3:30 p.m. and 6:30 p.m. to 8:00 p.m. Monday through Friday; 6:00 a.m. to 8:00 p.m. Saturday and Sunday)

36 times.....	21.00	756.00	15.80	568.80
24 times.....	22.00	528.00	16.50	396.00
18 times.....	23.00	414.00	17.30	311.40
12 times.....	24.00	288.00	18.00	216.00
6 times.....	27.00	162.00	20.50	123.00
5 times or less.....	30.00		22.50	

**CLASS "B"**  
 (8:00 p.m. to 1:00 a.m. daily)

36 times.....	15.00	540.00	11.30	406.80
24 times.....	16.00	384.00	12.00	288.00
18 times.....	17.00	306.00	12.80	230.40
12 times.....	18.00	216.00	13.50	162.00
6 times.....	19.00	114.00	14.30	85.80
5 times or less.....	20.00		15.00	

**CLASS "C"**  
 (All other times)  
 Rates on request.

**IDENTIFICATIONS**  
 50% of the applicable 1 minute rate. ID's may not be combined with other broadcasting for the purpose of establishing frequency discounts on either the ID's or the other broadcasting.

**SPECIAL FEATURES**  
 News Service—AP, Western Union Sports Wire, local news staff in cooperation with The Cincinnati Enquirer. News every hour on the half hour. News headlines on the hour.  
 5-minute Newscasts, each:  
 Class "AA"..... 38.00 Class "B"..... 20.00  
 Class "A"..... 30.00  
 Weather—35 minutes past the hour. 10% additional to earned one minute rate.  
 Sports Scoreboard—Quarter past and quarter 'til the hour. Includes one minute or commercial time. 10% additional to earned one minute rate.

INSTANT  
radio!

**WSAI's exciting new programming concept . . . Now 24 hours a day!**

- ★ A lighter, brighter Sound
- ★ Fast-paced Personality Shows
- ★ Instant News plus Radiotorials
- ★ Thrill-by-thrill coverage of University of Cincinnati basketball starring Oscar Robertson

Sold nationally by Adam Young Inc.

the even newer

**GORDON BROADCASTING CO.**

Time Signals—10 seconds of commercial time. Maximum of 50% guaranteed in Class "AA" time when available. Per week:  
 12 times..... 96.00 48 times..... 312.00  
 24 times..... 170.00 60 times..... 360.00  
 36 times..... 252.00

**Participating Programs**  
 "Happy Hopkins Show"—5:30 a.m. to 10:00 a.m. Monday through Saturday.  
 "Ron Allen Show"—10:00 a.m. to 2:00 p.m. Monday through Friday.  
 "Will Lenay Show"—2:00 p.m. to 6:00 p.m. Monday through Friday; 10:00 a.m. to 2:00 p.m. Saturday.  
 "Knight-Time"—6:00 p.m. to 11:00 p.m. Monday through Saturday.  
 "Stan Scott Show"—11:00 p.m. to 5:30 a.m. Monday through Saturday.

**TRANSCRIPTIONS**  
 Library Service—World.

**Closing Time**  
 Copy and contracts must be submitted to station at least 24 hours before broadcast time.

**W Z I P**  
**COVINGTON, KY.**  
 (Established 1947)



Rates effective March 15, 1958. (Card No. 1.)  
 Card received March 31, 1958.  
 Owned and operated by WZIP Broadcasting, Inc.

**Personnel**  
 President—Leonard P. Goorian.  
 General Manager—Edward Weston.  
 Sales Manager—Carl Flickinger.  
 Promotion Director—Gloria Glassmeyer.  
 Program Director—George Winters.

**Representatives**  
 Venard, Rintoul & McConnell, Inc.  
 Ohio Stations Representatives.

**Mailing Instructions**  
 Business Office and Studio—The Vernon Manor, 400 Oak, Cincinnati 19, Ohio.  
 Other Studio—6th at Madison, Covington, Ky.  
 Transmitter—8th and Horton St., Covington, Ky.

**Wave—Power—Time**  
 Operating power—250 watts days.  
 Frequency—1050 kilocycles.  
 Non-directional.  
 Licensed to operate daytime only.  
 Operates on Eastern Standard Time.  
 Daylight Saving Time not observed.  
 Operating schedule:  
 Jan. 8:00 a.m.-5:45 p.m. July 6:00 a.m.-8:00 p.m.  
 Feb. 7:30 a.m.-6:15 p.m. Aug. 6:00 a.m.-7:30 p.m.  
 Mar. 6:45 a.m.-6:45 p.m. Sept. 6:15 a.m.-6:45 p.m.  
 Apr. 6:00 a.m.-7:15 p.m. Oct. 6:45 a.m.-6:00 p.m.  
 May 6:00 a.m.-7:45 p.m. Nov. 7:15 a.m.-5:30 p.m.  
 June 6:00 a.m.-8:00 p.m. Dec. 7:45 a.m.-5:15 p.m.

**Agency Commission**  
 15% on time only; no cash discount. Bills due and payable 10th of month.

**General Advertising**  
 Affiliated with Mutual Broadcasting System.  
 ASCAP, BMI and SESAC licenses.  
 Station reserves the right to refuse any contract or continuity for reasons satisfactory to themselves. Rates are subject to change without notice.

**ANNOUNCEMENTS**

1 min.	10 sec.	1 min.	10 sec.
1 time.....	10.00	5.00	156 times.. 8.00
26 times..	9.50	4.75	260 times.. 7.50
52 times..	9.00	4.50	312 times.. 7.00
104 times..	8.50	4.25	

**ZIP SATURATION PLANS**

10 times per week.....	70.00	35.00
15 times per week.....	100.00	50.00
20 times per week.....	135.00	67.50
25 times per week.....	155.00	77.50

All spots may be combined for earned frequency.

**Additional Discounts**  
 13 weeks..... 5% 52 weeks..... 15%  
 26 weeks..... 10%  
 Discounts are retroactive unless contract is non-cancellable. Retroactive discounts apply.

**Retroactive Discounts**  
 Retroactive discounts for continuous advertising are based on the lowest weekly billing in the period calculated at the end of contract.

**NEWSCASTS**

3 times per week.....	5 min.	1 min.
6 times per week.....	45.00	60.00
12 times per week.....	85.50	115.00
18 times per week.....	155.00	160.00
24 times per week.....	195.00	195.00

5-minute newscasts every hour on the hour and half-hour.  
 1-minute newscasts, local, 10 word commercial opening and 1-minute closing commercial. All newscasts may be combined to earn frequency discounts.  
 Mutual Network News available every half hour. Regular rates apply.

**Additional Discounts**  
 13 weeks..... 5% 52 weeks..... 15%  
 26 weeks..... 10%  
 Retroactive unless contract is non-cancellable. Retroactive discounts apply.

**SPECIAL FEATURES**  
 News Service—UPI, state and local. Mobile news unit. 5-minute news every half-hour.

**Participating Programs**  
 "Dotty Mack"—9:00 a.m. to 4:00 p.m. daily. 1-minute spots, flat, each, 12.00. Includes complete endorsement and personal appearances.  
 "Must cwith the Cases"—sign-on to 11:00 a.m.  
 "Shamus O'Hara"—noon to 2:00 p.m.  
 "Melody Hall" with George Winters—10:05 a.m. to noon.  
 "Melody Hall" with Cecil Hale—2:05 p.m. to 5:15 noon.

**POLITICAL AND RELIGIOUS**  
 Regular rates apply.



**CLEVELAND (8 AM; 7 FM)**  
(including Cleveland Heights)

OHIO

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

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

**KYW**  
(Established 1923)  
**Independent**



Rates effective January 1, 1958. (Card No. 16.)  
Card received December 6, 1957.

Owned and operated by Westinghouse Broadcasting Company, Inc.

**Personnel**

President—Donald H. McGannon.  
Vice-President—Rolland V. Tooke.  
General Manager—Gordon Davis.  
Sales Manager—Edward Wallis.  
Program Manager—D. Mark Olds.

**Representatives**

Peters, Griffin, Woodward, Inc.

**Mailing Instructions**

Studios and Offices—815 Superior Ave., N. E., Cleveland 14, Ohio. Cherry 1-0942. TWX CV 960-U.  
Transmitter—Parma, Ohio.

**Wave—Power—Time**

Operating power—50,000 watts.  
Frequency—1100 kilocycles.

**Directional.**

Licensed to operate on clear channel, full time.

Operates on Eastern Standard Time.

Daylight Saving Time observed.

Operating schedule: 24 hours a day Monday through Saturday; 6:00 a.m. to 12:30 a.m. Sunday.

**FM Facilities**

Effective radiated power—27,500 watts.  
Frequency—105.7 megacycles on channel 389.  
Antenna height—900 feet above average terrain.  
Operating schedule: 6:00 a.m. to 5:00 p.m., simulcast; 5:00 p.m. to midnight, separate.

**Agency Commission**

15% to recognized agencies on net charges for station time; no cash discount. Program talent and service charges commissionable upon agency request. Bills due and payable when rendered; without prior credit approval, cash in advance.

**General Advertising**

In the event of revision of station rates or discounts, any continuous broadcasts under the advertiser's contract may be extended at the rates and discounts herein shown without penalty of short rate or loss of discounts on previous broadcasts for a period of not more than 26 weeks from the effective date of such revision.

Rates show all applicable discounts within 1 year. Program and announcement discounts apply to the total number of broadcasts used within 1 year.

**Continuity Discounts**

After the 1st contractual year an advertiser may continue his schedule into the next year at the frequency discount applicable to a 52-week projection of the schedule in force during the crossover week, provided this discount is no greater than the discount earned in the preceding year, in which case the earned discount would apply.

In the event an advertiser reduces his schedule during a 2nd or succeeding year, the reduced schedule would receive the frequency discount applicable to a 52-week projection of that schedule.

In the event an advertiser interrupts his schedule during a 2nd or succeeding year, any subsequent schedules within that year would receive the frequency discount applicable to the actual number of announcements run during that year.

Time of broadcast of programs subject to change. Announcements and station breaks may be moved to other periods by station upon 24 hours' notice.

Rates include music copyright fees.

BMI, ASCAP and SESAC licenses.

No hard liquor advertising. Beer and light wine advertising acceptable subject to local, state and federal regulations. Foreign language programs unacceptable. All products, services and copy subject to station approval before broadcast.

No periods sold in bulk for resale.

Contract for announcements and station 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.

**ANNOUNCEMENT PACKAGES**

**Daytime**

(5:30 a.m. to 6:30 a.m. and 9:30 a.m. to 8:00 p.m. Monday through Saturday; sign-on to 8:00 p.m. Sunday, 7 consecutive days)

	1 min.	20 sec.	10 sec.
10-19 times.....	33.75	25.30	12.65
20-29 times.....	28.00	21.10	10.55
30-39 times.....	25.00	18.80	9.40
40 or more times.....	22.50	16.90	8.45

**Nighttime**

(8:00 p.m. to midnight Sunday through Saturday, 7 consecutive days)

	1 min.	20 sec.	10 sec.
10-19 times.....	23.65	17.70	8.85
20-29 times.....	19.60	14.80	7.40
30-39 times.....	17.70	13.30	6.65
40 or more times.....	15.75	11.80	5.90

(This listing continued on next page)

# Are You Sure of Reaching ... the Right People ... the Right Area?

Let's suppose your budget is small, and results are essential through a limited advertising program. You have a product that appeals primarily to farmers and people in rural areas. You have to be mighty sure that the media you select are going to do a sure-fire selling job for you.

This is your problem, but Standard Rate & Data Service wants to help you solve it. That's why you'll find reliable up-to-date market statistics and market maps every month in these Standard Rate publications:

- Spot Radio Rates and Data
- Spot TV Rates and Data
- Newspaper Rates and Data

Of course, media selection cannot be 100% guaranteed by anyone, but certain steps can be taken to make the best possible choice and to definitely put the odds in your favor. The media buyer who does a careful job of research — making a thorough study of these averages and percentages — knows when he has made his decision that it is justified. He knows that his product is being presented to the people who want it and who can afford to purchase it.

Whether your budget is large or small, whether your product appeals to city dwellers or rural folk, you have something to sell and results are essential. You'll get those results by using the market data made available to you by Standard Rate & Data Service.

Helping you to arrive at final decisions in the selection of the best possible media to reach the people you want to reach is just one of the many ways Standard Rate seeks to help you.

2-3NRTV-558

Cleveland—K Y W—Continued

Announcements rotate minimum 6 days per week. Regular announcements may be combined with Package announcements to qualify for Announcement Package rates, but Package Announcements may not be combined with regular announcements to earn greater frequency discounts on regular announcements. 1-minute announcements and 20-second announcements may be combined to earn Package rates; 10-second announcements may not be combined to earn Package rates. Daytime and nighttime announcements may be combined to qualify for Package Announcement rates. Daytime and nighttime Package Announcements may be pre-empted by advertisers purchasing announcements at regular rates. A maximum of 25% of Daytime Package Announcements may be scheduled between 4:00 p.m. and 7:00 p.m.; this includes the announcements at 4:00 p.m. and 7:00 p.m. break periods.

**Weather Announcements**  
Every hour on the hour. Rotating package minimum of 20 announcements per week. 20-second weekly rate, minimum contract, 4 consecutive weeks. Includes 15-second jingle, weather forecast and 30 seconds of commercial copy. 'Class "B" time only. Package combining 3 Class "A" and 7 Class "B" rotating announcements per week, 291.10.

**Time Signal Announcements**  
Every hour, 10 minutes after the hour. Rotating package, minimum 42 announcements per week, minimum 7 days per week, 6:10 a.m. until 12:10 a.m. 10-second jingle; time announcements and 10-second commercial. Minimum 13 consecutive weeks package of Class "A" and 36 Class "B" time signals, per week, 406.80. An additional 10% discount given for 26 consecutive weeks or more.

**Sing 'N' Sell Jingle Announcements**  
Rotating schedule of Weather, Traffic, Sports and Places To Go Announcements, comprising 15-second jingle and 30 seconds of commercial, plus weather and/or traffic, sports or places to go information. Minimum schedule 20 announcements per week, minimum contract 4 consecutive weeks. 20-second weekly package rate, Monday through Friday rotation. Additional cost if Class "A" time is used.

**Open Road Ohio**  
Rotation schedule of Weather, Traffic, Sports and Places To Go announcements, comprising 15-second jingle and 30 seconds commercial, plus weather, traffic, sports and places to go information. Minimum schedule 10 announcements per weekend (scheduled Friday through Sunday), no minimum contract. 20-second weekly package rate applies. Additional cost if Class "A" time is used.

**Program PM**  
8:00 p.m. to 10:00 p.m. Monday through Sunday. Announcements scheduled within 7 consecutive days between 8:00 p.m. and midnight (including Program PM plus the 2 hours following) Sunday through Saturday, rotating minimum of 6 days per week.

1 min.	20 sec.	10 sec.	
10-19 announcements per week..	23.65	17.70	8.85
20-29 announcements per week..	19.60	14.80	7.40
30-39 announcements per week..	17.70	13.30	6.65
40 or more ann. per week.....	15.75	11.80	5.90

**Club 11**  
Midnight to 5:30 a.m. Monday through Saturday. Weekly announcement packages, announcements rotated 6 days per week:

	1-minute	20-seconds	10-seconds
	Each	Total	Each
24 wkly	9.00	216.00	6.80
30 wkly	8.50	255.00	6.40
36 wkly	8.00	288.00	6.00
42 wkly	7.50	315.00	5.80
48 wkly	7.00	326.00	5.20

5-minute News Package ("Club 11")—midnight to 5:30 a.m. Monday through Saturday. Rotated every hour on the half-hour.

	Each	Total
6 programs per week.....	16.00	96.00
12 programs per week.....	15.00	180.00
18 programs per week.....	14.00	252.00
24 programs per week.....	13.00	312.00
30 programs per week.....	12.00	360.00
36 programs per week.....	11.00	396.00

Announcements and programs in "Club 11" are not combinable with regular announcement rates or daytime or nighttime package rates or with each other.

ANNOUNCEMENTS

CLASS "A"

(6:30 a.m. to 9:30 a.m. Monday through Saturday)

	1	52	156	312	520	1000
	tl.	tl.	tl.	tl.	tl.	tl.
1 minute.....	50.00	45.00	42.50	40.00	37.50	35.00
20 seconds.....	38.00	34.20	32.30	30.50	28.50	26.60
10 seconds.....	19.00	17.10	16.15	15.25	14.25	13.30

CLASS "B"

(All other times)

1 minute.....	45.00	40.50	37.10	33.75	30.40	27.00
20 seconds.....	33.75	30.40	27.90	25.30	22.80	20.25
10 seconds.....	16.90	15.20	13.95	12.65	11.40	10.15

1-minute announcements and 20-second announcements may be combined for frequency.  
10-second announcements earn their own frequency and may not be combined for frequency purposes.

PROGRAMS

CLASS "A"

(6:30 a.m. to 9:30 a.m. Monday through Saturday)

5 minutes	75.00	67.50	63.75	60.00	56.25	52.50
10 minutes	125.00	112.50	106.25	100.00	93.75	87.50
1/4 hour	150.00	135.00	127.50	120.00	112.50	105.00
1/2 hour	275.00	247.50	233.75	220.00	206.25	192.50
1 hour	500.00	450.00	425.00	400.00	375.00	350.00

CLASS "B"

(All other times)

5 minutes	56.00	50.40	47.60	44.80	42.00	39.20
10 minutes	85.00	76.50	72.25	68.00	63.75	59.50
1/4 hour	112.00	100.80	95.20	89.60	84.00	78.40
1/2 hour	168.00	151.20	142.80	134.40	126.00	117.60
1 hour	280.00	252.00	248.00	224.00	210.00	196.00

SPECIAL FEATURES

News Service—AP, UPI. News service charge 15% net of applicable frequency rate.

Multi-Brand Products

Multi-brands may be combined for frequency discount purposes on card rate announcements and to earn weekly package plan rates only when such brands are bought on a single broadcast order.

Participating Programs

"Big Wilson & Co."—6:00 a.m. to 10:00 a.m. Monday through Saturday.  
"Specs Howard"—10:00 a.m. to 11:30 a.m. Monday through Friday.  
"On The Go With Gloria Brown"—11:30 a.m. to noon Monday through Friday.  
"The Joe Finan Show"—noon to 4:00 p.m. Monday through Saturday.  
"Wes Hopkins Show"—4:00 p.m. to 8:00 p.m. Monday through Friday.  
"Program PM"—8:00 p.m. to 10:00 p.m. Monday through Sunday.  
"The Dick Reynolds Show"—10:00 p.m. to midnight Monday through Saturday.  
"Club 11"—Midnight to 5:30 a.m. Monday through Saturday.  
"Top 29 With Wes Hopkins"—10:00 a.m. to noon Saturday.  
"The Dick Reynolds Show"—4:00 p.m. to 6:00 p.m. Saturday.

PLANNED MERCHANDISING

(Drug and grocery products)  
250 Plan—250.00 net per week for 13 consecutive weeks or 3,250.00 net in less than 13 consecutive weeks and includes 300 letters to retailers or 15 night letters, ad in Grocers' Spotlight, lobby display and "Luncheon is Served" demonstration.  
350 Plan—350.00 net per week for 13 consecutive weeks or 4,550.00 net in less than 13 consecutive weeks and includes displays in 171 supermarkets (Fisher Foods, A&P, Kroger, Pick 'N Pay and Eagle) for accepted grocery products, or displays in 340 drug outlets (Standard Drug, Marshall Drug and Cleveland Academy of Pharmacy) for accepted drug products.  
450 Plan—450.00 net per week for 13 consecutive weeks or 5,850.00 net in less than 13 consecutive weeks combines both of above plans.

POLITICAL

Time is sold for political broadcasts on the basis of rigid conformity with the Federal Communications Act and with the Federal Communications Commission Rules and Regulations appertaining to political broadcasting and all other pertinent statutes, rules and regulations, both federal and state. Regular rates apply.

Closing Time

Closing date is two weeks in advance of initial program, and program material must be submitted one week in advance of broadcast. No changes within two days preceding broadcast.

WDOK

(Established 1950)



Rates effective April 1, 1958.  
Rates received April 14, 1958.

Owned and operated by Civic Broadcasters, Inc.

Personnel

Pres. & Gen'l Mgr.—Frederick C. Wolf.  
Program Director—Norman Wain.

Representatives

Broadcast Time Sales.

Mailing Instructions

Business Office—1515 Euclid Ave., Cleveland 15, Ohio. Main 1-2890.  
Transmitter—Rockside Road, Seven Hills Village, Ohio.

Wave—Power—Time

Operating power—5,000 watts.  
Frequency—1260 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate unlimited time.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 20 hours daily.

Agency Commission

15% on time only; 3% cash discount if paid in 10 days. Bills due and payable when rendered.

General Advertising

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

CLASS "A"

(6:00 a.m. to 8:00 p.m. daily)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	160.00	90.00	70.00	50.00	35.00
26 times	152.00	85.50	66.50	47.50	33.25
52 times	144.00	81.00	63.00	45.00	31.50
156 times	136.00	76.50	59.50	42.50	29.75
260 times	128.00	72.00	56.00	40.00	28.00
312 times	120.00	67.50	52.50	37.50	26.25
520 times	112.00	63.00	49.00	35.00	24.50

CLASS "B"

(8:00 p.m. to 6:00 a.m. daily)

1 time..	130.00	75.00	50.00	40.00	30.00
26 times	123.50	71.25	47.50	38.00	28.50
52 times	117.00	67.50	45.00	36.00	27.00
156 times	110.50	63.75	42.50	34.00	25.50
260 times	104.00	60.00	40.00	32.00	24.00
312 times	97.50	56.25	37.50	30.00	22.50
520 times	91.00	52.50	35.00	28.00	21.00

ANNOUNCEMENTS

CLASS "A"

	1 min.	30 sec.	10 sec.
1 time.....	17.50	14.00	10.00
26 times.....	16.00	13.30	9.50
52 times.....	14.50	12.60	9.00
156 times.....	14.00	11.90	8.50
260 times.....	13.50	11.20	8.00
312 times.....	13.00	10.50	7.50
520 times.....	12.50	9.80	7.00

CLASS "B"

	1 min.	30 sec.	10 sec.
1 time.....	14.00	10.00	8.00
26 times.....	13.30	9.50	7.60
52 times.....	12.60	9.00	7.20
156 times.....	11.90	8.50	6.80
260 times.....	11.20	8.00	6.40
312 times.....	10.50	7.50	6.00
520 times.....	9.80	7.00	5.60

1-minute announcements, not more than 150 words;  
30-second announcements, not more than 75 words.

Discounts

1-minute and 30-second announcements may be combined to earn frequency discounts. 10-second announcements not combinable with longer announcements for discounts. Programs, 5-minutes or longer, may not be combined for discount purposes. All rates shown are based on fixed weekly schedules of uninterrupted broadcasting. Discounts given as earned within 1 year.

Air Checks

15 minutes or less, 5.00; 30 minutes, each, 9.00. Reasonable requests without charge.

SPECIAL FEATURES

News Service—UPI.  
Rates for news service and newscasters furnished on request

Participating Programs

"Pop Concert" with Wayne Mack—1:00 p.m. to 2:00 p.m. Monday through Saturday AM and FM.  
Per 1-minute spot:

1 time.....	17.50	260 times.....	13.50
26 times.....	16.00	312 times.....	13.00
52 times.....	14.50	520 times.....	12.50
156 times.....	14.00		

"Candlelight Concert" with Gloria Hamann and Wayne Mack—8:00 p.m. to 10:30 p.m. Monday through Sunday AM and FM. 1-minute spots only:

1 time.....	35.00	260 times.....	28.00
26 times.....	33.25	312 times.....	26.25
52 times.....	31.50	520 times.....	24.50
156 times.....	29.75		

"Album Time"—6:15 p.m. to 8:00 p.m. Monday through Saturday. AM only. Regular rates apply.

"Album Merry-Go-Round"—6:00 a.m. to 1:00 p.m. and 2:00 p.m. to 6:00 p.m. Monday through Saturday. Regular rates apply.

POLITICAL

Regular rates apply.

TRANSCRIPTIONS

Library Service—Sesac.

Closing Time

48 hours in advance of broadcast time.

WDOK-FM

(Established 1954)

Rates effective April 1, 1958.  
Rates received April 14, 1958.

Owned and operated by Civic Broadcasters, Inc.

Personnel

Pres. & Gen'l Mgr.—Frederick Wolf.  
Program Director—Norman Wain.

Representatives

Broadcast Time Sales.

Mailing Instructions

Business Office and Studios—1515 Euclid Ave., Cleveland 15, Ohio. Main 1-2890.  
Transmitter—Seven Hills Village, Ohio.

FM Facilities

Effective radiated power—34,000 watts.  
Frequency—102.1 megacycles. Channel 271.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 9:00 a.m. to 1:00 a.m. weekdays; 8:00 a.m. to 11:00 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.  
Length of commercial copy:

5 minutes.....	100 words	25 minutes.....	400 words
10 minutes.....	200 words	30 minutes.....	450 words
15 minutes.....	300 words	60 minutes.....	650 words

Per week:

	1 tl.	2 tl.	3-4 tl.	5-7 tl.
1 hour.....	62.50	56.25	53.25	50.00
55 minutes.....	58.25	50.65	47.85	45.00
1/2 hour.....	37.50	33.75	31.65	30.00
25 minutes.....	31.25	28.15	26.55	25.00
1/4 hour.....	25.00	22.50	21.25	20.00
10 minutes.....	22.00	19.65	18.60	17.50
5 minutes.....	18.75	16.85	15.95	15.00

DISCOUNTS

Consecutive weeks:

13 weeks.....	10%	39 weeks.....	20%
26 weeks.....	15%	52 weeks.....	25%

ANNOUNCEMENTS

(120 words)

1 time.....	8.50	500 times.....	6.25
50 times.....	8.15	600 times.....	5.85
100 times.....	7.75	700 times.....	5.50
200 times.....	7.35	800 times.....	5.15
300 times.....	7.00	900 times.....	4.85
400 times.....	6.65	1000 times.....	4.50

SPECIAL FEATURES

News Service—UPI.

Participating Programs

"Music Unlimited"—hi-fi. Regular rates apply.

TRANSCRIPTIONS

Library Service—Sesac, Lang-Worth.

Closing Time

48 hours in advance of broadcast.

(Cleveland continued on next page)

**WERE**

(Established 1948)



rates effective October 15, 1957. (Card No. 6.)  
Card received August 30, 1957.  
Owned and operated by Cleveland Broadcasting, Inc.

**Personnel**

President—Ray T. Miller, Jr.  
Vice-Pres. & Gen'l Mgr.—Richard M. Klaus.  
National Sales Manager—Ed Paul.

**Representatives**

Venard, Rintoul & McConnell, Inc.

**Mailing Instructions**

Business Office and Studio—Bulkeley Bldg., 1501  
Euclid Ave., Cleveland 15, Ohio, Superior 1-9600.  
TWX CV 718.  
Transmitter—9256 Ridge Rd., North Royalton, Ohio.

**Wave—Power—Time**

Operating power—5,000 watts.  
Frequency—1300 kilocycles.  
Directional—same pattern, all hours.  
Licensed to operate full time.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: 24 hours daily.

**F M Facilities**

Effective radiated power—40,000 watts.  
Frequency—98.5 megacycles; channel 253; Class B.  
Antenna height—625 feet above average terrain.

**Agency Commission**

15% to recognized agencies; no cash discounts. In-  
voices payable 10th prox.

**General Advertising**

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

Class "A"—6:00 a.m. to 9:00 p.m. daily.  
Class "B"—9:00 p.m. to 6:00 a.m. daily.

**ANNOUNCEMENTS**

(Minute or less)					
	1	52	156	260	312 or
	tl.	tl.	tl.	tl.	more tl.
Class "A".....	30.00	28.50	27.00	25.50	24.00
Class "B".....	25.00	24.00	23.00	22.00	21.00

**ANNOUNCEMENT PACKAGES**

(Minute or less)	
Weekly:	
10 spots.....	210.00
20 spots.....	380.00
Monthly (4 consecutive weeks):	
40 spots.....	680.00
80 spots.....	1,200.00
ID's—10 per week.....	80.00

**PROGRAMS**

**FIVE MINUTES**

	1	52	156	260	312 or
	tl.	tl.	tl.	tl.	more tl.
Class "A".....	40.00	38.00	36.00	34.00	32.00
Class "B".....	30.00	28.50	27.00	25.00	24.00

**TEN MINUTES**

Class "A".....	50.00	47.50	45.00	42.50	40.00
Class "B".....	40.00	38.00	36.00	34.00	32.00

**FIFTEEN MINUTES**

Class "A".....	70.00	66.50	63.00	59.50	56.00
Class "B".....	50.00	47.50	45.00	42.50	40.00

**THIRTY MINUTES**

	1	52	156	260	312 or
	tl.	tl.	tl.	tl.	more tl.
Class "A".....	110.00	104.50	99.00	93.50	88.00
Class "B".....	75.00	71.25	67.50	63.75	60.00

**ONE HOUR**

Class "A".....	180.00	171.00	162.00	153.00	144.00
Class "B".....	125.00	118.75	112.50	106.25	100.00

**SPECIAL FEATURES**

News Service—AP, UPI and Reuters. Special weather  
bureau wire service.  
Sports—Cleveland Indians baseball games.

**Feature Programs**

"Jerry Bowman Show"—5:30 a.m. to 7:00 a.m. Mon-  
day through Saturday.

"Ernie Simon Show"—7:00 a.m. to 10:00 a.m. Mon-  
day through Saturday. (Announcements not subject to  
frequency discount, but combinable toward earning  
discount for other announcements.)

"Louise Winslow"—10:05 a.m. to 10:30 a.m. Monday  
through Friday.

"Tom Edwards Show"—10:30 a.m. to 2:00 p.m. Mon-  
day through Friday.

"Bill Randle Show"—2:00 p.m. to 7:00 p.m. Mon-  
day through Sunday.

(Announcements not subject to frequency discount, but  
combinable toward earning discount, for other an-  
nouncements.)

"Phil McLean Show"—7:00 p.m. to 12:00 midnight  
Monday through Saturday; 12:35 p.m. to 2:00 p.m.  
Sunday.

"Carl Reese Show"—12:00 midnight to 5:30 a.m.  
nighly except Monday.

"News Around The Clock"—(Announcements not sub-  
ject to frequency discount, but combinable toward  
earning discount for other announcements.)

"Bob Ancell Show"—10:00 a.m. to 2:00 p.m. Satur-  
day and midnight to 5:30 a.m. Monday.

**POLITICAL**

Prepared scripts of political speeches and announce-  
ment continuity must be submitted 48 hours in ad-  
vance. Payment for time commitments must be made  
48 hours in advance unless guaranteed by an agency  
or party organization whose credit is recognized by  
station.

**WGAR**

(Established 1930)

**Basic CBS Network**

A Peoples Broadcasting Station



Rates effective March 1, 1955. (Card No. 18.)  
Rates received February 28, 1955.

Owned and operated by the Peoples Broadcasting  
Corp.

**Personnel**

Vice-Pres. & Gen'l Mgr. (Corp.)—Herbert E. Evans.  
Vice-Pres. & Gen. Mgr. (Station)—Carl E. George  
Sales Manager—Robert B. Forker.

**Representatives**

Henry I. Christal Co., Inc.  
Canada—Radio Time Sales, Ltd. of Toronto.

**Mailing Instructions**

Business Office and Studio—Hotel Statler, 12th and  
Euclid Ave., Cleveland, Ohio. Prospect 1-0200.  
TWX CV-35.  
Transmitter—Broadview and Alkens Roads, Broadview  
Heights, Ohio.

**Wave—Power—Time**

Operating power—50,000 watts.  
Frequency—1220 kilocycles.  
Directional—same pattern, all hours.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 5:30 a.m. to 1:00 a.m. week days;  
5:30 a.m. to 2:00 a.m. Saturday; 7:55 a.m. to mid-  
night Sundays.

**F M Facilities**

Effective radiated power—31,000 watts.  
Frequency—99.5 megacycles, channel 258.

**Agency Commission**

Agency commission 15% to recognized advertising  
agencies on net charges for station time after all  
frequency discounts; no cash discount. All bills  
rendered monthly, payable 10th.  
Broadcasts of more than one hour, rates on request.  
Program and announcements not combined for dis-  
count purposes.

**General Advertising**

For combination rates see CBS Radio Network (Basic  
Network).  
Accepts AAAA copyrighted contract.  
All acceptable accounts subject to same rates.  
Music copyright provisions, details on request.

**CLASS "A"**

(6:30 a.m. to 10:30 p.m. Monday through Fri- day; 1:00 p.m. to 10:30 p.m. Sundays)							
	1	1/2	1/4	10	5	1	20
	hr.	hr.	hr.	min.	min.	min.	sec.
1 tl.	250.00	135.00	90.00	67.50	45.00	40.00	32.00
26 tl.	237.50	129.25	85.50	64.13	42.75	38.00	30.40
52 tl.	225.00	121.50	81.00	60.75	40.50	36.00	28.80
101 tl.	212.50	114.75	76.50	57.38	38.25	34.00	27.20
156 tl.	200.00	108.00	72.00	54.00	36.00	32.00	25.00
260 tl.	187.50	101.25	67.50	50.63	33.75	30.00	24.00
312 tl.	175.00	94.50	63.00	47.25	31.50	28.00	22.40

**CLASS "B"**

(10:30 p.m. to 6:30 a.m. Sunday through Satur- day; 8:00 a.m. to 1:00 p.m. Sunday; 6:30 a.m. to 10:30 p.m. Saturday)							
	1	1/2	1/4	10	5	1	20
	tl.	tl.	tl.	min.	min.	min.	sec.
1 tl.	135.00	81.00	54.00	40.50	27.00	25.00	20.00
26 tl.	128.25	76.95	51.30	38.48	25.65	23.75	19.00
52 tl.	121.50	72.90	48.60	36.45	24.30	22.50	18.00
104 tl.	114.75	68.85	45.90	34.43	22.95	21.25	17.00
156 tl.	108.00	64.80	43.20	32.40	21.60	20.00	16.00
260 tl.	101.25	60.75	40.50	30.38	20.25	18.75	15.00
312 tl.	94.50	56.70	37.80	28.35	18.90	17.50	14.00

**ADDITIONAL DISCOUNTS**

In addition to frequency discounts listed above and  
earned within one year, weekly quantity discounts  
may also be earned after deducting frequency dis-  
counts as follows:

10-14 times, per wk. 5% 25-29 times, per wk. 20%  
15-19 times, per wk. 10% 30 or more times, per  
20-24 times, per wk. 15% week..... 25%  
Eight second identifications are 50% of one minute  
rate subject to same discounts, but not combined  
with other schedules.

**SPECIAL FEATURES**

**Participating Programs**

"Ladies Day"—9:30 a.m. to 10:00 a.m., Monday  
through Friday, participating show accepting live  
announcements only.

"The Lee Adams Show"—11:05 a.m. to 11:30 a.m.  
and 3:30 p.m. to 4:00 p.m. Monday through Friday;  
9:30 a.m. to 10:00 a.m. Saturday.

"Farm Show" with Tom Christen—6:00 a.m. to 6:05  
a.m. Monday through Friday.

"Henry Pildner Entertains"—7:45 p.m. to 11:00  
p.m. Monday through Friday. FM only.

Participating shows preferring live announcements.  
(Cleveland continued on next page)

Exciting  
Cleveland Barons  
**HOCKEY**

**WGAR**

Radio for  
Grown-Ups  
of  
ALL AGES

## Reach Northeastern Ohio's real buying audience through WGAR

WGAR surrounds your commercials with radio for grown-ups... of all ages.

*For instance, this coming winter, WGAR will present exciting professional hockey featuring the popular Cleveland Barons. Each action-packed play will be reported by Ohio's most colorful sportscaster, Bill McColgan, for the Barons' thousands of radio fans.*

WGAR maintains this policy in all its programming... so reach your real buying audience through WGAR.

Radio for grown-ups... of all ages

# WGAR

Cleveland Ohio\*

The Peoples Broadcasting Corporation

WRFD-Worthington, O. • WTTM-Trenton, N. J. • WMMN-Fairmont, W. Va. • WNAX-Yankton, S. D. • KVTY-Sioux City, Ia.

\*Represented by the Henry I. Christal Company



**OHIO**

**Cleveland—Continued**

**WHK**

(Established 1921)

**RAB**

Rates effective August 1, 1958. (Card "A")  
Card received July 3, 1958.  
Owned and operated by The Metropolitan Broadcasting Corp.

**Personnel**  
General Manager—H. W. Simmen.  
**Representatives**  
Robert E. Eastman & Co., Inc.

**Mailing Instructions**  
Business Office and Studio—5000 Euclid Ave., Cleveland 3, Ohio, Express 1-5000.  
Transmitter—Seven Hills, Ohio.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—1420 kilocycles.  
Directional—nighttime only.  
Licensed to operate on cleared regional channel.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 24 hours daily.

**F M Facilities**  
Effective radiated power—20,000 watts.  
Frequency—100.7 megacycles on channel 264.

**Agency Commission**  
Agency commission 15% to recognized agencies; no cash discount. Talent net—not commissionable.

**General Advertising**  
FM operated in conjunction with AM.  
Following rates are for national and local advertising.  
ASCAP, BMI and SESAC licenses.  
AM program schedules duplicated over FM.  
First program must be presented within 30 days of contract date.

Cancellations of contract cannot become effective until two weeks after contractual starting date. Rates are for station time, services of program department, studio engineer, staff announcer and studio.

Commitments made under this rate card will be protected for a period of six months from effective date of any rate increase, provided there is no lapse in schedule.

**PROGRAMS**

**CLASS I**

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	140.00	84.00	56.00	42.00	28.00
13 times	133.00	79.80	53.20	39.90	26.60
26 times	126.00	75.60	50.40	37.80	25.20
52 times	119.00	71.40	47.60	35.70	23.80
156 times	112.00	67.20	44.80	33.60	22.40
260 or more times ..	105.00	63.00	42.00	31.50	21.00

**CLASS II**  
(11:00 p.m. to sign-off)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	75.00	45.00	30.00	23.00	18.00
13 times	71.25	42.75	28.50	21.85	17.10
26 times	67.50	40.50	27.00	20.70	16.20
52 times	63.75	38.25	25.50	19.55	15.30
156 times	60.00	36.00	24.00	18.40	14.40
260 or more times ..	56.25	33.75	22.50	17.25	13.50

**ANNOUNCEMENTS**

**CLASS I**  
(6:00 a.m. to 10:00 a.m. Monday through Saturday and 4:00 p.m. to 8:00 p.m. Monday through Sunday)

	1 min.	20 sec.	10 sec.
7 times.....	15.00	12.00	7.50
14 times.....	14.50	11.60	7.25
21 times.....	14.00	11.20	7.00
28 times.....	13.50	10.80	6.75

**CLASS II**  
(10:00 a.m. to 4:00 p.m. Monday through Sunday)

	12.00	9.60	6.00
7 times.....	12.00	9.60	6.00
14 times.....	11.50	9.20	5.75
21 times.....	11.00	8.80	5.50
28 times.....	10.50	8.40	5.25

**CLASS III**  
(8:00 p.m. to 1:00 a.m. Monday through Sunday)

	8.00	6.40	4.00
7 times.....	8.00	6.40	4.00
14 times.....	7.50	6.00	3.75
21 times.....	7.00	5.60	3.50
28 times.....	6.50	5.20	3.25

Less than 7 times weekly; rates on request.  
**Discounts**  
Only like announcements may combine for frequency discount. For example, an advertiser using 7 1-minute announcements plus 7 20 second announcements earns only the 7 time frequency for each group of announcements.

**WEEKLY PACKAGE PLANS**

**27 Plan**  
6 spots in 6:00 a.m. to 10:00 a.m. Monday through Saturday; 7 spots in 10:00 a.m. to 4:00 p.m.; 7 spots in 4:00 p.m. to 8:00 p.m.; 7 spots in 8:00 p.m. to midnight Monday through Sunday.

	1 min.	20 sec.	10 sec.
Each .....	275.00	220.00	137.50

**39 Plan**  
9 spots in 6:00 a.m. to 10:00 a.m. Monday through Saturday; 10 spots in 10:00 a.m. to 4:00 p.m.; 10 spots in 4:00 p.m. to 8:00 p.m.; 10 spots in 8:00 p.m. to midnight Monday through Sunday.

Each .....	375.00	300.00	187.50
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**54 Plan**  
12 spots in 6:00 a.m. to 10:00 a.m. Monday through Saturday; 14 spots in 10:00 a.m. to 4:00 p.m.; 14 spots in 4:00 p.m. to 8:00 p.m.; 14 spots in 8:00 p.m. to midnight Monday through Sunday.

Each .....	475.00	380.00	237.50
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**SPECIAL FEATURES**

**FIVE MINUTE NEWS**

**CLASS I**  
(6:00 a.m. to 10:00 a.m. Monday through Saturday)  
Sold in units of 6 newscasts rotated 6:45 a.m.; 7:45 a.m.; 8:45 a.m.; 9:45 a.m. Monday through Saturday—4:45 p.m.; 5:45 p.m.; 6:45 p.m.; 7:45 p.m. Monday through Sunday, 6 weekly, 150.00.

**CLASS II**  
(10:00 a.m. to 4:00 p.m. Monday through Sunday)  
Sold in units of 14 weekly rotated 10:45 a.m.; 11:45 a.m.; 12:45 p.m.; 1:45 p.m.; 2:45 p.m.; 3:45 p.m. Monday through Sunday, 14 weekly, 280.00.

**CLASS III**  
(8:00 p.m. to 1:00 a.m. Monday through Sunday)  
Sold in units of 7 weekly rotated 8:45 p.m.; 9:45 p.m.; 10:45 p.m.; 11:45 p.m. Monday through Sunday; 7 weekly, 140.00.

**Time and Weather Plans**  
1-minute commercial copy following weather (scheduled every half-hour) and 1-minute following time signal after scheduled newscast. Sold in units of 21 per week scientifically rotated, approximately 2 from 6:00 a.m. to 6:00 p.m., and 1 from 6:00 p.m. to midnight, 7 days weekly, 21 weekly 275.00; 42 weekly 500.00.

**Participating Programs**

"Jack Denton"—6:00 a.m. to 10:00 a.m. Monday through Saturday.  
"Earle Jerris"—10:00 a.m. to noon; 2:00 p.m. to 4:00 p.m. Monday through Sunday.  
"Ernie Anderson"—noon to 2:00 p.m.; 6:00 p.m. to 8:00 p.m. Monday through Sunday.  
"Pete Myers"—4:00 p.m. to 6:00 p.m.; 8:00 p.m. to 10:00 p.m. Monday through Sunday.  
"The Bert Wayne Show"—10:00 p.m. to midnight.  
"The Milkman's Matinee" with Tom Brown—midnight to 6:00 a.m.

**WJMO**

(Established 1947)

Rates effective July 1, 1953.  
Rates received July 13, 1953.  
Revisions received September 9, 1957.  
Owned and operated by UBC of Ohio.

**Personnel**  
President—Richard Eaton.  
Vice-President—Curtlette C. Courtney.  
**Representatives**  
United Broadcasting Company.  
Los Angeles and San Francisco—Harlan G. Oakes & Associates.  
Southern—Dora-Clayton Agency, Inc.  
Chicago—Devney, Incorporated.

**Mailing Instructions**  
Business Office and Studio—2157 Euclid Ave., Cleveland 15, Ohio, Superior 1-4424.  
Transmitter—2157 Euclid Ave., Cleveland 15, Ohio.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1540 kilocycles.  
Non-directional.  
Licensed to operate day time only.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: Sunrise to local sunset.

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

**General Advertising**

For combination rates see United Broadcasting Company and National Negro Network.  
1 time 100.00 1 hr. 1/2 hr. 1/4 hr. 5 min. 1 min.  
104 times 90.00 50.00 45.00 20.00 12.75  
208 or more times... 80.00 50.00 40.00 18.00 12.00  
30-second announcements—75% of minute rate.  
**SATURATION ANNOUNCEMENT PLAN**  
(Run-off-schedule)

Per week:  
10 times..... 100.00 20 times..... 160.00  
15 times..... 135.00  
Flat rate, cannot be combined with other announcements for discount.

**SPECIAL FEATURES**  
News Service—UPI. Five minute news every hour on the hour seven days weekly, time plus 2.00 news charge.

**Participating Programs**  
"Dawn Party"—Sign-on to 8:00 a.m.  
"Mary Holt"—8:00 a.m. to 8:30 a.m. and 11:30 a.m. to 12:30 p.m.  
"Jockey John Show" with John Slade—2:30 p.m. to sign-off.  
"Polkas"—1:30 p.m. to 2:00 p.m.

**Foreign Language Programs**  
Polish, Slovenian, Hungarian, German, Italian, Latvian, Serbian, Slovak, Croatian and Lithuanian programs.  
Rates and details on request.

**WJW**

(Established 1943)

**A Storer Station**

**NAB**

**RAB**

Rates effective September 1, 1958. (Card No. 11.)  
Card received June 30, 1958.  
Owned and operated by Storer Broadcasting Company.

**Personnel**  
Managing Director—Reginald P. Merridew.  
Program Director—Bruce MacDonald.  
Sales Manager—Hal Mathews.  
National Sales Dir.—M. E. McMurray, 625 Madison Ave., New York 22, N. Y., Plaza 1-3940.  
Midwest National Sales Dir.—Floyd E. Beaston, 230 N. Michigan Ave., Chicago 1, Ill., Franklin 2-6498.

**Representatives**  
The Katz Agency, Inc.

**Mailing Instructions**  
Business Office and Studio—1630 Euclid Ave., Cleveland 15, Ohio, Tower 1-6080, TWX CV196.  
Transmitter—N. Royalton, Ohio.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—850 kilocycles.  
Directional—same pattern, all hours.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operates on Eastern Time.

**F M Facilities**  
Effective radiated power—2,800 watts.  
Frequency—104.1 megacycles; channel 281; Class B.  
Antenna height—510 feet above average terrain.

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

**General Advertising**  
Affiliated with National Broadcasting Company.  
FM operated in conjunction with AM.  
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 6 months after effective date of any new rates. One year contracts accepted only for purpose of determining frequency.

**CLASS "A"**  
(7:00 a.m. to 7:00 p.m. Monday through Friday)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time....	180.00	108.00	72.00	54.00	36.00	22.50
52 times..	171.00	102.60	68.40	51.30	34.20	20.25
104 times..	162.00	97.20	64.80	48.60	32.40	19.15
156 times..	153.00	91.80	61.20	45.90	30.60	18.00
260 times..	144.00	86.40	57.60	43.20	28.80	16.90
312 times..	135.00	81.00	54.00	40.50	27.00	15.75

**CLASS "B"**  
(All other times)

	100.00	60.00	40.00	30.00	20.00	10.00
1 time....	100.00	60.00	40.00	30.00	20.00	10.00
52 times..	95.00	57.00	38.00	28.50	19.00	10.00
104 times..	90.00	54.00	36.00	27.00	18.00	10.00
156 times..	85.00	51.00	34.00	25.50	17.00	10.00
260 times..	80.00	48.00	32.00	24.00	16.00	10.00
312 times..	75.00	45.00	30.00	22.50	15.00	10.00

(\* One minute or station break.  
10-second announcements: 50% of minute rate, fixed but not guaranteed position.

**MULTI-SPOT PLAN**  
Applies to all announcements and participations unless otherwise specified. All Multi-Spot Plan announcements scheduled at fixed but not guaranteed positions.

**Full Family Plan I**  
1/2 in 7:00 a.m. to 9:00 a.m. and/or 4:00 p.m. to 7:00 p.m. Monday through Friday; 1/2 after 7:00 p.m. Monday through Friday)

	1-5 wks.	6-11 wks.	12 or more wks.
20 spots per week.....	200.00	190.00	180.00
30 spots per week.....	285.00	270.00	255.00
40 spots per week.....	360.00	340.00	320.00
50 spots per week.....	425.00	400.00	375.00

**Full Family Plan II**  
(1/2 in 9:00 a.m. to 4:00 p.m. Monday through Friday; 1/2 after 7:00 p.m. Monday through Friday)

	135.00	130.00	125.00
20 spots per week.....	135.00	130.00	125.00
30 spots per week.....	195.00	187.50	180.00
40 spots per week.....	250.00	240.00	230.00
50 spots per week.....	275.00	275.00	275.00

Full Family Plan Rates apply to minutes and station breaks.  
10-second announcement: 50% of Full Family Plan rates.

(This listing continued on next page)

**Now on the air  
24 hours a day!**

**WHK**

the  
WNEW  
of  
Cleveland

**STATION  
CIRCULATION PLANS  
TO FIT ANY BUDGET**

WEEKLY

**27 ONE-MINUTES . . . \$275.**

**39 ONE-MINUTES . . . \$375.**

**54 ONE-MINUTES . . . \$475.**

For details, call Bud Simmen,  
EXpress 1-5000 or your  
Robert E. Eastman contact.

METROPOLITAN  
BROADCASTING  
CORPORATION



**Cleveland—W J W—Continued**

**CLASS "A"**  
(7:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Friday)

	1-5 wks.	6-11 wks.	12 or more wks.
*10 spots per week	190.00	180.00	170.00
15 spots per week	270.00	255.00	240.00
20 spots per week	340.00	320.00	300.00
25 spots per week	400.00	375.00	350.00

**CLASS "B"**  
(9:00 a.m. to 4:00 p.m. Monday through Friday)

*10 spots per week	125.00	120.00	115.00
15 spots per week	180.00	172.50	165.00
20 spots per week	230.00	220.00	210.00
25 spots per week	250.00	250.00	250.00

**CLASS "C"**  
(7:00 p.m. to 7:00 a.m. Monday through Friday and all day Saturday and Sunday)

*10 spots per week	100.00	-----	-----
15 spots per week	150.00	-----	-----
20 spots per week	200.00	-----	-----
25 spots per week	250.00	-----	-----

(\* Applies to minutes and station breaks. Though 10-second announcements may not be combined with minutes and station breaks for Multi-Spot packages, 10-second announcements may create their own Multi-Spot packages.  
Non-Plan announcements may be counted to make up the minimum number of announcements necessary to qualify for Multi-Spot rates.  
Multi-Spot announcements may be combined with Non-Plan announcements for the purpose of earning frequency discounts on Non-Plan announcements.

**SPECIAL FEATURES**

**News Programs:**  
5 min. units—rate card plus 7.00 news charge per program, commissionable.  
10 min. units—rate card plus 9.00 news charge per program, commissionable.  
15 min. units—rate card plus 11.00 news charge per program, commissionable.  
**Participating Programs**  
"Chuck Renwick"—6:00 a.m. to 7:00 a.m.  
"Bruce MacDonald"—7:00 a.m. to 9:00 a.m. and 2:00 p.m. to 4:00 p.m.  
"Wally King"—9:00 a.m. to 11:00 a.m. and 4:00 p.m. to 6:00 p.m.  
"Joe Mulvihill"—6:00 p.m. to 8:00 p.m.  
"Dick Drury"—8:00 p.m. to 10:00 p.m.

**W S R S**  
**CLEVELAND HEIGHTS**  
(Established 1947)  
**ABC Radio Network**  
**RAB**

Rates effective \_\_\_\_\_  
Rates received June 6, 1958.  
Owned and operated by WSRSS, Inc.  
**Personnel**  
President and Gen'l Mgr.—S. R. Sague.  
Vice-President—B. W. Sague.  
Vice-President, Sales—Myron T. Wile.  
Sec'y & Treas.—George P. Bickford.  
**Representatives** Bob Dore Associates.  
**Mailing Instructions**  
Business Office—2156 Lee Rd., Cleveland 18, Ohio.  
Erlievew 1-2005. TWX CV 434.  
New York—420 Madison Ave., New York 17, N. Y.  
Plaza 3-8370.  
Transmitter and Studio—2156 Lee Road, Cleveland 18, Ohio.  
**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1490 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operating on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: 24 hours.  
**FM Facilities**  
Effective radiated power \_\_\_\_\_  
Frequency—95.3 megacycles.  
Antenna height \_\_\_\_\_  
**Agency Commission**  
15% to recognized agencies rendering services to client according to station policy. Bills due and payable on or before 10th of month.  
**General Advertising**  
Affiliated with ABC Radio.  
Accepts AAAA copyrighted contract.  
ASCAP, BMI and SESAC licenses.  
Rates applicable only on contracts running consecutively on a daily or weekly basis. All rates guaranteed for one year from date of first broadcast.  
Advertising of alcoholic beverages other than beer and wine not accepted. Rates must be earned within a 12 month contract date.

(6:00 a.m. to 9:00 a.m. and 4:30 p.m. to 8:00 p.m. Monday through Saturday; all day Sunday)

	50	25	14	10	5	1	30	15
	min.	min.	min.	min.	min.	min.	sec.	sec.
1 tl...	100.00	55.00	32.00	27.00	17.00	10.50	8.50	5.00
13 tl...	95.00	53.00	30.00	25.50	16.00	10.00	8.00	4.50
26 tl...	90.00	50.00	28.00	24.00	15.00	9.50	7.50	4.25
52 tl...	85.00	47.00	26.00	22.50	14.00	9.00	7.00	4.00
104 tl...	80.00	44.00	24.00	21.00	13.00	8.50	6.50	3.75
156 tl...	75.00	41.00	22.00	19.50	12.00	8.00	6.00	3.50
260 tl...	70.00	38.00	20.00	17.00	11.00	7.50	5.50	3.25
312 tl...	65.00	35.00	18.00	15.50	10.00	7.00	5.00	3.00

(9:00 a.m. to 4:30 p.m. and 8:00 p.m. to 2:00 a.m. Monday through Saturday)

1 tl...	90.00	50.00	29.00	23.00	15.00	6.00	5.00	3.75
13 tl...	80.00	47.00	27.00	21.50	14.00	5.50	4.50	3.50
26 tl...	75.00	44.00	25.00	20.00	13.00	5.25	4.25	3.25
52 tl...	70.00	41.00	23.00	18.50	12.00	5.00	4.00	3.00
104 tl...	65.00	39.00	21.00	17.00	11.00	4.75	3.75	2.75
156 tl...	60.00	36.00	19.00	15.50	10.00	4.50	3.50	2.50
260 tl...	55.00	33.00	17.00	14.00	9.00	4.25	3.25	2.25
312 tl...	50.00	30.00	15.00	12.50	8.00	4.05	3.00	2.00

Discount Plan for advertisers using 2 spots per day or more with a 52-week schedule contract.

Per week:

10-14 times	5%	25-29 times	20%
15-19 times	10%	30-40 times	25%
20-24 times	15%	42-50 times	30%

**SATURATION BONUS PLAN**

Maximum 10 words additional per message.  
10 or more spots, per week:  
13 weeks..... 10% 52 weeks..... 20%  
26 weeks..... 15%  
(Run-of-schedule 9:00 a.m. to 4:30 p.m. Monday through Saturday)

per week:	55 sec.	25 sec.	10 sec.
18 messages (3 per day Monday through Saturday)	100 wds.	45 wds.	20 wds.
20 messages (4 per day Monday through Friday)	130.00	106.00	-----
24 messages (4 per day Monday through Saturday)	150.00	122.00	99.00
30 messages (6 per day Monday through Friday)	185.00	147.00	118.00
36 messages (6 per day Monday through Saturday)	216.00	169.00	135.00

Additional words, per word, per message..... 10  
Discounts allowed retroactively or total number of broadcasts given in any 52 week period covered by contract. Announcements and programs cannot be combined to earn larger discounts. Rates guaranteed for 90 days from date of any rate increase provided advertiser maintains a schedule of one or more programs or announcements per week consecutively for duration of 52 week contract.

**SPECIAL FEATURES**

News Service—AP, UPI and local award news.  
Headline on the Half-hour  
10-second introduction, one minute or more of news, one minute commercial copy.  
Per week:  
1-5 times, each.. 11.00 11 or more tl., each 10.00  
6-10 times, each.. 10.50  
Flat price, no further discounts. May be combined with regular announcements for total earned frequency.  
Newscasts—Every hour on the hour and half hour Monday through Saturday:  
9:00 a.m., 10:00 a.m., 1:00 p.m., 2:00 p.m., 3:00 p.m. and 4:00 p.m. (approximately 6 minutes), per day..... 18.00  
7:00 a.m., 8:00 a.m., noon, 5:00 p.m. and 6:00 p.m. (approximately 8 minutes), per day..... 22.00  
7:30 a.m., 8:30 a.m., 4:30 p.m. and 6:30 p.m. (approximately 10 minutes), per day..... 25.00  
5:30 p.m. (approximately 15 minutes), per day 30.00  
8:00 p.m., 9:00 p.m., 10:00 p.m. and 11:00 p.m. (approximately 6 minutes), per day..... 15.00  
Sunday:  
Available newscasts on request (approximately 6 minutes), each, 25.00.

**NEWSCASTS**

(Approximately 8 minutes)  
(7:00 a.m.; 8:00 a.m.; noon; 4:00 p.m.; 5:00 p.m.; 6:00 p.m.)

4 weeks, 6 per week	130.00
13 weeks, 6 per week	125.00
26 weeks, 6 per week	120.00
52 weeks, 6 per week	115.00

"Headlines"—on the 1/2 hour:

	(*)	(†)	(*)	(†)
1 time.....	12.00	9.50	104 times.....	10.00 7.50
13 times.....	11.50	9.00	156 times.....	9.50 7.00
26 times.....	11.00	8.50	260 times.....	9.00 6.50
52 times.....	10.50	8.00	312 times.....	8.50 6.00

"Top Story" on the hour:  
1 time..... 11.00 8.50 104 times..... 9.00 6.50  
13 times..... 10.50 8.00 156 times..... 8.50 6.00  
26 times..... 10.00 7.50 260 times..... 8.00 5.50  
52 times..... 9.50 7.00 312 times..... 7.50 5.00  
(\*): 6:00 a.m. to 9:00 a.m. and 4:30 p.m. to 8:00 p.m. Monday through Saturday; all day Sunday.  
(†): 9:00 a.m. to 4:30 p.m. and 8:00 p.m. to 2:00 a.m. Monday through Saturday.  
Super-check plan available to clients for merchandising products of accounts in any 13 weeks period.

**Participating Programs**

"Top 'O Morning"—6:00 a.m. to 9:00 a.m.  
"Breakfast Club" with Don McNeil—9:00 a.m. to 10:00 a.m.  
"Housewives Choice"—10:00 a.m. to 12:30 p.m.  
"Kenny Bass"—1:00 p.m. to 4:00 p.m.  
"Ted Lawrence"—4:00 p.m. to 6:30 p.m.  
"Edward P. Morgan"—7:00 p.m. to 7:15 p.m.  
"Top 'O Evening"—7:15 p.m. to midnight.  
**TRANSCRIPTIONS**  
Library Service—Associated.

(Call letters not received)  
(C. P.—Class B-FM 16,500 w; 106.3 mc.)  
Friendly Broadcasting Co.  
2900 Tilden St., N. W.  
Washington, D. C.

(Call letters not received)  
(C. P.—Class B-FM 21,500 w; 103.3 mc.)  
The Moody Bible Institute of Chicago  
Chicago, Illinois  
(C. P. is for Cleveland)

**CLEVELAND HEIGHTS**

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

**See Cleveland**

**COLUMBUS (6 AM; 3 FM)**

(including Worthington)  
Franklin County—Map Location D-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.

**OHIO**

**WBNS**  
(Established 1924)  
**THE JOHN BLAIR**  
**REPRESENTED STATION**  
**CBS Radio Network**  
**RAB**

Rates effective June 1, 1958.  
Rates received April 28, 1958.  
Owned and operated by Radio, Inc., Columbus, Ohio.  
**Personnel** General Manager—Richard A. Borel.  
Sales Director—W. I. Orr.  
Nat'l Sales Manager—Don White.  
Promotion Director—Jim Yerlan.  
Program Director—Parke Blanton.  
**Representatives** John Blair & Company.  
**Mailing Instructions**  
Business Office and Studio—33 N. High St., Columbus, Ohio. Capital 4-9265.  
Transmitter—1037 Barnett Road, Columbus, Ohio.  
**Wave—Power—Time**  
Operating power 5,000 watts days; 1,000 watts nights (100% modulation.)  
Frequency—1460 kilocycles.  
Directional—nighttime only.  
Licensed to operate on cleared regional channel.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Actual operating schedule: Sundays 8:00 a.m. to 1:00 a.m. Week days 5:45 a.m. to 1:00 a.m.  
**FM Facilities** Effective radiated power—54,000 watts.  
Frequency—97.1 megacycles. Class B.  
Antenna height—315 feet above average terrain.  
**Agency Commission**  
Agency commission 15% to recognized advertising agencies. No cash discount.  
**General Advertising**  
Affiliated with CBS Radio Network.  
Rates include charges by owners of music copyrights. The following rates are for national advertising.  
All programs duplicated on FM.

**CLASS "A"**  
(6:00 a.m. to 9:15 a.m. and 6:00 p.m. to 7:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	210.00	125.00	85.00	63.00
52 times.....	199.50	118.75	80.75	59.85
156 times.....	189.00	112.50	76.50	56.70
260 times.....	178.50	106.25	72.25	53.55
312 times.....	168.00	100.00	68.00	50.40

**CLASS "B"**  
(9:15 a.m. to 6:00 p.m. and 7:00 p.m. to sign-off daily)

1 time.....	125.00	75.00	50.00	37.50
52 times.....	118.75	71.25	47.50	35.65
156 times.....	112.00	67.50	45.00	33.80
260 times.....	106.25	63.75	42.50	31.95
312 times.....	100.00	60.00	40.00	30.10

(This listing continued on next page)

**PULSE, inc, reports**  
**COLUMBUS**  
December '57-January '58 Pulse  
\*Quarter-hour FIRSTS-

<b>WBNS-Radio</b>	<b>352</b>
Station B	4
Station C	4
Station D	0

360  
\* Monday through Friday 6 a.m. to 12 Midnight  
"Pulse-Positive" . . . this commanding lead proves it takes only one to cover Columbus, in fact all of Central Ohio—WBNS.  
Call Blair for complete details on WBNS coverage in Ohio's top earning, top spending market.  
**WBNS**  
**RADIO**  
5000 watts  
Represented by  
**JOHN BLAIR & CO.**

# OHIO

## Columbus—WBNS—Continued

**ANNOUNCEMENTS**  
(6:00 a.m. to 9:15 a.m. and 6:00 p.m. to 7:00 p.m.\* Monday through Saturday)

	Flat	Each	Per wk.
1-minute or less:			
6 weekly, staggered, 1 per day.....	23.00		168.00
Less than 6 weekly, staggered.....	32.00		
Specified position.....	40.00		
(* 6:00 p.m. to 7:00 p.m., specified position.)			
(9:15 a.m. to 6:00 p.m. Monday through Saturday)			
6 weekly, 1 per day.....	21.00		126.00
Less than 6 weekly.....	23.00		
(After 7:00 p.m. Monday through Saturday; all day Sunday)			
6 weekly, 1 per day.....	14.00		84.00
Less than 6 weekly.....	16.00		

### IMPACT PLANS

(9:15 a.m. to 6:00 p.m. Monday through Saturday)			
12 announcements weekly.....	19.00		228.00
(After 7:00 p.m. Monday through Saturday; all day Sunday)			
12 announcements weekly.....	12.00		144.00

### ID's

6:00 a.m. to 9:15 a.m. Monday through Saturday, flat, each.....	20.00
9:15 a.m. to 7:00 p.m. Monday through Saturday, flat, each.....	12.50
After 7:00 p.m. Monday through Saturday; all day Sunday, flat, each.....	8.00

### DISCOUNTS

Rates are guaranteed for a period of one year from the date of first broadcast or for one year from the effective date of any increase in 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 one year from the 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 5-minute or longer programs.

### DISCOUNTS

Rates are guaranteed for a period of one year from the date of first broadcast or for one year 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 one year from the 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 5-minute or longer programs.

### SPECIAL FEATURES

**News Service—AP.**  
**Participating Programs**  
"Farmtime"—5:45 a.m. to 6:00 a.m. Monday through Saturday. Per participation, flat, 22.00.  
"Round Robin Review" with Fern Sharp—9:15 a.m. to 9:45 a.m. Monday through Friday. Women's program. Per participation, flat, 30.00.  
"Early Worm" with Irwin Johnson—6:00 a.m. to 9:15 a.m. Monday through Saturday; 3:30 p.m. to 6:00 p.m. Monday through Friday.  
"Lawrence Weik"—11:30 a.m. to 11:45 a.m. Monday through Friday.  
"Listen" with Dean Lewis—7:00 p.m. to 11:00 p.m. and 11:15 p.m. to sign-off Monday through Friday.  
"This Is Music"—11:15 p.m. to sign-off Sunday.  
"Spencer at Bat"—2:00 p.m. to 4:00 p.m. Saturday.  
"Saturday's Rhythm"—5:05 p.m. to 5:55 p.m. Saturday.

### Closing Time

Talent programs, talks and recorded programs close two weeks in advance of broadcast. Announcements close eight days in advance of broadcast.

## WCOL

(Established 1922)



Rates effective January 1, 1959.  
Rates received December 3, 1958.  
Owned and operated by Air Trails, Inc.  
**Personnel** Executive Vice-Pres.—J. P. Williams.  
Vice-President—Alex Buchan.  
Station Manager—Collis A. Young.  
**Representatives**  
Robert E. Eastman & Co., Inc.  
**Mailing Instructions**  
Business Office and Studio—E. Broad at Young St., Columbus 15, Ohio, Capital 1-4581.  
Transmitter—555 W. Goodale St., Columbus, Ohio.  
**Wave—Power—Time**  
Operating power—250 watts.  
(100% Modulation—temperature control.)  
Frequency—1230 kilocycles.  
Non-directional.  
Licensed to operate full time on cleared local channel.  
Operates on Eastern Standard Time.  
Operating schedule: 24 hours daily Sunday through Saturday.

### FM Facilities

Effective radiated power—38,000 watts.  
Frequency—92.3 megacycles; Class B.  
Antenna height—427 feet above average terrain.  
All programs duplicated on FM facilities.  
**Agency Commission**  
Agency commission 15% to recognized agencies; no cash discount.  
**General Advertising**  
For combination rates see ABC Radio.  
Accepts AAAA copyrighted contract.  
Rates include charges by owners of music copyrights.

### ANNOUNCEMENTS AND PROGRAMS

#### (6 month's protection)

#### Drive Times

	5 min.	1 min.	30 sec.	10 sec.
1 time.....	27.00	18.00	14.00	9.00
52 times.....	25.50	17.00	13.00	8.50
156 times.....	24.00	16.00	12.00	8.00
260 times.....	22.50	15.00	11.00	7.50

### Captive Housewife

	5 min.	1 min.	30 sec.	10 sec.
1 time.....	24.00	16.00	12.00	8.00
52 times.....	22.50	15.00	11.00	7.50
156 times.....	21.00	14.00	10.00	7.00
260 times.....	19.50	13.00	9.00	6.50

### Week-End

	21.00	14.00	11.00	7.00
1 time.....	21.00	14.00	11.00	7.00
52 times.....	19.50	13.00	10.00	6.50
156 times.....	18.00	12.00	9.00	6.00
260 times.....	16.50	11.00	8.00	5.50

### Nighttime

	15.00	10.00	8.00	5.00
1 time.....	15.00	10.00	8.00	5.00
52 times.....	13.50	9.00	7.00	4.50
156 times.....	12.00	8.00	6.00	4.00
260 times.....	10.50	7.00	5.00	3.50

### Drive Time Special

	1 wk.	26 wks.	52 wks.
1 minute:			
6 times.....	96.00	90.00	84.00
12 times.....	180.00	168.00	156.00
18 times.....	252.00	234.00	216.00
24 times.....	312.00	288.00	264.00
30 times.....	360.00	330.00	300.00
36 times.....	396.00	360.00	324.00

30 seconds:			
6 times.....	72.00	66.00	60.00
12 times.....	132.00	120.00	108.00
18 times.....	180.00	162.00	144.00
24 times.....	216.00	192.00	168.00
30 times.....	240.00	210.00	180.00
36 times.....	252.00	216.00	180.00

10 seconds:			
6 times.....	48.00	45.00	42.00
12 times.....	90.00	84.00	78.00
18 times.....	126.00	117.00	108.00
24 times.....	156.00	144.00	132.00
30 times.....	180.00	165.00	150.00
36 times.....	198.00	180.00	162.00

### Captive Housewife Plan

	70.00	65.00	60.00
1 minute:			
5 times.....	70.00	65.00	60.00
10 times.....	130.00	120.00	110.00
15 times.....	180.00	165.00	150.00
20 times.....	220.00	200.00	180.00
25 times.....	250.00	225.00	200.00
30 times.....	270.00	240.00	210.00

30 seconds:			
5 times.....	55.00	50.00	45.00
10 times.....	105.00	95.00	85.00
15 times.....	150.00	135.00	120.00
20 times.....	190.00	170.00	150.00
25 times.....	225.00	200.00	175.00
30 times.....	255.00	225.00	195.00

10 seconds:			
5 times.....	35.00	32.50	30.00
10 times.....	65.00	60.00	55.00
15 times.....	90.00	82.50	75.00
20 times.....	110.00	100.00	90.00
25 times.....	125.00	112.50	100.00
30 times.....	135.00	120.00	105.00

### Personality Package

5 1-minute sales messages per day, 7 days a week, in each of the 5 personalities. (Rate refers to all personalities under Participating Programs)

35 1-minute sales messages, per week.....	280.00
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### Wonderful Week-End

	1 wk.	26 wks.	52 wks.
1 minute:			
5 times.....	60.00	55.00	50.00
10 times.....	110.00	100.00	90.00
15 times.....	150.00	135.00	120.00
20 times.....	180.00	160.00	140.00

30 seconds:			
5 times.....	45.00	42.50	40.00
10 times.....	85.00	80.00	75.00
15 times.....	120.00	112.50	105.00
20 times.....	150.00	140.00	130.00

10 seconds:			
5 times.....	30.00	21.50	25.00
10 times.....	55.00	50.00	45.00
15 times.....	75.00	67.50	60.00
20 times.....	90.00	80.00	70.00

### Family Plan

24 1-minute sales messages, flat, per week.....	240.00
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 6:00 p.m. Saturday.	
4 spots in 10:00 a.m. to 6:00 p.m. Sunday.	

### Nighttime Special

1 announcement, 7:00 p.m. to 10:00 p.m. and 1 announcement, 10:00 p.m. to midnight.	
14 1-minutes—per week, flat.....	98.00
14 30-seconds—per week, flat.....	84.00
14 10-seconds—per week, flat.....	56.00

### Day-Night Circulation Extender

	1 wk.	26 wks.	52 wks.
1 minute:			
10 times.....	90.00	85.00	80.00
20 times.....	170.00	160.00	150.00
30 times.....	240.00	225.00	210.00
40 times.....	300.00	280.00	260.00

30 seconds:			
10 times.....	70.00	65.00	60.00
20 times.....	130.00	120.00	110.00
30 times.....	180.00	165.00	150.00
40 times.....	220.00	200.00	180.00

10 seconds:			
10 times.....	45.00	42.50	40.00
20 times.....	85.00	80.00	75.00
30 times.....	130.00	112.50	105.00
40 times.....	150.00	140.00	130.00

A 7:00 p.m. to 10:00 p.m. sales message goes with each 9:00 a.m. to 3:00 p.m. sales message.

### Rain or Shine

	1 wk.	26 wks.	52 wks.
1 minute:			
10 times.....	90.00	85.00	80.00
20 times.....	170.00	160.00	150.00
30 times.....	240.00	225.00	210.00
40 times.....	300.00	280.00	260.00

(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)			
1 minute:			
7 times.....	91.00	84.00	77.00
14 times.....	169.00	154.00	140.00
21 times.....	231.00	210.00	189.00
28 times.....	280.00	252.00	224.00
35 times.....	315.00	280.00	245.00

### Per week

1 minute:			
7 times.....	91.00	84.00	77.00
14 times.....	169.00	154.00	140.00
21 times.....	231.00	210.00	189.00
28 times.....	280.00	252.00	224.00
35 times.....	315.00	280.00	245.00

30 seconds:			
7 times.....	70.00	66.50	63.00
14 times.....	133.00	126.00	119.00
21 times.....	189.00	178.50	168.00
28 times.....	238.00	224.00	210.00
35 times.....	280.00	262.50	245.00

10 seconds:			
7 times.....	45.50	42.00	38.50
14 times.....	84.00	77.00	70.00
21 times.....	115.50	105.00	94.50
28 times.....	140.00	126.00	112.00
35 times.....	157.50	140.00	122.50

### Drive Carefully

(6:00 a.m. to 9:00 a.m. and 3:00 p.m. to 7:00 p.m. Monday through Friday; 8:00 a.m. to 8:00 p.m. Saturday; 9:00 a.m. to 9:00 p.m. Sunday)

1 minute:			
7 times.....	105.00	98.00	91.00
14 times.....	196.00	182.00	168.00
21 times.....	273.00	252.00	231.00
28 times.....	336.00	308.00	280.00
35 times.....	385.00	350.00	315.00

30 seconds:			
7 times.....	84.00	77.00	70.00
14 times.....	161.00	147.00	133.00
21 times.....	231.00	210.00	189.00
28 times.....	294.00	266.00	238.00
35 times.....	350.00	315.00	280.00

10 seconds:			
7 times.....	52.50	49.00	

**WMNI**

(Established 1957)

Rates effective April 1, 1958.  
Rates received March 26, 1958.  
Rev's. received August 18, 1958.  
Owned and operated by North American Broadcast-  
ing Co.

**Personnel**  
Pres. & Gen'l Mgr.—William R. Mnych.  
Program Manager—Harv Morgan.

**Representatives**  
Broadcast Time Sales.

**Mailing Instructions**  
Business Office and Studio—Southern Hotel, Colum-  
bus 15, Ohio, Capitol 1-1354.

Transmitter—3201 Lazar Road, Columbus, Ohio.

**Wave—Power—Time**  
Operating Power—500 watts.  
Frequency—920 kilocycles.  
Directional.

Licensed to operate fulltime on regional channel.  
Operates on Eastern Standard Time.  
Operating schedule: 6:00 a.m. to 11:15 p.m.

**Agency Commission**  
15%; no cash discount. Talent commissionable. All  
bills rendered monthly; payable by 10th.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
Rates are guaranteed for a period of 6 months from  
the date of the 1st 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 providing broadcasts continue  
without interruption. All broadcasts placed with station  
for advertiser within 1 year from date of 1st  
broadcast shall be combined for the purpose of calculat-  
ing the total amount of frequency discounts  
earned.

CLASS "AA"						
(7:00 a.m. to 9:00 a.m. and 4:00 p.m. to 6:30 p.m. Monday through Saturday)						
	1/2 hr.	1/4 hr.	10 min.	5 min.	Ann.	
1 time..	62.80	40.00	34.40	29.90	15.65	
26 times..	59.05	37.55	32.30	28.05	14.70	
52 times..	55.50	35.30	30.40	26.40	13.80	
104 times..	52.20	33.20	28.55	23.55	13.00	
156 times..	49.05	31.20	26.80	22.15	12.25	
260 times..	46.15	29.30	25.20	20.80	11.50	
312 times..	43.40	27.55	23.20	19.55	10.80	
520 times..	40.70	25.80	22.25	18.40	10.20	
1000 times..					9.60	

CLASS "A"						
(6:00 a.m. to 7:00 a.m.; 9:00 a.m. to 4:00 p.m. and 6:30 p.m. to midnight Monday through Saturday; all day Sunday)						
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	Ann.
1 time..	80.00	50.25	31.95	27.50	23.90	12.50
26 times..	75.20	47.25	30.05	25.85	22.45	11.75
52 times..	70.70	44.40	28.25	24.30	21.10	11.05
104 times..	66.45	41.75	26.55	22.85	18.85	10.40
156 times..	62.45	39.25	24.95	21.45	17.70	9.80
260 times..	58.70	36.90	23.45	20.15	16.65	9.20
312 times..	55.20	34.70	22.05	18.95	15.65	8.65
520 times..	51.90	32.60	20.65	17.80	14.70	8.15
1000 times..						6.75

IMPACT PLAN			
CLASS "AA"			
— 1-minute —			
Spots	Each	Total	Station break
24 spots.....	10.20	244.80	8.15 195.60
12 spots.....	11.50	138.00	9.20 110.40
6 spots.....	13.00	78.00	10.40 62.40
CLASS "A"			
24 spots.....	8.15	195.60	6.75 162.00
12 spots.....	9.20	110.40	7.25 87.00
6 spots.....	10.40	62.40	8.40 50.40
Run-of-schedule ID's .....			4.00
300 or more ID's .....			3.00

**SPECIAL FEATURES**  
News Service—UPI.  
News; 208 per week scheduled and also when it happens.

**Participating Programs**  
Monday through Friday:  
"Mid-Ohio Jambo se"—5:45 a.m. to 7:00 a.m.  
"Harv Morgan Show"—7:15 a.m. to 9:30 a.m.  
"Mike Gavin Show"—9:30 a.m. to 1:30 p.m. and  
5:00 p.m. to 7:30 p.m.  
"Bob Linville Show"—1:30 p.m. to 5:00 p.m. and  
8:30 p.m. to 11:00 p.m.

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

**WOSU**

Owned and operated by Ohio State University.  
Does not sell time.

**WRFD**

**WORTHINGTON**  
(Established 1947)



A Peoples Broadcasting Station

Rates effective December 1, 1958.  
Rates received October 29, 1958.  
Owned and operated by Peoples Broadcasting Corp.

**Personnel**  
General Manager—Joseph D. Bradshaw.

**Representatives**  
Gill-Perna, Inc.

**Mailing Instructions**  
Business Office and Studio—Worthington (Columbus),  
Ohio, Tux. 5-5342.

Transmitter—Powell Road and U. S. Highway No. 23,  
Delaware County, Ohio.

**Wave—Power—Time**  
Operating power—5,000 watts days.  
Frequency—880 kilocycles.  
Non-directional.

Licensed to operate daytime only.  
Daylight Saving Time not observed.  
Operating schedule: Sign-on to local sunset.

## SPOT RADIO FACTS for the COLUMBUS RADIO AREA

# WTVN

WTVN, with 5000 watts on 610 KC, delivers more radio homes in the 35 county Columbus radio market for less cost. Comparisons based on SRA Formula and NCS #2.

WTVN	52c
Station "B"	79c
Station "C"	\$1.14
Station "D"	97c

June-July, 1958 Pulse

**COST PER  
1000  
ANALYSIS  
IS  
IMPORTANT**

**OHIO'S  
3rd  
THE NATION'S  
28th  
MARKET**

... in total retail sales. Columbus ranks 35th in Pop.; 28th in C.S.I.; 23rd in Gen. Mdse.; 27th in Food Sales; 28th in Drug Sales; 30th in Automotive Sales, nationally.

## LOCALIZED PROGRAMMING BONUS

Program features are varied, informative and entertaining . . . designed to meet the needs and interests of the greater Columbus listener market. Shows include: Jackson's Beat; Spook Beckman Show; Sky Room; All Big Ten Sports; Cols. Jet Baseball; News.

# WTVN

Columbus, Ohio

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

**WBRC-TV-AM**  
Birmingham, Ala.

**WKYT-TV**  
Lexington, Ky.

Represented by  
**THE KATZ AGENCY**

**Agency Commission**  
15% commission to recognized agencies; no cash discount. Bills are rendered monthly and are payable by 10th of following month.

**General Advertising**  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Liquor, wine and beer advertising not acceptable.  
Rate protection—Station reserves the right to change its rates effective on such date as it may announce. Rate increases will not apply for 6 months from effective date of increase to advertisers who have established a contractual year prior to effective date of rate increase.

CLASS "AA"						
(Sign-on to 9:00 a.m., 11:30 a.m. to 1:00 p.m. and 4:30 p.m. to 6:30 p.m. weekdays)						
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time..	130.00	85.00	50.00	40.00	27.50	20.00
26 times..	127.00	83.00	49.00	39.00	26.75	19.75
52 times..	124.00	81.00	48.00	38.00	26.00	19.50
104 times..	118.00	77.50	46.00	36.50	25.00	18.50
156 times..	112.00	74.50	44.00	35.00	24.00	17.50
260 times..	103.50	68.00	40.00	32.00	22.50	16.00
312 times..	97.50	63.75	37.50	30.00	21.50	15.00

CLASS "A"						
(9:00 a.m. to 11:30 a.m.; 1:00 p.m. to 4:30 p.m.; 6:30 p.m. to sign-off daily and all day Sunday)						
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time..	120.00	75.00	45.00	35.00	25.00	17.00
26 times..	117.00	73.00	44.00	34.25	24.50	16.75
52 times..	114.00	71.00	43.00	33.50	24.00	16.50
104 times..	108.50	68.00	41.00	32.00	23.00	16.00
156 times..	103.00	65.00	39.00	30.50	22.00	15.50
260 times..	96.00	60.00	36.00	28.00	20.25	14.00
312 times..	90.00	56.25	33.75	26.25	18.75	12.75

PACKAGE PLANS (Staggered schedules)			
CLASS "AA"			
Per week:	1 min.	30 sec.	10 sec.
5 times.....	15.00	10.00	7.50
10 times.....	14.00	9.50	7.00
20 times.....	13.00	9.00	6.50
30 times.....	12.00	8.50	6.00
CLASS "A"			
5 times.....	13.00	9.00	6.50
10 times.....	12.00	8.50	6.00
20 times.....	11.00	8.00	5.50
30 times.....	10.00	7.50	5.00

**DISCOUNTS**  
Rates are guaranteed for a period of six months from date of the first broadcast or six months from effective date of any increase in these rates, providing advertising is actually running at time of effective date of increase and providing broadcasts continue without interruption.

All broadcasts placed with station for advertiser within one year from the date of the 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 5-minute or longer programs.

**SPECIAL FEATURES**  
News Service—UPI.  
Weather and market reports.  
Participating Programs  
"Hospitality House"—10:05 a.m. to 11:00 a.m.  
Rates on participating programs available on request.  
**Closing Time**  
Program material and commercial copy should be submitted 48 hours in advance.

**WTVN**

(Established 1924)



A Taft Station

Rates effective September 1, 1958. (Card No. 4.)  
Card received July 10, 1958.  
Rev. (rates) rec'd September 30, 1958.  
Owned and operated by Radio Columbus, Inc.

**Personnel**  
General Manager—Samuel T. Johnston.  
Program Director—Robert Adkins.  
Vice Pres. & Dir. of Nat'l Sales, Taft Stations—  
Ken Church Woodburn 1-0550, Cincinnati, Ohio.  
Nat'l Sales Mgr., Taft Stations—Don Chaplin c/o  
WKRC, Hotel Alms, Cincinnati 6, Ohio. Woodburn  
1-0550.

**Representatives** The Katz Agency, Inc.  
**Mailing Instructions**  
Business Office and Studio—22 E. Gay St., Columbus  
15, Ohio. Capitol 4-1273. TWX CL 540.  
Transmitter—901 Obetz Road, Columbus, Ohio.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—610 kilocycles.  
Directional—nighttime only.  
Licensed to operate unlimited time.  
Daylight Saving Time not observed.  
Operating schedule: 5:30 a.m. to 1:00 a.m. daily;  
6:45 a.m. to 1:00 a.m. Sunday.

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

**General Advertising**  
Affiliated with Mutual Broadcasting System.  
Accepts AAAA copyrighted contract.  
The following rates are for both local and national advertising. Broadcasts extending over a period of two hours or more—rates on request. Minute rates allow for a maximum of 125 words. Station breaks—maximum 50 words.  
Rate protection—Station reserves the right to change its rates effective on such date as it may announce. Rate increases will not apply for 6 months from effective date of increase to advertisers who have established a contractual year prior to effective date of rate increase.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	100.00	90.00	60.00	45.00	30.00
26 times..	95.00	85.50	57.00	42.75	28.50
52 times..	90.00	81.00	54.00	40.50	27.00
104 times..	85.00	76.50	51.00	38.25	25.50
156 times..	80.00	72.00	48.00	36.00	24.00
260 times..	75.00	67.50	45.00	33.75	22.50

(This listing continued on next page)



# OHIO

## Columbus—WTVN—Continued

### ANNOUNCEMENTS

#### CLASS "AA"

(6:30 a.m. to 9:30 a.m. and 4:00 p.m. to 7:00 p.m.)					
	(*)	(†)	(*)	(†)	
1 time.....	21.00	10.50	104 times....	18.00	9.00
26 times.....	20.00	10.00	156 times....	17.00	8.50
52 times.....	19.00	9.50	260 times....	16.00	8.00

#### CLASS "A"

(6:00 a.m. to 6:30 a.m. and 9:30 a.m. to 4:00 p.m.)					
1 time.....	20.00	10.00	104 times....	17.00	8.50
26 times.....	19.00	9.50	156 times....	16.00	8.00
52 times.....	18.00	9.00	260 times....	15.00	7.50

#### CLASS "B"

(Before 6:00 a.m. and after 7:00 p.m.)					
1 time.....	13.00	6.50	104 times....	11.50	5.75
26 times.....	12.50	6.25	156 times....	11.00	5.50
52 times.....	12.00	6.00	260 times....	10.50	5.25

(\* )—Minute/20-seconds.  
(†)—10 seconds (12 words).  
Announcements scheduled between two rate classifications take the rate of the higher classification.  
Announcements and programs may not be combined for frequency discounts.

### MULTI-SPOT PLAN

(Minute/20-second announcements)

#### CLASS "AA"

(6:30 a.m. to 9:30 a.m. and 4:00 p.m. to 7:00 p.m.)					
	Per wk.		Each		
6 spots per week.....	96.00	16.00			
12 spots per week.....	180.00	15.00			
24 spots per week.....	336.00	14.00			

#### CLASS "A"

(6:00 a.m. to 6:30 a.m. and 9:30 a.m. to 4:00 p.m.)					
6 spots per week.....	90.00	15.00			
12 spots per week.....	168.00	14.00			
24 spots per week.....	312.00	13.00			

#### CLASS "B"

(Before 6:00 a.m. and after 7:00 p.m.)					
6 spots per week.....	63.00	10.50			
12 spots per week.....	117.00	9.75			
24 spots per week.....	216.00	9.00			

10 second announcements—50% of minute/20-second rate.  
10 second announcements may not be counted to help earn Multi-Spot Plan rates for minute/20-second announcements; but minute/20-second announcements may be counted to help earn Multi-Spot Plan rates for 10 second announcements.

Plan announcements may be counted for frequency discounts on non-Plan announcements. Non-Plan announcements may be counted to make up number of announcements necessary to qualify for Plan rates.

### SPECIAL FEATURES

News Service—AP, UPI.

Participating Programs

"Sky Room"—women's noontime show Monday through Friday. Regular rates apply.

### TRANSCRIPTIONS

Library Service—World.

## WV KO

(Established 1948)

Rates effective January 1, 1955.  
Rates received December 17, 1954.  
Owned and operated by Sky Way Broadcasting Corp.

### Personnel

General Manager—Bert Charles.  
Sales Manager—William Selander.

### Representatives

Venard, Rintoul & McConnell, Inc.  
Ohio—Ohio Stations Representatives.

### Mailing Instructions

Business Office and Studio—274 S. Third St., Columbus 15, Ohio. Capitol 1-5247.  
Transmitter—2495 Henderson Road, Columbus, Ohio.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1580 kilocycles.

Directional antenna.  
Licensed to operate daytime only.  
Operates on Eastern Standard Time.

Operating schedule:					
Jan....	8:00 a.m.-5:30 p.m.	July..	6:00 a.m.-8:00 p.m.		
Feb....	7:30 a.m.-6:00 p.m.	Aug....	6:00 a.m.-7:30 p.m.		
Mar....	6:45 a.m.-6:45 p.m.	Sept....	6:15 a.m.-6:45 p.m.		
Apr....	6:00 a.m.-7:15 p.m.	Oct....	6:45 a.m.-6:00 p.m.		
May....	6:00 a.m.-7:45 p.m.	Nov....	7:15 a.m.-5:15 p.m.		
June..	6:00 a.m.-8:00 p.m.	Dec....	7:45 a.m.-5:15 p.m.		

### Agency Commission

15% to recognized agencies on net station time only; no commission on 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.  
Alcoholic beverages, other than beer and wine, and products and services deemed of questionable merit by the management not acceptable.  
Length of commercial copy: NAB code.  
Rates shown after deduction of all applicable discounts.

### AM-FM RATES

	1	1/2	1/4	10	5	1	30
	hr.	hr.	hr.	min.	min.	min.	sec.
1 tl.	80.00	50.00	30.00	20.00	15.00	8.00	5.00
26 tl.	76.00	47.50	28.50	19.25	14.50	7.75	4.75
52 tl.	72.00	45.00	27.00	18.75	14.00	7.50	4.50
104 tl.	68.00	42.50	25.00	18.00	13.50	7.00	4.00
156 tl.	64.00	40.00	23.50	17.50	13.00	6.50	3.75
260 tl.	58.00	37.50	22.00	16.75	12.50	5.75	3.50
312 tl.	56.00	35.00	21.00	16.25	12.00	5.50	3.25

Spot Package Rates

	Each		10 wks.	20 wks.
10 per week, each.....	7.00	6.30	5.60	
15 per week, each.....	6.50	5.85	5.20	
20 per week, each.....	6.00	5.40	4.80	

### SPECIAL FEATURES

News Service—UPI.  
Time signals and weather forecast—three announcements a day, seven days a week, per month 450.00

### POLITICAL

Regular rates apply; cash in advance.  
Names of participants and sponsors must be clearly indicated at opening and closing of each broadcast.

### TRANSCRIPTIONS

Library Service—Capitol, Associated. No extra charge.

## WV KO-FM

(Established 1948)

Rates effective January 1, 1955.  
Rates received December 17, 1954.

### Wave—Power—Time

Effective radiated power—52,060 watts.					
Frequency—94.7 megacycles; channel 234.					
Operating schedule: Sunrise to 12:00 midnight.					
General Advertising					
	1	1/2	1/4	10	5
	hr.	hr.	hr.	min.	min.
1 time.....	80.00	60.00	30.00	20.00	15.00
26 times....	76.00	47.50	28.50	19.25	14.50
52 times....	72.00	45.00	27.00	18.75	14.00
104 times..	68.00	42.50	25.00	18.00	13.50
156 times..	64.00	40.00	23.50	17.50	13.00
260 times..	58.00	37.50	22.00	16.75	12.50
312 times..	56.00	35.00	21.00	16.25	12.00

### Spot Package Rates

	Each		10 wks.	20 wks.
10 per week, each.....	7.00	6.30	5.60	
15 per week, each.....	6.50	5.85	5.20	
20 per week, each.....	6.00	5.40	4.80	

For general information see AM listing.

## COSHOCOTON

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

## WTNS

(Established 1947)



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

### Personnel

Pres. & Gen'l Mgr.—Bruce Wallace.  
Sales Manager—Arthur E. Jost.

### Representatives

Grant Webb & Company.

### Mailing Instructions

Business Office and Studio—114 N. Sixth St., Coshocton, Ohio. Main 2-5432.  
Transmitter—Roscoe, Ohio.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1560 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.

Operating schedule:					
Jan....	7:45 a.m.-5:30 p.m.	July..	5:15 a.m.-8:00 p.m.		
Feb....	7:15 a.m.-6:00 p.m.	Aug....	5:30 a.m.-7:30 p.m.		
Mar....	6:45 a.m.-6:30 p.m.	Sept....	6:00 a.m.-6:45 p.m.		
Apr....	5:45 a.m.-7:00 p.m.	Oct....	6:30 a.m.-5:45 p.m.		
May....	5:15 a.m.-7:30 p.m.	Nov....	7:15 a.m.-5:15 p.m.		
June..	5:00 a.m.-8:00 p.m.	Dec....	7:45 a.m.-5:00 p.m.		

### Agency Commission

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

### General Advertising

Accepts AAAA copyrighted contract.  
ASCAP, BMI and SESAC licenses.  
In order to earn net rates quoted, contracts must be completed within 12 months. The following rates are for station time only.

	1	1/2	1/4	10	5	Ann.
	hr.	hr.	hr.	min.	min.	
1 time.....	50.00	30.00	20.00	15.00	10.00	6.00
13 times....	47.50	28.50	19.00	14.25	9.50	5.70
26 times....	45.00	27.00	18.00	13.00	9.00	5.40
52 times....	42.50	25.50	17.00	12.75	8.50	5.10
104 times..	40.00	24.00	16.00	12.00	8.00	4.80
156 times..	37.50	22.50	15.00	11.25	7.50	4.50
260 times..	35.00	21.00	14.00	10.50	7.00	4.20
312 times..	32.50	19.50	13.00	9.75	6.50	3.90

News Service—UPI. News service charge: 5 minutes .50; 15 minutes 1.00.  
Participating programs—rates on request.

### POLITICAL

One time rate applies.

### TRANSCRIPTIONS

Library Service—Lang-Worth.  
Closing Time  
Program material and broadcast copy must be received by the station 24 hours in advance of broadcast.

## DAYTON (4 AM; 1 FM)

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

## WAVI

(Established 1955)

## Independent



Rates effective October 1, 1957. (Card No. 4.)  
Card received October 30, 1957.  
Owned and operated by WAVI Broadcasting Corp.

### Personnel

Pres. & Gen'l Mgr.—H. K. Crowl.  
Sales Director—Guy Wadsworth.  
Promotion Director—D. D. Campbell.  
National Sales Director—Kenneth Caywood.  
News Director—John Frain.

### Representatives

Broadcast Time Sales.  
Ohio—Ohio Stations Representatives.

### Mailing Instructions

Business Office, Studio and Transmitter—1428 Cincinnati St., Dayton 8, Ohio. Baldwin 2-1291.

### Wave—Power—Time

Operating power—250 watts days.  
Frequency—1210 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Operating schedule:

Jan.	7:30 a.m.-5:30 p.m.	July	5:30 a.m.-8:00 p.m.
Feb.	7:00 a.m.-6:15 p.m.	Aug.	5:30 a.m.-7:30 p.m.
Mar.	6:15 a.m.-6:45 p.m.	Sept.	5:45 a.m.-6:45 p.m.
Apr.	5:30 a.m.-7:15 p.m.	Oct.	6:15 a.m.-6:00 p.m.
May	5:30 a.m.-7:45 p.m.	Nov.	6:45 a.m.-5:15 p.m.
June	5:30 a.m.-8:00 p.m.	Dec.	7:15 a.m.-5:15 p.m.

### Agency Commission

15% to recognized agencies; 1% cash discount.

### General Advertising

ASCAP, BMI and SESAC licenses.  
Last 30 seconds of all program time reserved for station.  
Rates are the same for national, regional and local accounts.

Lengths of copy in accordance with NAB Code.

	1	1/2	1/4	10	5	(*)
	hr.	hr.	hr.	min.	min.	
Open .....	85.00	51.00	34.00	26.00	17.00	9.00
52 times....	75.00	45.00	30.00	23.00	15.00	8.00
156 times..	65.00	39.00	26.00	19.00	13.00	7.50
260 times..	60.00	36.00	24.00	18.00	12.00	7.00
312 times..	55.00	33.00	22.00	16.00	11.00	6.50

(\*) Announcements, 1 minute, guaranteed position.

### SATURATION PLAN

(Run-of-schedule)

	1-3 wks.			4-12 wks.			13 wks.		
12 times.....	98.00	90.00	84.00						
18 times.....	135.00	126.00	117.00						
24 times.....	168.00	156.00	144.00						
36 times.....	234.00	216.00	198.00						
42 times.....	262.50	241.50	220.50						

30 seconds—70% of earned minute rate or Saturation Plan.  
10 seconds—minimum of 20 per week, no frequency discount, each, 3.25.

### SPECIAL FEATURES

News Service—UPI.  
News every half-hour.

### NEWS

	Open	52 tl.	156 tl.	260 tl.	312 tl.
5 minutes..	18.00	16.00	14.00	13.00	12.00
Summaries	10.00	9.00	8.50	8.00	



**WHIO**  
(Established 1935)

**CBS Radio Network**



A James M. Cox Owned Station  
Rates effective June 1, 1957. (Card No. 10.)  
Rates received January 28, 1957.  
Rev. (Impact Plans) eff. 6-1-57; rec'd 5-28-57.  
Owned and operated by Miami Valley Broadcasting Corporation.

**Personnel**  
President—James M. Cox, Jr.  
General Manager—Robert H. Moody.  
Assistant to General Manager—Harvey R. Young, Jr.  
National Sales Manager—Wade H. Ailey.  
Promotion Manager—Chuck Gay.  
Merchandising Manager—Walter E. Wolaver.

**Representatives**  
George P. Hollingbery Company.

**Mailing Instructions**  
Business Office and Studio—1414 Wilmington Ave., Dayton 1, Ohio. Clearwater 4-5311.  
Transmitter—Hempstead Road, S. E. of Dayton, O.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—1290 kilocycles.  
Directional—nighttime only.  
Operates on Class 3A cleared regional channel.  
Operates on Eastern Standard Time.  
Operating schedule: 5:00 a.m. to 12:30 a.m. Monday through Friday; 5:00 a.m. to 1:05 a.m., Saturday; 8:00 a.m. to 12:05 a.m., Sunday.

**FM Facilities**  
Effective radiated power—20,000 watts.  
Frequency—99.1; channel 256.

**Agency Commission**  
15% to recognized agencies on net charges for station time; 2% cash discount—15 days. Bills rendered 5th of the month.

**General Advertising**  
For combination rates see CBS Radio Network (Basic Network).  
ASCAP, BMI and SESAC licenses.  
All discounts are for broadcasts to be used within one year from start of schedule. Contracts must be renewed or extended at or before expiration to earn lower rate. Such renewals or extensions may be made for a period not to exceed one year from the date of the first broadcast.

Credit memoranda covering earned discounts are issued at the expiration of each discount period. No deductions are shown on current invoices.  
Announcements and programs may not be grouped for discount purposes. Announcements and station breaks adjacent to highest classification are charged the rate of higher classification.

No contracts accepted for longer period than one year. Contracts subject to station management's approval and governmental regulations.  
Advertising of alcoholic beverages accepted subject to approval of station management.

Where advertiser prepares own program, it should be submitted not less than three days in advance for program director's approval.  
Current or continuous advertisers are protected for 6 months against rate increases.

The following rates are for national advertising.

**PROGRAMS**

	1 hr.	1/2 hr.	1/4 hr.	5 min.
26 times or less....	150.00	98.00	68.00	42.00
52 times.....	140.00	91.00	63.00	41.00
104 times.....	130.00	85.00	59.00	40.00
156 times.....	120.00	78.00	54.00	39.00
260 times.....	110.00	72.00	50.00	38.00
312 times.....	100.00	65.00	45.00	37.00

**ANNOUNCEMENTS**

(9:30 a.m. to 6:00 a.m. Monday through Saturday; sign-on to sign-off Sunday)  
One minute or less, live announcements, maximum 100 words.

26 times or less.....	22.00	260 times.....	18.00
52 times.....	21.00	312 times.....	17.00
104 times.....	20.00	624 times.....	16.00
156 times.....	19.00		

10 second announcements:  
50% of earned announcement rate. These announcements may not earn frequency discount for longer announcements, but longer announcements may earn frequency discount for 10-second announcements.  
Earned frequency does not apply to 10-second announcements in the period of 6:00 a.m. to 9:30 a.m. Monday through Saturday, but may combine with all other hours to earn frequency discount. Frequency Impact Plan may be applied to 10-second announcements on the basis of 50% of the applicable Frequency Impact Plan announcement rate.

**FREQUENCY IMPACT PLAN**

Applies to all announcements 9:30 a.m. to 6:00 a.m. All announcements scheduled at fixed but not guaranteed positions. Announcements in Prime Time programs (6:00 a.m. to 9:30 a.m. Monday through Saturday) may be combined with other announcements to earn frequency for the other announcements in the Plan. These announcement rates apply to single products only.

Per week:

15 spots.....	285.00	25 spots.....	425.00
20 spots.....	360.00	30 spots.....	480.00

**WEEK-END FREQUENCY IMPACT PLAN**

Applies to all announcements 9:30 a.m. to 6:00 a.m. on Saturday and all hours Sunday. These announcements are combinable with all others to earn a frequency discount but must be used in one weekend.  
10 spots..... 100.00 20 spots..... 160.00

**SPECIAL FEATURES**

News Service—UPI, PA.  
"Breakfast in Bedlam," "Have You Heard,"—6:00 a.m. to 9:30 a.m. Monday through Saturday; participation 25.00 per announcement. These announcements may be combined with other hours to earn frequency discounts.

**POLITICAL**

Programs and spots to be charged at established local or national rates. Payment in advance.  
Copy or transcriptions must be submitted 72 hours in advance of broadcast.

Pulse, Inc.  
Studied Dayton, Ohio  
Radio Audiences...  
Pulse Learned...

# WHIO

## Programming

### COMMANDS MORE ATTENTION!

Pulse found . . . the people who listen for information and entertainment prefer WHIO almost two to one.

### HAS MORE ACCEPTANCE!

Pulse found . . . WHIO news reporting and WHIO broadcast commercials were judged "Most Believable" by 4 out of 7 respondents.

### REACHES THE ABLE-TO-BUY AUDIENCE!

WHIO was preferred in homes classified by rental value in the upper and second quartiles . . . WHIO trailed in lowest and 3rd quartiles.

### APPEALS TO MORE ADULTS!

Pulse found . . . in a detailed breakdown of the composition of each Dayton station's audience, WHIO is Dayton's best radio buy for an advertiser anxious to influence mature buying decisions.

For availabilities on Dayton's AAAA Station and your copy of this recent study contact your representative of the . . .

**GEORGE P. HOLLINGBERY COMPANY**

**WHIO**

Dayton, Ohio  
AM 1290 Kil., FM 99.1 Meg.  
Basic CBS Affiliate

**WING**  
(Established 1921)



Rates effective November 1, 1958.  
Rates received October 8, 1958.  
Owned and operated by Great Trails Broadcasting Corporation.

**Personnel**  
Executive Vice-President—J. P. Williams.  
Vice-President—Alex Buchan.  
General Manager—Dale Moody.  
Local Sales Mgr.—O. E. "Gene" Rahn.  
Promotion Manager—Larry Marker.

**Representatives**  
Robert E. Eastman & Co., Inc.

**Mailing Instructions**  
Business Office and Studio—121 N. Main St., Dayton 2, Ohio, Baldwin 2-3773.  
Transmitter—East David Road, near Dayton, Ohio.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—1410 kilocycles.  
Directional—nighttime only.  
Licensed to operate unlimited time.  
Operates on Eastern Standard Time.  
Operating schedule: 24 hours daily.

**Agency Commission**  
15% to recognized agencies on net charges for station time only. No cash discounts. Bills due and payable when rendered.

**General Advertising**  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Maximum length of contract 52 weeks.  
Rates are guaranteed for a period of 6 months from date of 1st 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 1st 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**

**Drive Times**  
(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday)

	5 min.	1 min.	30 sec.	10 sec.
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

**Captive Housewife Times**  
(9:00 a.m. to 4:00 p.m. Monday through Friday)

1 time.....	27.00	18.00	14.00	9.00
52 times.....	25.00	17.00	13.00	8.00
156 times.....	23.00	16.00	12.00	7.00
260 times.....	21.00	15.00	11.00	6.00

**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.....	24.00	16.00	12.00	8.00
52 times.....	22.00	15.00	11.00	7.00
156 times.....	20.00	14.00	10.00	6.00
260 times.....	18.00	13.00	9.00	5.00

**Nighttime**  
(7:00 p.m. to midnight Sunday through Saturday)

1 time.....	15.00	10.00	8.00	5.00
52 times.....	13.50	9.00	7.00	4.50
156 times.....	12.00	8.00	6.00	4.00
260 times.....	10.50	7.00	5.00	3.50

**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:	Per week					
	—1 week—		—26 weeks—		—52 weeks—	
	Each	Total	Each	Total	Each	Total
6 times..	16.00	96.00	15.50	93.00	15.00	90.00
12 times..	15.50	186.00	15.00	180.00	14.50	174.00
18 times..	15.00	270.00	14.50	261.00	14.00	252.00
24 times..	14.50	348.00	14.00	336.00	13.50	324.00
30 times..	14.00	420.00	13.50	405.00	13.00	390.00
36 times..	13.50	486.00	13.00	468.00	12.50	450.00
30 seconds:						
6 times..	12.00	72.00	11.50	69.00	11.00	66.00
12 times..	11.50	138.00	11.00	132.00	10.50	126.00
18 times..	11.00	198.00	10.50	189.00	10.00	180.00
24 times..	10.50	252.00	10.00	240.00	9.50	228.00
30 times..	10.00	300.00	9.50	285.00	9.00	270.00
36 times..	9.50	342.00	9.00	324.00	8.50	306.00
10 seconds:						
6 times..	8.00	48.00	7.75	46.50	7.50	45.00
12 times..	7.75	93.00	7.50	90.00	7.25	87.00
18 times..	7.50	135.00	7.25	130.50	7.00	126.00
24 times..	7.25	174.00	7.00	168.00	6.75	162.00
30 times..	7.00	210.00	6.75	202.50	6.50	195.00
36 times..	6.75	243.00	6.50	234.00	6.25	225.00

**Captive Housewife Plan**  
(9:00 a.m. to 4:00 p.m. Monday through Friday)

1 minute:						
5 times..	14.00	70.00	13.50	67.50	13.00	65.00
10 times..	13.50	135.00	13.00	130.00	12.50	125.00
15 times..	13.00	195.00	12.50	187.50	12.00	180.00
20 times..	12.50	250.00	12.00	240.00	11.50	230.00
25 times..	12.00	300.00	11.50	287.50	11.00	275.00
30 times..	11.50	345.00	11.00	330.00	10.50	315.00
30 seconds:						
5 times..	11.00	55.00	10.50	52.50	10.00	50.00
10 times..	10.50	105.00	10.00	100.00	9.50	95.00
15 times..	10.00	150.00	9.50	142.50	9.00	135.00
20 times..	9.50	190.00	9.00	180.00	8.50	170.00
25 times..	9.00	225.00	8.50	212.50	8.00	200.00
30 times..	8.50	255.00	8.00	240.00	7.50	225.00
10 seconds:						
5 times..	7.00	35.00	6.75	33.75	6.50	32.50
10 times..	6.75	67.50	6.50	65.00	6.25	62.50
15 times..	6.50	97.50	6.25	93.75	6.00	90.00
20 times..	6.25	125.00	6.00	120.00	5.75	115.00
25 times..	6.00	150.00	5.75	143.75	5.50	137.50
30 times..	5.75	172.50	5.50	165.00	5.25	157.50

(This listing continued on next page)

# OHIO

## Dayton—WING—Continued

### The WING-Ding Plan

1 1-minute sales message per day, 7 days a week, in each of the 5 WING personalities. Live copy recommended. (Rate refers to all personalities under Participating Programs.) 5 per day, 7 days per week. 35 1-minute sales messages, per week, flat..... 280.00

### 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 minute:	-1 week-		-26 weeks-		-52 weeks-	
	Each	Total	Each	Total	Each	Total
5 times..	12.00	60.00	11.50	57.50	11.00	55.00
10 times..	11.00	110.00	10.50	105.00	10.00	100.00
15 times..	10.00	150.00	9.50	142.50	9.00	135.00
20 times..	9.00	180.00	8.50	170.00	8.00	160.00
30 seconds:						
5 times..	9.00	45.00	8.50	42.50	8.00	40.00
10 times..	8.50	85.00	8.00	80.00	7.50	75.00
15 times..	8.00	120.00	7.50	112.50	7.00	105.00
20 times..	7.50	150.00	7.00	140.00	6.50	130.00
10 seconds:						
5 times..	6.00	30.00	5.75	28.75	5.50	27.50
10 times..	5.50	55.00	5.25	52.50	5.00	50.00
15 times..	5.00	75.00	4.75	71.25	4.50	67.50
20 times..	4.50	90.00	4.25	85.00	4.00	80.00

### Family Plan

24 1-minute sales messages per week, distributed as follows:  
 6 spots in 4:00 p.m. to 8:00 p.m. Monday through Saturday.  
 6 spots in 6:00 a.m. to 9:00 a.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 6:00 p.m. Saturday.  
 4 spots in 10:00 a.m. to 6:00 p.m. Sunday.  
 Per week, flat ..... 300.00

### 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 1 announcement 10:00 p.m. to midnight.

	Each	Per wk.
14 1-minute—per week, flat.....	8.00	112.00
14 30-seconds—per week, flat.....	6.00	84.00
14 10-seconds—per week, flat.....	4.00	56.00

### 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 minute:	-1 week-		-26 weeks-		-52 weeks-	
	Each	Total	Each	Total	Each	Total
10 times..	11.00	110.00	10.50	105.00	10.00	100.00
20 times..	10.50	210.00	10.00	200.00	9.50	190.00
30 times..	10.00	300.00	9.50	285.00	9.00	270.00
40 times..	9.50	380.00	9.00	360.00	8.50	340.00
30 seconds:						
10 times..	8.50	85.00	8.00	80.00	7.50	75.00
20 times..	8.00	160.00	7.50	150.00	7.00	140.00
30 times..	7.50	225.00	7.00	210.00	6.50	195.00
40 times..	7.00	280.00	6.50	260.00	6.00	240.00
10 seconds:						
10 times..	5.50	55.00	5.25	52.50	5.00	50.00
20 times..	5.25	105.00	5.00	100.00	4.75	95.00
30 times..	5.00	150.00	4.75	142.50	4.50	135.00
40 times..	4.75	190.00	4.50	180.00	4.25	170.00

(\*) A 7:00 p.m. to 10:00 p.m. announcement goes with each 9:00 a.m. to 4:00 p.m. announcement.

### Rain or Shine

(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)

1 minute:						
7 times..	14.00	98.00	13.50	94.50	13.00	91.00
14 times..	13.50	189.00	13.00	182.00	12.50	175.00
21 times..	13.00	273.00	12.50	262.50	12.00	252.00
28 times..	12.50	350.00	12.00	336.00	11.50	322.00
35 times..	12.00	420.00	11.50	402.50	11.00	385.00
30 seconds:						
7 times..	11.00	77.00	10.50	73.50	10.00	70.00
14 times..	10.50	147.00	10.00	140.00	9.50	133.00
21 times..	10.00	210.00	9.50	199.50	9.00	189.00
28 times..	9.50	266.00	9.00	252.00	8.50	238.00
35 times..	9.00	315.00	8.50	297.50	8.00	280.00
10 seconds:						
7 times..	7.00	49.00	6.75	47.25	6.50	45.50
14 times..	6.75	94.50	6.50	91.00	6.25	87.50
21 times..	6.50	136.50	6.25	131.25	6.00	126.00
28 times..	6.25	175.00	6.00	168.00	5.75	161.00
35 times..	6.00	210.00	5.75	201.25	5.50	192.50

### Drive Carefully

(Safety, Traffic & Road Condition Bulletins)  
 (6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Friday; 8:00 a.m. to 8:00 p.m. Saturday; 9:00 a.m. to 9:00 p.m. Sunday)

1 minute:				
7 times..	15.00	105.00	14.50	101.50
14 times..	14.50	203.00	14.00	196.00
21 times..	14.00	294.00	13.50	283.50
28 times..	13.50	378.00	13.00	364.00
35 times..	13.00	455.00	12.50	437.50
30 seconds:				
7 times..	12.00	84.00	11.50	80.50
14 times..	11.50	161.00	11.00	154.00
21 times..	11.00	231.00	10.50	220.50
28 times..	10.50	294.00	10.00	280.00
35 times..	10.00	350.00	9.50	332.50
10 seconds:				
7 times..	7.50	52.50	7.25	50.75
14 times..	7.25	101.50	7.00	98.00
21 times..	7.00	147.00	6.75	141.75
28 times..	6.75	189.00	6.50	182.00
35 times..	6.50	227.50	6.25	218.75

### Time Signal Plan

(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)

Time signal plus 1-minute of copy:				
7 times..	13.00	91.00	12.50	87.50
14 times..	12.50	175.00	12.00	168.00
21 times..	12.00	252.00	11.50	241.50
28 times..	11.50	322.00	11.00	308.00
35 times..	11.00	385.00	10.50	367.50

### Scoreboard

(During Baseball Season)

Scores plus 1 minute:

	- Per week -			- Per week -	
	Each	Total		Each	Total
14 times....	10.00	140.00	49 times....	8.75	428.75
21 times....	9.75	204.75	56 times....	8.50	476.00
28 times....	9.50	266.00	63 times....	8.25	519.75
35 times....	9.25	323.75	70 times....	8.00	560.00
42 times....	9.00	378.00			

Scores plus 30 seconds:

14 times....	8.00	112.00	49 times....	6.75	330.75
21 times....	7.75	162.75	56 times....	6.50	364.00
28 times....	7.50	210.00	63 times....	6.25	393.75
35 times....	7.25	253.75	70 times....	6.00	420.00
42 times....	7.00	294.00			

Scores plus 10 seconds:

14 times....	5.00	70.00	49 times....	3.75	183.75
21 times....	4.75	99.75	56 times....	3.50	196.00
28 times....	4.50	126.00	63 times....	3.25	204.75
35 times....	4.25	148.75	70 times....	3.00	210.00
42 times....	4.00	168.00			

**SPECIAL FEATURES**  
 News service—AP and local news department.  
 Participating Programs  
 "Johnny Spring"—8:00 a.m. to 10:00 a.m.  
 "George Dee"—10:00 a.m. to noon.  
 "Bill Henry"—noon to 3:00 p.m.  
 "Jim Smith"—3:00 p.m. to 6:00 p.m.  
 "Bill Henry"—6:00 p.m. to 8:00 p.m.  
**POLITICAL**  
 Political advertising will be billed at earned rate. Cash or certified check with order.  
**Closing Time**  
 General and station publicity, 14 days before first broadcast. Broadcast copy and program material, 48 hours before broadcast.

## WLW CINCINNATI

City of license Cincinnati, Ohio.  
 Considered by NBC Radio Network as their Cincinnati, Columbus and Dayton outlet.  
 See listing under Cincinnati, Ohio.

### ADVERTISEMENT

WLW serves Dayton, O. in primary fashion with 47% weekly daytime coverage (NCS No. 2 1956) and a signal of at least 2 MV/M.  
 Allocate 12.1% of WLW Radio Spot Rate to this market.  
 For example:  
 CLASS "A"  
 1-minute: Pro-Rated Cost: \$58.00 Cost \$7.02  
 260 time rate.....  
 See WLW under Cincinnati section.

## WONE

### (Established 1948)

## Independent

Rates effective February 1, 1958.  
 Rates received December 30, 1957.  
 Owned and operated by Skyland Broadcasting Corp.  
**Personnel** President—Ronald B. Woodyard.  
 Vice-President, National Sales—C. J. Thornquest.  
 Vice-President, Local Sales—Lou Froelich.  
**Representatives**  
 Headley-Reed Company.  
**Mailing Instructions**  
 Business Office and Studio—380 West First St., Dayton 2, Ohio. Baldwin 4-6501.  
 Transmitter—Colonial Lane near Dayton, Ohio.  
**Wave—Power—Time**  
 Operating power—5,000 watts.  
 Frequency—980 kilocycles.  
 Directional—separate patterns, day and night.  
 Licensed to operate unlimited time on regional channel.  
 Operates on Eastern Standard Time.  
 Daylight Saving Time observed.  
 Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 5:30 a.m. to 1:00 a.m.  
**Agency Commission**  
 15% to recognized agencies on station time only; no cash discount. Bills rendered 1st of month following broadcast.  
**General Advertising**  
 Frequency discounts are for consecutive broadcasts to be used within one year from start of schedule. Announcements and programs cannot be combined to earn larger discounts. All proposals subject to prior time and network schedules. No contracts accepted for longer period than one year; broadcasts must begin within 30 days from date of contract. All time units 30 seconds less than indicated. The following rates are for time only and apply to all hours

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	125.00	90.00	60.00	40.00
52 times.....	120.00	85.00	55.00	37.50
156 times.....	115.00	80.00	50.00	35.00
260 times.....	110.00	77.50	47.50	32.50
312 times.....	105.00	75.00	45.00	30.00
624 times.....	100.00	70.00	40.00	27.50

All times are 30-seconds less than stated.

### ANNOUNCEMENTS

CLASS "A"  
 (6:00 a.m. to 9:00 a.m. and 3:00 p.m. to 7:00 p.m. Monday through Saturday; noon to 7:00 p.m. Sunday)  
 1-minute or less:  
 Open rate..... 23.00 260 times..... 17.00  
 52 times..... 21.00 312 times..... 16.00  
 156 times..... 19.00 624 times..... 15.00  
 No frequency discount (open rate only) between 6:00 a.m. and 9:00 a.m. weekdays.  
 CLASS "B"  
 (All other times)  
 Open rate..... 19.00 260 times..... 15.00  
 52 times..... 17.00 312 times..... 14.00  
 156 times..... 16.00 624 times..... 13.00  
 20-seconds or less—rates on request.

### SPECIAL FEATURES

News Service—AP and local news.  
**POLITICAL**  
 Copy must be submitted and payment made 72 hours in advance of broadcast.  
**TRANSCRIPTIONS**  
 Library Service—Capitol.

## DEFIANCE

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

## WONW

(Established 1949)

Rates effective August 1, 1957.  
 Card received June 12, 1957.  
 Owned and operated by Tri-State Broadcasting Company, Inc.  
**Personnel**  
 Vice-Pres. & Gen'l Mgr.—Glenn B. Thayer.  
**Representatives**  
 Devney, Incorporated.  
 Ohio—Ohio Stations Representatives.  
**Mailing Instructions**  
 Business Office and Studio—P. O. Box 278, one mile west on route 24, Defiance, Ohio, telephone 3-2226.  
 Transmitter—One mile west on route 24, Defiance, Ohio.

**Wave—Power—Time**  
 Operating power—500 watts.  
 Frequency—1280 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate full time.  
 Operates on Eastern Standard Time.  
 Operating schedule: 6:00 a.m. to 11:15 p.m. Monday through Friday; 8:00 a.m. to midnight Saturdays; 7:00 a.m. to 11:15 p.m. Sundays.

**Agency Commission**  
 15% to recognized agencies on time only; no cash discount. Talent, line and production charges not commissionable. Bills payable 10th of month.

**General Advertising**  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 ASCAP, SESAC and BMI licenses.  
 Advertising of alcoholic beverages other than beer and wine not accepted.  
 Renewal of contracts to insure time availabilities must be made within 30 days before expiration of present contract.  
 Programs and announcements may not be combined to earn additional discounts.  
 Advance payment may be required, where credit is unknown.  
 Time is sold for use of contractor only.  
 The following rates are for time only.

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

	1 hr.		1/4 hr.		5 min.	
	hr.	min.	hr.	min.	hr.	min.
1 time.....	67.00	40.00	26.00	20.00	14.00	7.50
13 times....	64.00	38.00	25.00	19.25	13.50	7.10
26 times....	61.00	36.00	24.00	18.50	13.00	6.70
52 times....	58.00	34.00	23.00	17.75	12.50	6.30
104 times....	55.00	32.00	22.00	17.00	12.00	5.90
156 times....	52.00	30.00	21.00	16.25	11.50	5.50
260 times....	49.00	28.00	20.00	15.50	11.00	5.10

CLASS "B"  
 (All other times)

1 time.....	55.00	30.00	20.00	15.00	10.00	6.00
13 times....	52.50	28.50	19.25	14.50	9.50	5.75
26 times....	50.00	27.00	18.50	14.00	9.00	5.50
52 times....	47.50	25.50	17.75	13.50	8.50	5.25
104 times						

Dover—W J E R—Continued

Table with 5 columns: Time (1/2 hr, 1/4 hr, 10 min, 5 min), and 5 rows of rates for 52, 104, 156, 260, and 312 times.

ANNOUNCEMENTS

Table with 5 columns: Time (1, 13, 26, 52 times), and 5 rows of rates for announcements.

(\*) One minute transcribed maximum 125 words live.

(†) Thirty seconds transcribed or 50 words live.

Sold in combination with WAND, Canton, Ohio. Rates on request.

SPECIAL FEATURES

News Service—UPI and local news. POLITICAL Announcements and/or programs sponsored by or on behalf of accredited candidates and/or referendums are acceptable at regular rates.

TRANSCRIPTIONS

Library Service—Thesaurus. Closing Time Thirty minutes prior to broadcast time.

EAST LIVERPOOL

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

WOHI

(Established 1949)



Rates effective October 1, 1954. Rates received November 22, 1954. Owned and operated by East Liverpool Broadcasting Co.

Personnel President—Richard V. Beatty. Station Manager—Robert E. Metcalfe. Vice-Pres., Treas. & Sales Mgr.—George T. Farrall. Program Director—James Lowery. Sec'y & Farm Dir.—Michael Turk.

Representatives Grant Webb and Company. Mailing Instructions Business Office and Studio—516 Market St., P. O. Box 760, East Liverpool, Ohio, Fulton 5-1490. Transmitter—Wohiview, East Liverpool, Ohio.

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 7:45 a.m. to 12:00 midnight; week days 6:45 a.m. to 12:00 midnight.

Agency Commission 15% to recognized agencies on time only; no cash discount. Bills rendered monthly; payable 10 days from invoice date.

General Advertising Affiliated with ABC Radio. Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP and BMI licenses. Contracts in excess of 52 weeks will not be accepted. Programs and announcements cannot be combined for discount purposes.

Table with 5 columns: Time (1, 1/2, 1/4, 10, 5 min), and 5 rows of rates for general advertising.

(\*) One minute or less.

SPECIAL FEATURES

News Service—AP. No extra charge. Local news programs, rates on request. ABC Cooperative Programs—rates on request. Headline news summary—one minute rate. Sports programs—Cleveland Indians baseball; Cleveland Browns football; Ohio State football; local high school football and basketball—rates on request.

Participating Programs "Sunrise Serenade"—6:45 a.m. to 9:00 a.m. Monday through Saturday. "Housewives Serenade"—10:30 a.m. to noon Monday through Saturday. "Farm Festival"—12:30 p.m. to 1:00 p.m. Monday through Saturday. "WOHI Club"—4:00 p.m. to 5:45 p.m. Monday through Sunday. "Sandman Serenade"—10:00 p.m. to midnight Monday through Sunday.

POLITICAL

Regular rates apply. Payable in advance. Closing Time Broadcast copy and program material must be received 48 hours in advance of broadcast time.

ELYRIA (1 AM; 1 FM)

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

WEOL

(Established 1948)

Rates effective June 1, 1956. (Card No. 3.) Rates received May 1, 1956.

Personnel President—Otto B. Schoepfle. General Manager—Paul Nakel. Prog. & Prod. Dir.—Richard E. Barrett.

Representatives

Walker-Rawalt Company, Inc. Ohio—Ohio Stations Representatives. Mailing Instructions Business Office & Studio—408 Elyria Savings & Trust Bldg., Elyria, Ohio, Fairfax 2-3761. Other Studio—Antlers Hotel, Lorain, Ohio, telephone Lorain Cherry 5-6437. Transmitter—Approximately 2.8 miles west of Grafton, Ohio, in Grafton Township, west side of Island Rd.

Wave—Power—Time Operating power—1,000 watts. Frequency—930 kilocycles. Directional—separate patterns, day and night. Licensed to operate full time. Operates on Eastern Standard Time. Daylight Saving Time observed. Operating schedule: 6:00 a.m. to midnight.

F M Facilities Effective radiated power—15,000 watts. Frequency—107.8 megacycles; channel 297; Class B. Agency Commission 15% to recognized agencies on net charge for station time; no cash discount. Bills rendered monthly and due 10th of following month.

General Advertising Not operated in conjunction with AM. Announcements and programs cannot be combined to earn lower rate. BMI, SESAC and ASCAP licenses.

Table with 5 columns: Time (1, 1/2, 1/4 hr, 10 min, 5 min), and 5 rows of rates for general advertising.

ANNOUNCEMENTS

Table with 5 columns: Time (1, 26, 52, 104, 156, 260 times), and 5 rows of rates for announcements.

SATURATION ANNOUNCEMENT PLANS Announcements, one-minute or less, on a weekly basis. Discounts are for consecutive weeks.

Table with 5 columns: Time (1-6, 7-12, 13-25, 26-51, 52 weeks), and 5 rows of rates for saturation announcements.

SPECIAL FEATURES

News Service—UPI. Leased wire service, local news, weather reports, time signals, sport features—rates on request.

POLITICAL

Regular rates apply. Cash in advance. TRANSCRIPTIONS Library Service—Thesaurus. Closing Time Commercial copy and program material with copy for talks must be received 72 hours in advance.

FINDLAY

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

WFIN

(Established 1941)



Rates effective Rates received September 11, 1958. Owned and operated by The Findlay Publishing Co.

Personnel General Manager—Herold H. Heminger. Station Manager—Clyde Johnson. Sales Manager—Dick Daugherty.

Representatives Thomas F. Clark Company, Inc. Mailing Instructions Business Office and Studio—101-1/2 W. Sandusky St., Findlay, Ohio, Garden 2-4545. Transmitter—2-1/2 miles southeast of Findlay, Ohio.

Wave—Power—Time Operating power—1,000 watts days. Frequency—1330 kilocycles. Non-directional. Licensed to operate part time on regional channel. Operates on Eastern Standard Time. Operating schedule: 6:30 a.m. to local sundown.

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

General Advertising Accepts AAAA copyrighted contract. The following rates are for national advertising.

Table with 5 columns: Time (1, 13, 26, 52, 156, 208, 260, 312 times), and 5 rows of rates for general advertising.

1 hour and 1/2 hour rates on request. WEEKLY IMPACT PACKAGES

Table with 5 columns: Time (12, 15, 18, 24, 30 per week), and 5 rows of rates for weekly impact packages.

(\*) 30 or more weeks. SPECIAL FEATURES News Service—AP, UPI. Participating programs and sports features—rates on request.

POLITICAL

Regular rates apply. Closing Time Contracts close three days in advance of first broadcast. Announcement copy, transcription and talks close 36 hours in advance of broadcast.

FOSTORIA

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

WFOB

(Established 1946)



Rates effective June 14, 1954. Rates received June 19, 1954. Owned and operated by Seneca Radio Corp.

Personnel President—Andrew Emerline. Station Manager—Mel Murray. Commercial Manager—Roger V. Wise.

Representatives Grant Webb and Company. Ohio—Ohio Stations Representatives.

Mailing Instructions Business Office, Studio and Transmitter—3-1/2 miles south of Fostoria on U. S. No. 23, Fostoria, Ohio, telephone HE 5-5666.

Wave—Power—Time Operating power—1,000 watts. Frequency—1430 kilocycles. Directional—separate patterns, day and night. Licensed to operate unlimited time. Operates on Eastern Standard Time. Daylight Saving Time not observed. Operating schedule: 6:00 a.m. to midnight.

F M Facilities Effective radiated power—1,000 watts. Frequency—96.7 megacycles on channel 244. Antenna height—205 feet above average terrain.

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

General Advertising ASCAP, BMI and SESAC licenses.

Table with 5 columns: Time (1, 13, 26, 39, 52, 104, 156, 208, 260, 312 times), and 5 rows of rates for general advertising.

10 seconds 3.45 20 seconds 4.25

SPECIAL FEATURES

News Service—AP. All "Cleveland Indians" Baseball games, "Cleveland Browns" football games, "Bowling Green State University Football", "Bowling Green" Basketball, and local basketball games each year. Participating and sports features—rates on request.

POLITICAL

Commercial rates apply. TRANSCRIPTIONS Library Service—Sesac, Capitol, World. Closing Time Three days in advance of broadcast.

FREMONT (1 AM; 1 FM)

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

WFRO

(Established 1949)



Rates effective April 1, 1956. (Card No. 3.) Card received April 9, 1956. Owned and operated by Wolfe Broadcasting Corp.

Personnel President—Robert F. Wolfe. Managing Director—R. C. Force.

Representatives Hill F. Best Company. Mailing Instructions Business Office and Studio—905 W. State St., Fremont, Ohio, Federal 2-3951. Transmitter—Finerock Road, Fremont, Ohio.

Wave—Power—Time Operating power—500 watts days. Frequency—900 kilocycles. Directional antenna. Licensed to operate daytime. Operates on Eastern Standard Time. Operating schedule: local sunrise to local sunset.

F M Facilities Effective radiated power—1,000 watts. Frequency—99.3 megacycles; channel 257; Class A. Antenna height—217 feet above average terrain. Operating schedule: 7:00 a.m. to local sunset.

Agency Commission 15% to recognized agencies on station time; no cash discount. Bills payable when rendered.

General Advertising All programs and announcements duplicated over AM during daylight hours. Nighttime FM rates subject to 50% discount. Rates include music copyright fees. ASCAP, SESAC and BMI licenses. No contracts accepted for longer than one year. Preferred position governed by priority and availability on contract basis. Beer advertising accepted.

(This listing continued on next page)



# OHIO

## Fremont—W F R O—Continued

**CLASS "A"**  
(Sign-on to 8:30 a.m.; 11:30 a.m. to 1:00 p.m.; 5:00 p.m. to sign-off; all day Sunday)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	Ann.
1 time.....	83.30	51.30	30.55	25.00	15.30	9.40
13 times.....	77.65	47.15	27.75	22.20	13.95	8.75
26 times.....	73.45	44.40	26.35	20.10	13.20	7.70
52 times.....	70.65	41.60	25.00	18.10	12.55	7.35
104 times.....	69.30	38.90	23.60	15.30	11.85	7.05
260 times.....	63.75	36.10	22.20	13.95	11.15	6.30

**CLASS "B"**  
(8:30 a.m. to 11:30 a.m.; 1:00 p.m. to 5:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	Ann.
1 time.....	62.50	40.25	22.20	18.10	12.55	7.70
13 times.....	59.60	38.85	21.55	16.70	11.85	7.05
26 times.....	58.30	37.50	20.85	16.00	11.15	6.30
52 times.....	55.50	36.10	19.45	15.30	10.45	6.00
104 times.....	52.70	34.70	18.10	14.60	9.75	5.25
260 times.....	49.90	33.30	16.70	12.55	8.40	4.55

**SPECIAL FEATURES**  
News Service—UPI.  
Special events—rates on request.

**POLITICAL**  
Regular rates apply. Payment in advance.  
Closing Time  
Contracts subject to change of time on two weeks' written notice by station.

## GALLIPOLIS

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

### WJEH

(Established 1950)



Rates received December 3, 1952.  
Owned and operated by Ohio Valley on the Air, Inc.

**Personnel**  
President—John E. Halliday.  
General Manager—Mrs. Marianne B. Campbell.

**Representatives**  
Sears & Ayer, Inc.

**Mailing Instructions**  
Business Office and Studio—Portsmouth Road, Gallipolis, Ohio, telephone 1160.  
Transmitter—Portsmouth Road, Gallipolis, Ohio.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—990 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: Sunrise to local sunset.

**Agency Commission**  
15% to recognized agencies on time only. Bills rendered monthly on first of 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.	10 min.	5 min.	1 min.
1 time.....	40.00	34.00	18.00	12.00	9.00	6.00
52 times.....	38.00	32.00	17.00	10.50	7.65	5.80
104 times.....	36.00	28.00	16.00	9.75	7.20	5.40
156 times.....	34.00	22.00	14.00	9.00	6.30	5.10
208 times.....	32.00	18.00	12.00	8.25	5.40	4.95
260 times.....	30.00	16.00	10.00	7.50	5.00	4.50

**SPECIAL FEATURES**  
News Service—UPI. No extra charge.

**POLITICAL**  
Commercial political broadcasts are acceptable under regular frequency discount rate. Announcements and programs are acceptable. All candidates must be legally qualified.

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

## HAMILTON-MIDDLETOWN

(2 AM; 1 PM)

Butler County—Map Location A-8  
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. with the area.

### WMOH

HAMILTON  
(Established 1944)



Rates effective September 1, 1956. (Card No. 3.)  
Card received September 10, 1956.  
Owned and operated by the Fort Hamilton Broadcasting Company.

**Personnel**  
President—Robert J. Briede.  
General Manager—Robert L. Odson.  
Ass't Gen'l Mgr. & Com'l Mgr.—Raymond C. Motley.  
Program Director—Norm Keller.

**Representatives**  
Rambau, Vance, Hopple, Inc.

**Mailing Instructions**  
Business Office and Studios—Second National Bank Bldg., Hamilton, Ohio.  
Transmitter—Middletown Pike, Hamilton, Ohio.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.

Licensed to operate unlimited time.  
Operates on Eastern Standard Time.  
Operating schedule: 24 hours weekdays.

**F M Facilities**  
Effective radiated power—8,500 watts; 103.5 megacycles.  
Antenna ht.—300 ft. above average terrain.  
Operating schedule: 4:00 p.m. to midnight.

**Agency Commission**  
15% to recognized advertising agencies on net charges for station time; no cash discount. No commission on talent. All bills due and payable on 10th of month following service.

**General Advertising**  
Minute rates allow for a maximum of 100 words. Station breaks maximum 50 words. Rates include music copyright fees.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	68.00	40.80	27.20	20.40	13.60
13 times.....	64.60	38.76	25.84	19.38	12.92
26 times.....	61.20	36.72	24.48	18.36	12.24
39 times.....	59.50	35.70	23.30	17.85	11.90
52 times.....	57.80	34.68	22.12	17.34	11.56
78 times.....	52.70	31.62	21.08	15.81	10.54
104 times.....	51.00	30.60	20.40	15.30	10.20
156 times.....	49.30	29.58	19.72	14.79	9.86
260 times.....	47.60	28.56	19.04	14.28	9.52
312 times.....	44.20	26.52	17.68	13.26	8.84

### ANNOUNCEMENTS

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
100 words.....	6.80	6.40	6.10	5.70	5.40
50 words.....	4.70	4.50	4.20	4.00	3.80
25 words.....	3.50	3.30	3.10	2.90	2.80

### SPECIAL FEATURES

News Service—UPI. Local news reporters.  
Time signals, weather reports, etc.—rates on request.

**TALKS**  
Publicity talks accepted only where subject is of public interest and service in the opinion of station director. Talks may be given by advertiser's representative on announcer.

### POLITICAL

One time rate applies, prepaid, on programs. Frequency discount allowed on announcements, prepaid. Copy must be submitted 24 hours prior to time of broadcast.

### TRANSCRIPTIONS

Library Service—Lang-Worth.  
Closing Time  
24 hours in advance of broadcast.

### W P F B

MIDDLETOWN  
(Established 1947)



Rates effective July 1, 1954. (Card No. 4.)  
Card received June 24, 1955.  
Revisions received May 1, 1957.  
Owned and operated by Paul F. Braden.

**Personnel**  
Owner—Manager—Paul F. Braden.  
Nat'l & Local Sales Mgr.—Joseph H. LeMoyné.  
Commercial Director—Ray Iglehart, Jr.  
Production Director—Charles Reeder.

**Representatives**  
New York—Breen & Ward.  
Chicago—William J. Reilly.

**Mailing Instructions**  
Business Office and Studio—Central Ave., Middletown, Ohio, telephone Garden 2-3625.  
Transmitter—Central Ave., Middletown, Ohio.

**Wave—Power—Time**  
Operating power—1,000 watts days; 100 watts nights.  
Frequency—910 kilocycles.  
Non-directional.  
Operating schedule: 5:00 a.m. to 1:00 a.m.

**Agency Commission**  
Agency commission 15%.

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

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	100.00	55.00	40.00	30.00	20.00
13 times.....	94.00	52.00	37.00	28.00	19.00
26 times.....	88.00	49.00	34.00	26.00	17.00
52 times.....	82.00	46.00	31.00	24.00	15.00
104 times.....	76.00	43.00	28.00	22.00	13.00

### SPOT ANNOUNCEMENTS

One minute or less:

	(*)	(†)	(*)	(†)
1 time.....	12.00	11.00	52 times..	9.00
13 times.....	11.00	10.00	104 times..	8.00
26 times.....	10.00	9.00		7.00

(\*) Fixed position, guaranteed announcements.  
(†) Participating program announcements.

### WEEKLY SPOT PACKAGES

	(*)	(†)
12 times, each.....	7.50	7.00
18 times, each.....	7.00	6.50
24 times, each.....	6.50	6.00

(\*) Fixed position, guaranteed announcements.  
(†) Run-of-schedule.

Rates apply to either one-minute announcements or station breaks. Must be used within a 7 day period.

**Combination Rates**  
Sold in combination with WPAV, Portsmouth, Ohio. 5% discount on schedules placed on both stations, weekly minimum, 100.00.

### SPECIAL FEATURES

News Service—AP. Local news.  
Participating Programs  
"Bud Baldwin Show"—8:30 a.m. to 9:30 a.m. and 2:30 p.m. to 4:30 p.m. Monday through Friday. Homemaker audience. One-minute participations, each 8.25. No frequency discount.  
"At Home With Opal and Homer"—7:10 a.m. to 7:25 a.m. Monday through Friday. Live remote farm program. One-minute participations, each, 9.40. No frequency discount.  
"Fern Troutvine Show"—10:00 a.m. to 11:00 a.m. Monday through Friday. Complete woman's program with news, live music and interviews. One-minute participations, each, 8.25. No frequency discount.

"Tommy Sutton Show"—6:00 a.m. to 6:55 a.m. Monday through Saturday and 12:15 p.m. to 1:45 p.m. Monday through Friday. Country and western music. One-minute participations, each, 8.25. No frequency discount.  
"Farm Round-Up" with Elmer Hinkle—11:45 a.m. to noon Monday through Friday.

### POLITICAL

Payable in advance. All political program material and scripts must be in station 48 hours in advance of program time. No deviation from script after it has been approved.

### TRANSCRIPTIONS

Library Service—Thesaurus.

### ADVERTISEMENT

#### WLW—Cincinnati

WLW serves Hamilton-Middletown, O. in primary fashion with 46% weekly daytime coverage (NCS No. 2 1956) and a signal of at least 2 MV/M.  
Allocate 3.5% of WLW Radio Spot Rate to this market. For example:

	CLASS "A"	Pro-Rated Cost:
1-minute:		
260 time rate.....	\$58.00	Cost .....
See WLW under Cincinnati section.		\$2.03

## HILLSBORO

Highland County—Map Location C-8

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

### WSRW

(Established 1956)



Rates received August 16, 1956.  
Owned and operated by the Highland Broadcasting Co.

**Personnel**  
President—David C. Winslow.  
General Manager—H. R. Mahaffey.  
Program Manager—Willard Parr, Sr.  
Commercial Manager—John G. Collins.

### Representatives

Continental Radio Sales.  
Ohio—Ohio Stations Representatives.

### Mailing Instructions

Mailing Address—P. O. Box 176, Hillsboro, Ohio.  
Business Offices, Studio and Transmitter—Route 247, 1.8 miles south of Hillsboro, Ohio, Hillsboro 1590.

### Wave—Power—Time

Operating power—500 watts days.  
Frequency—1590 kilocycles.  
Non-directional.  
Operating schedule: 5:00 a.m. to local sunset weekdays; 7:00 a.m. to local sunset Sundays.

### Agency Commission

15% to recognized agencies; no cash discount.

### General Advertising

For combination rates see Keystone Broadcasting System.  
ASCAP, BMI and SESAC licenses.

All program material subject to station approval and government regulations. All contracts subject to standard conditions thereof.

No period sold in bulk for resale. Station reserves right to discontinue any advertising, announcements, talks, or programs for reasons sufficient to the management.

Station will not accept any beer, wine or alcoholic beverage advertising.

Length of commercial copy:

5 minutes.....	1:00 min.
10 minutes.....	2:00 min.
15 minutes.....	3:00 min.
30 minutes.....	6:00 min.

	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	(*)
1 time.....	23.40	15.60	10.40	7.80	4.68	3.97
13 times.....	21.45	14.24	9.75	7.28	4.36	3.72
26 times.....	19.30	12.87	8.58	6.44	3.97	3.32
52 times.....	16.30	10.90	7.74	5.72	3.72	3.12
104 times.....	15.08	10.08	7.15	5.14	3.32	2.80
156 times.....	13.65	8.97	6.44	4.62	2.99	2.54
260 times.....	12.29	8.29	5.79	4.16	2.67	.....
312 times.....	11.12	7.41	5.14	3.74	2.41	.....

### (\*) Station break.

### SPECIAL FEATURES

News Service—UPI.  
Participating Programs  
Monday through Friday:  
"Highland AM"—8:05 a.m. to 8:45 a.m.  
"Treat For Today"—10:05 a.m. to 11:30 a.m.  
"Roundup Time"—1:30 p.m. to 2:30 p.m.  
"1590 Club"—3:05 p.m. to 5:00 p.m.  
"Waldo Ludwick Show"—5:00 p.m. to 6:00 p.m.  
Saturday:  
"Music With Mike"—1:30 p.m. to 5:00 p.m.

### POLITICAL

Political broadcast accepted from qualified candidates for public office. Payable in advance.

### TRANSCRIPTIONS

Library Service—World, Sesao.

Closing Time  
24 hours in advance of broadcast.

### ADVERTISEMENT

#### WLW—Cincinnati

WLW serves Hillsboro, O. in primary fashion with 83% weekly daytime coverage (NCS No. 2 1956) and a signal of at least 2 MV/M.

Allocate 1.5% of WLW Radio Spot Rate to this market. For example:

	CLASS "A"	Pro-Rated Cost:
1-minute:		
260 time rate.....	\$58.00	Cost .....
See WLW under Cincinnati section.		\$.87

# IRONTON

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

## WIRO

(Established 1950)



Rates effective September 1, 1957.  
Card received August 27, 1957.  
Owned and operated by Iron City Broadcasting Co., Inc.

**Personnel**  
President—C. A. Baker.  
Station Manager—C. E. (Mac) McElroy.  
Program Director—Marlene Ferguson.

**Representatives**  
Hil F. Best Company.

**Mailing Instructions**  
Business Office and Studio—Radio Plaza, Ironton, Ohio, telephone 360.  
Transmitter—Radio Plaza, Ironton, Ohio.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1230 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Operating schedule: 6:00 a.m. to midnight.

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

**General Advertising**  
Affiliated with Mutual Broadcasting System and Keystone Network.  
ASCAP, BMI and SESAC licenses

1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
50.00	30.00	20.00	10.00	4.00
13 times..	47.50	28.50	19.00	9.50
26 times..	45.00	27.00	18.00	9.00
52 times..	42.50	25.50	17.00	8.50
104 times..	40.00	24.00	16.00	8.00
156 times..	37.50	22.50	15.00	7.50
260 times..	35.00	21.00	14.00	7.00

**PACKAGE RATES**

Per week:	
8 times.....	3.25
15 times.....	2.75
10 times.....	3.00
20 times.....	2.50

**SPECIAL FEATURES**  
News Service—UPI. Local and State coverage.  
Participating Programs  
"Sunrise Serenade"—morning show. "1230 Club"—afternoon show. "Sandman Serenade"—evening show.

**Closing Time**  
24 hours in advance on all publicity and commercial copy.

# JACKSON

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

## WLMJ

(Established 1953)



Rates effective January 1, 1957.  
Rates received December 11, 1956.  
Owned and operated by Radio Jackson, Inc.

**Personnel**  
Pres. & Gen'l Mgr.—J. E. Willis.

**Representatives**  
McGavren-Quinn Co.

**Mailing Instructions**  
Business Office and Studio—Court and Broadway, Jackson, Ohio, telephone 850.  
Transmitter—Keystone Road, Jackson, Ohio.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1280 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: Local sunrise to local sunset.

**Agency Commission**  
15% to recognized agencies on time only. Bills rendered monthly on 1st of month; 2% cash discount for payment by 10th of month.

**General Advertising**  
Affiliated with Keystone Network.  
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 min.
30.00	18.00	12.00	9.00	6.00	3.00
13 tl.	28.50	17.10	11.40	8.55	5.70
26 tl.	27.00	16.20	10.80	8.10	5.40
39 tl.	25.50	15.30	10.20	7.65	5.10
52 tl.	24.00	14.40	9.60	7.20	4.80
156 tl.	22.50	13.50	9.00	6.75	4.50
260 tl.	21.00	12.60	8.40	6.30	4.20
312 tl.	19.50	11.70	7.80	5.85	3.90

Announcements of 1 minute or less ordered on run-of-schedule basis—20% additional discount from applicable frequency rate.  
10-second run-of-schedule "billboard" announcements—50% additional discount from applicable 1-minute-or-less rate. (20% run-of-schedule discount does not apply to 10-second announcements.)

**SPECIAL FEATURES**  
News Service—UPI.  
Participating Programs  
"1280 Breakfast Club"—6:00 a.m. to 9:00 a.m. Monday through Friday.  
"Country Song Time"—12:30 p.m. to 3:00 p.m. Monday through Friday.  
"Crossroads Jamboree"—12:30 p.m. to 4:30 p.m. Saturday only.  
Regular spot and time rates apply.

**POLITICAL**  
Regular rates apply.

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

# LANCASTER

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

## WHOK

(Established 1948)

Rates effective April 13, 1955. (Card No. 4.)  
Rates received April 18, 1955.  
Owned and operated by Hocking Valley Broadcasting Corp.

**Personnel**  
Pres. & Gen'l Mgr.—Nelson R. Embrey.  
Assistant Manager—Richard Westbrook.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—Memorial Drive, Lancaster, Ohio, telephone OL 3-4373 and OL 3-4374.  
Transmitter—Memorial Drive, Lancaster, Ohio.

**Wave—Power—Time**  
Operating power—500 watts days.  
Frequency—1320 kilocycles.  
Non-directional.  
Licensed to operate to local sunset.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: Sundays 8:00 a.m. to local sunset; week days 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 same month.

**General Advertising**  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
All rates guaranteed for one year from date of first broadcast, with or without interruption. Maximum length of contract 52 weeks, contracts may not be signed more than 30 days in advance of first broadcast. No periods sold in bulk for resale.  
Rates shown are net, all applicable discounts deducted.  
Special frequency rates cannot be combined with card rates to earn larger discounts. Announcements and programs cannot be combined to earn larger discounts.  
Per week rates apply within any 7 consecutive days.  
Weekly rates based on consecutive weeks of uninterrupted broadcasting.  
Accepts AAAA copyrighted contract.

**Length of commercial copy:**

5 minute program.....	1:45	1:30
10 minute program.....	2:00	1:45
15 minute program.....	2:30	2:15
25 minute program.....	2:45	
30 minute program.....	3:00	
60 minute program.....	6:00	

**CLASS "A"**  
(6:30 a.m. to 8:30 a.m.; 11:00 a.m. to 12:30 p.m.; 5:00 p.m. to sign-off)

1 hour:	1 day	2 days	3 days	4 days	5 days
1-12 wks.	72.00	144.00	194.40	259.20	324.00
13-25 wks.	69.60	133.20	175.00	220.40	275.40
26-51 wks.	66.00	127.60	166.20	209.40	261.60
52 or more weeks ....	63.20	119.90	157.50	198.30	247.90
1/2 hour:					
1-12 wks.	36.00	72.00	97.20	129.60	162.00
13-25 wks.	36.00	70.20	92.40	119.90	145.80
26-51 wks.	34.20	66.70	87.75	113.90	138.50
52 or more weeks ....	32.40	63.20	83.10	108.00	131.25
1/4 hour:					
1-12 wks.	19.80	39.60	56.40	71.30	87.00
13-25 wks.	19.80	37.70	50.50	65.10	78.40
26-51 wks.	18.60	35.70	47.60	61.00	74.30
52 or more weeks ....	17.85	33.60	44.55	57.00	69.30
10 minutes:					
1-12 wks.	15.20	30.60	41.65	53.45	65.55
13-25 wks.	15.20	28.50	38.50	48.80	59.00
26-51 wks.	14.40	28.90	35.60	45.80	55.80
52 or more weeks ....	13.50	25.20	33.50	42.85	52.00
5 minutes:					
1-12 wks.	10.10	20.20	24.30	35.65	43.70
13-25 wks.	10.10	19.00	26.40	32.55	39.40
26-51 wks.	9.60	17.90	23.80	30.50	37.20
52 or more weeks ....	9.00	16.80	22.40	28.50	34.75

**CLASS "B"**  
(8:30 a.m. to 11:00 a.m. and 12:30 p.m. to 5:00 p.m.)

1 hour:	1 day	2 days	3 days	4 days	5 days
1-12 wks.	36.00	72.00	97.20	129.60	162.00
13-25 wks.	36.00	70.20	94.40	119.90	145.80
26-51 wks.	34.20	66.70	87.80	113.90	138.50
52 or more weeks ....	32.50	63.40	83.10	107.90	131.30
1/2 hour:					
1-12 wks.	25.20	49.20	67.20	88.80	111.00
13-25 wks.	25.20	49.20	65.10	86.70	106.20
26-51 wks.	24.00	47.40	61.80	82.20	99.60
52 or more weeks ....	22.80	45.00	58.80	78.30	94.80
1/4 hour:					
1-12 wks.	13.35	26.65	37.80	47.80	58.40
13-25 wks.	13.32	25.20	33.90	43.60	52.50
26-51 wks.	12.50	23.90	31.80	40.90	49.80
52 or more weeks ....	11.95	22.50	29.90	38.20	46.45
10 minutes:					
1-12 wks.	10.20	20.40	34.40	35.90	43.95
13-25 wks.	10.20	19.10	31.40	32.70	39.60
26-51 wks.	9.75	18.00	23.90	30.70	37.45
52 or more weeks ....	9.15	16.95	22.45	28.80	34.95
5 minutes:					
1-12 wks.	6.80	13.55	23.00	23.90	29.30
13-25 wks.	6.80	12.75	20.95	21.85	26.40
26-51 wks.	6.50	12.00	16.00	20.50	25.00
52 or more weeks ....	6.00	11.30	15.00	19.15	23.30

# OHIO

**CLASS "C"**  
(All other times)

1 hour:	1 day	2 days	3 days	4 days	5 days
1-12 wks.	24.00	48.00	64.80	86.40	108.00
13-25 wks.	24.00	48.00	63.20	84.25	102.60
26-51 wks.	22.80	45.60	59.95	79.95	97.20
52 or more weeks ....	21.60	43.20	56.90	75.60	91.80
1/2 hour:					
1-12 wks.	18.00	36.00	48.60	64.80	81.00
13-25 wks.	18.00	35.10	46.80	60.00	72.90
26-51 wks.	17.10	33.30	44.40	57.00	69.60
52 or more weeks ....	16.20	31.80	42.00	54.00	66.00
1/4 hour:					
1-12 wks.	9.90	19.80	28.20	36.00	44.50
13-25 wks.	9.90	18.90	25.20	32.70	39.20
26-51 wks.	9.30	18.00	24.00	31.20	37.20
52 or more weeks ....	8.95	16.80	22.80	28.50	34.70
10 minutes:					
1-12 wks.	7.60	15.60	25.80	27.00	32.80
13-25 wks.	7.60	14.40	23.10	24.50	30.00
26-51 wks.	7.20	13.50	18.00	23.10	27.90
52 or more weeks ....	6.90	15.75	16.80	21.50	26.40
5 minutes:					
1-12 wks.	5.10	10.20	17.20	17.85	21.85
13-25 wks.	5.10	9.55	15.60	16.30	19.70
26-51 wks.	4.80	8.95	11.90	15.25	18.25
52 or more weeks ....	4.50	8.40	11.20	14.30	17.35

**ANNOUNCEMENTS**  
60 word station breaks or 120 word announcements in participating programs:

**CLASS "A"**  
(6:30 a.m. to 8:30 a.m.; 11:00 a.m. to 12:30 p.m.; 5:00 p.m. to sign-off)

1-12 wks.	7.20	13.80	19.20	24.00	29.40
13-25 wks.	7.20	12.60	17.40	22.20	26.40
26-51 wks.	6.60	12.00	16.20	20.40	25.20
52 or more weeks ....	6.00	11.40	15.30	19.20	24.00

**CLASS "B"**  
(8:30 a.m. to 11:00 a.m. and 12:30 p.m. to 5:00 p.m.)

1-12 wks.	4.80	9.00	12.90	16.20	20.20
13-25 wks.	4.80	8.70	12.00	15.00	17.70
26-51 wks.	4.50	8.40	11.40	14.10	17.10
52 or more weeks ....	4.20	8.10	10.20	13.10	15.30

**CLASS "C"**  
(All other times)

1-12 wks.	3.60	6.90	9.60	12.00	14.70
13-25 wks.	3.60	6.30	8.70	11.10	13.20
26-51 wks.	3.30	6.00	8.10	10.20	12.60
52 or more weeks ....	3.00	5.70	7.70	9.60	12.00

**ANNOUNCEMENT PACKAGE**  
120 words, run-of-schedule:  
13 announcements in 7 days, each..... 3.50  
26 announcements in 14 days, each..... 3.25  
52 announcements in 14 days, each..... 3.00

60-word station breaks:  
50 announcements in 14 days..... 195.00

**SPECIAL FEATURES**  
News Service—UPI and local. Special news events facilities and program rates furnished on request.

**POLITICAL**  
Regular rates apply; cash in advance. Copy must be in station hands for approval 48 hours in advance of broadcast.

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

# LIMA

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

## WIMA

(Established 1948)



Rates effective April 1, 1955. (Card No. 3.)  
Rates received February 25, 1955.  
Owned and operated by Northwestern Ohio Broadcasting Corp.

**Personnel**  
General Manager—R. W. Mack.  
Station & Sales Mgr.—C. B. Heller.  
Program Director—Charles Grady.

**Representatives**  
H-R Representatives, Inc.

**Mailing Instructions**  
Business Office and Studio—223 N. Main St., Lima, Ohio, CA 3-2060.  
Transmitter—2500 McClain Road, Lima, Ohio.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1150 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Operating schedule: 6:00 a.m. to midnight week days; 8:00 a.m. to midnight Sundays.

**FM Facilities**  
Effective radiated power—15,500 watts.  
Frequency—102.1 megacycles on channel 271.

**Agency Commission**  
15% to recognized advertising agencies on station time only. No commission on talent. No cash discount. Bills payable when rendered. Bills rendered monthly.

**General Advertising**  
For combination rates see ABC Radio.  
FM operated in conjunction with AM.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Advertising of alcoholic beverages, other than beer and wine, not accepted.  
Maximum length of contract, 52 consecutive weeks.  
(This listing continued on next page)

# OHIO

## Lima—W I M A—Continued

No time sold in bulk for resale. Rates for longer than one hour are in exact proportion to the corresponding one hour rate.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time....	125.00	75.00	50.00	37.50	25.00	12.00
13 times..	118.75	71.25	47.50	35.60	23.75	11.40
26 times..	112.50	67.50	45.00	33.80	22.50	10.80
52 times..	106.25	63.75	42.50	31.90	20.25	10.20
104 times..	100.00	60.00	40.00	30.00	19.00	9.60
156 times..	93.75	56.25	37.50	28.10	17.75	9.00
260 times..	81.25	48.75	32.50	24.40	15.25	7.80
312 times..	75.00	45.00	30.00	22.50	14.00	7.20
500 times..	68.75	41.25	27.50	20.70	12.75	6.60

(\*) One minute or less.

### SPECIAL FEATURES

News Service—UPI, Regional and local news staff. Rates on request.

### Participating Programs

Foreign Language Programs

Foreign language broadcasts are not acceptable.

### POLITICAL

Regular rates apply. Payable in advance. Copy must be in station at least 48 hours prior to time of broadcast.

## ADVERTISEMENT

### WLW—Cincinnati

WLW serves Lima, O. in primary fashion with 53% weekly daytime coverage (NCS No. 2 1956) and a signal of at least 2 MV/M.

Allocate 6.1% of WLW Radio Spot Rate to this market. For example:

	CLASS "A"	Pro-Rated Cost:
1-minute:		
260 time rate.....	\$58.00	Cost .....
See WLW under Cincinnati section.		\$3.54

## LORAIN

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

### WWIZ



(C. P.—1380 kc.; 500 w. days)

Sanford A. Schafitz  
P. O. Box 150  
Farrell, Pa.

(C.P. is for Lorain, Ohio)

## MANSFIELD (2 AM)

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

### WCLW

(Established 1957)

Rates effective December 20, 1957.  
Owned and operated by Frederick Eckhardt.

### Personnel

Pres. & Gen'l Mgr.—Frederick Eckhardt.  
Commercial Manager—Don Holzappel.

### Representatives

Devney, Incorporated.

### Mailing Instructions

Business Office, Studio and Transmitter—791 McPherson St., Mansfield, Ohio. La 5-2333.

### Wave-Power-Time

Operating power—250 watts days.  
Frequency—1570 kilocycles.  
Operating schedule: local sunrise to sunset.

### Agency Commission

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

### General Advertising

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Rates subject to change 30 days after contract expiration.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	48.00	29.00	19.00	14.00	9.50	5.50
13 times..	45.00	27.00	17.00	13.25	9.00	5.00
52 times..	40.00	24.00	16.00	12.00	8.00	4.50
104 times..	35.00	21.00	14.50	11.00	7.00	4.00

(\*) 1-minute, 100 words or less.

### SPECIAL FEATURES

News Service—UPI and local.  
Participating Programs

"The Morning Show"—entire morning schedule.  
"Music A La Mode"—entire afternoon schedule.

### Closing Time

24 hours in advance of broadcast.

### WMAN

(Established 1939)

## ABC Radio Network



Rates effective May 15, 1944. (Card No. 2.)  
Owned and operated by Richland, Incorporated.

### Personnel

General Manager—J. M. O'Hara.  
Program Director—Robert A. James.

### Representatives

Venard, Rintoul & McConnell, Inc.

### Mailing Instructions

Business Office and Studio—Ohio Theatre Bldg., 144-1/2 Park Ave., West, Mansfield, Ohio. LA 4-2211.

Transmitter—900 Dodge St., 1-1/2 miles west of business district.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.

Licensed to operate full time on local channel.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.

### Agency Commission

15% to recognized advertising agencies; no cash discount. No commission on talent or other charges.

### General Advertising

For combination rates see ABC Radio.  
Rates are for station time and services of an announcer.

### CLASS "A"

(6:00 p.m. to 10:00 p.m. week days; 1:00 p.m. to 10:00 p.m. Sundays)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(†)
1 time.....	65.00	39.00	26.00	19.50	13.00	7.75
13 times..	61.75	37.05	24.70	18.53	12.35	7.35
26 times..	58.50	35.10	23.40	17.55	11.70	7.00
52 times..	55.25	33.15	22.10	16.58	11.05	6.65
104 times..	53.75	32.20	21.50	16.00	10.75	6.50
156 times..	52.00	31.20	20.80	15.60	10.40	6.25
260 times..	48.75	29.25	19.50	14.63	9.75	5.75

(†) One minute or less.

Minute rates—100 word maximum.  
Station breaks—40 word maximum.

### CLASS "B"

(6:00 a.m. to 6:00 p.m. weekdays; 10:00 p.m. to midnight daily and 7:30 a.m. to 1:00 p.m. Sunday)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(†)
1 time.....	48.75	29.25	19.50	14.63	9.75	5.75
13 times..	46.35	27.82	18.53	14.21	9.40	5.59
26 times..	43.94	26.39	17.55	13.20	8.84	5.22
52 times..	41.54	24.96	16.58	12.48	8.39	5.00
104 times..	40.35	24.25	16.00	12.10	8.15	4.90
156 times..	39.13	23.53	15.60	11.77	7.93	4.75
260 times..	36.73	22.10	14.63	11.05	7.48	4.25

(†) One minute or less.  
Minute rates—100 word maximum.  
Station breaks—40 word maximum.

### SPECIAL FEATURES

News Service—UPI. Rates on request.  
Participating Programs

Monday through Friday:  
"Pres Roper Show"—6:00 a.m. to 9:00 a.m. and 10:00 a.m. to 11:00 a.m.

"Luncheon Serenade"—11:00 a.m. to 1:00 p.m.  
"Jack Murdoch Show"—1:15 p.m. to 5:30 p.m.  
"Music Hall"—7:15 p.m. to midnight.

### TRANSCRIPTIONS

Library Service—World. Rates on request.

## MARIETTA

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

### WMOA

(Established 1946)



Rates effective September 1, 1953. (Card No. 2)  
Rates received July 31, 1953.

Owned and operated by Marietta Broadcasting Co.

### Personnel

General Manager—Sandy Guyer.

### Representatives

Devney, Incorporated.

### Mailing Instructions

Address all correspondence to:  
P. O. Box 594, Marietta, Ohio.  
Studio—Hotel Lafayette, Marietta, Ohio.  
Transmitter—Williamstown, W. Va.

### 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 not observed.

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 on station time charges; no cash discount.

### General Advertising

For combination rates see Mutual Broadcasting System. Rates are for national advertising and include music copyright fees.

	1 hr.	13 tl.	26 tl.	39 tl.	52 tl.	104 tl.
1 hour.....	45.00	42.75	40.50	38.25	36.00	33.75
3/4 hour.....	36.00	34.20	32.40	30.60	28.80	27.00
1/2 hour.....	27.00	25.65	24.30	22.95	21.60	20.25
1/4 hour.....	18.00	17.10	16.20	15.30	14.40	13.50
10 minutes	13.50	12.83	12.16	11.49	10.82	10.15
5 minutes	9.00	8.55	8.10	7.65	7.20	6.75
1 minute..	5.00	4.75	4.50	4.25	4.00	3.75
35 words....	4.00	3.80	3.60	3.40	3.20	3.00

### POLITICAL

Regular rates apply.  
RELIGIOUS PROGRAMS

Commercial religious programs take regular rates.

### Closing Time

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

## MARION (1 AM; 1 FM)

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

### WMRN

(AM Established 1940)

(FM Established 1953)



Rates effective January 1, 1956. (Card No. 4.)  
Card received January 20, 1956.

Owned and operated by The Marion Broadcasting Company.

### Personnel

General Manager—Robert T. Mason.  
Commercial Manager—Arthur L. Martin.  
Program Director—Madge L. Cooper.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—P. O. Box 518, Marion, Ohio, Marion 3-1131.

Transmitter—On US 23, 1/4 mile north of Marion 4, Ohio.

### Wave-Power-Time

Operating power—250 watts.  
Frequency—1490 kilocycles.  
Non-directional.

Licensed to operate unlimited time.  
Operates on Eastern Standard Time.  
Operating schedule: 6:00 a.m. to 12:05 a.m. Monday through Saturday; 8:00 a.m. to midnight Sunday.

### F M Facilities

Effective radiated power—25,000 watts.  
Frequency—106.9 megacycles; channel 295.  
Licensed to operate unlimited time.

Antenna height—365 feet above average terrain.  
Operating schedule: 6:00 a.m. to 12:05 Monday through Saturday; 8:00 a.m. to midnight Sunday.

### Agency Commission

Agency commission 15% to recognized advertising agencies on station time only. No cash discount. No commission on program charges. Bills due and payable when rendered.

### General Advertising

For combination rates see ABC Radio.  
Accepts AAAA copyrighted contract.  
Rates include copyright fees.

ASCAP, BMI and SESAC licenses.  
No contracts accepted for longer than one year. Rates subject to change. Continuing discounts as earned.

All acceptable accounts are subject to the same rates.  
No periods sold in bulk for resale.

These rates for all advertisers.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	75.00	45.00	30.00	22.50	15.00	7.50
13 times..	71.25	42.75	28.50	21.38	14.25	7.10
26 times..	67.50	40.50	27.00	20.25	13.50	6.70
52 times..	63.75	38.25	25.50	19.13	12.75	6.30
104 times..	60.00	36.00	24.00	18.00	12.00	5.90
260 times..	56.25	33.75	22.50	16.88	11.25	5.50
312 times..	52.50	31.50	21.00	15.75	10.50	5.10

(\*) One-minute or station break (25 seconds).

### SPECIAL FEATURES

Local news—7:55 a.m., 1:00 p.m. and 6:00 p.m.  
Area news—1:10 p.m., sportscast—6:10 p.m. and 7:15 a.m.

### Participating Programs

(Monday through Friday)

"Chore Time"—6:00 a.m. to 6:30 a.m.  
"Over The Coffee Cups"—8:30 a.m. to 9:00 a.m.  
"Farm Hour"—Noon to 1:00 p.m.

"Magic Carpet"—2:30 p.m. to 4:30 p.m.  
"Rolling Home"—5:05 to 6:00 p.m.  
"Big Beat"—8:00 p.m. to 10:00 p.m.

### POLITICAL AND RELIGIOUS

Regular rates apply.

### TRANSCRIPTIONS

Library Service—Lang-Worth and Thesaurus.

## ADVERTISEMENT

### WLW—Cincinnati

WLW serves Marion, O. in primary fashion with 57% weekly daytime coverage (NCS No. 2 1956) and a signal of at least 2 MV/M.

Allocate 3.5% of WLW Radio Spot Rate to this market. For example:

	CLASS "A"	Pro-Rated Cost:
1-minute:		
260 time rate.....	\$58.00	Cost .....
See WLW under Cincinnati section.		\$2.03

## MASSILLON

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

### WTIG



Massillon—WTIG—Continued

Agency Commission

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

General Advertising

Accepts AAAA copyrighted contracts.

	1	1/2	1/4	10	5	1	20
	hr.	hr.	hr.	min.	min.	min.	sec.
1 time....	60.00	45.00	30.00	20.00	12.00	7.00	4.90
13 times..	58.00	43.00	28.00	18.00	11.00	6.50	4.65
26 times..	56.00	41.00	26.00	16.00	10.00	6.00	4.30
52 times..	54.00	39.00	24.00	14.00	9.00	5.75	3.95
104 times..	52.00	37.00	22.00	13.00	8.00	5.50	3.60
260 times..	50.00	35.00	21.00	12.00	7.50	5.00	3.25

SPECIAL FEATURES

News Service—UPI and local news every hour. Noon news, 15 minutes, available for 3 non-competitive spots. Local news—12:15 p.m. to 12:30 p.m. 3 spots available. Merchandising services available.

POLITICAL

Payable in advance.

Closing Time

48 hours in advance of broadcast.

MIDDLETOWN

Butler County—Map Location A-8

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

See Hamilton-Middletown

MOUNT VERNON (1 AM; 1 FM)

Knox County—Map Location E-5

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

WMVO

(FM established 1951)  
(AM established 1953)



Rates effective June 1, 1958. (Card No. 3.)  
Card received May 2, 1958.

Owned and operated by The Mount Vernon Broadcasting Co.

Personnel

General Manager—Helen Zelkowitz.  
Commercial Manager—Lewis F. Wagner.  
Program Director—Steve Zelkowitz.

Representatives

None.

Mailing Instructions

Business Office and Studio—P. O. Box 390, Coshocton Rd., Mount Vernon, Ohio, telephone 20946.  
Transmitter—Two miles east on U. S. 36, Mount Vernon, Ohio.

Wave—Power—Time

Operating power—500 watts days.  
Frequency—1300 kilocycles.  
Directional antenna.  
Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to sunset, Monday through Saturday; 8:30 a.m. to sunset Sunday.

FM Facilities

Effective radiated power—3,200 watts.  
Frequency—93.7 megacycles; channel 229.  
Antenna height—310 feet above average terrain.  
Licensed to operate unlimited time.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to 7:00 p.m. Monday through Saturday; 8:30 a.m. to 6:30 p.m. Sunday.

Agency Commission

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

General Advertising

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
No contracts accepted for longer period than one year.

	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	9.00	6.00	3.00
26 times..	34.50	23.00	17.00	11.50	8.50	5.75	2.95
52 times..	33.00	22.00	16.00	11.00	8.00	5.50	2.90
104 times..	31.50	21.00	15.00	10.50	7.50	5.25	2.85
156 times..	30.00	20.00	14.00	10.00	7.00	5.00	2.80
260 times..	28.50	19.00	13.00	9.50	6.50	4.75	2.70
312 times..	27.00	18.00	12.00	9.00	6.00	4.50	2.60
364 times..	25.00	17.00	11.00	8.00	5.00	4.00	2.50

DISCOUNTS

Discounts on firm contracts indicated in above general rate structure. Discounts applicable to programs of more than one hour length, such as sports. Rates on request. Announcement and programs may not be combined to earn larger discounts. For spot announcements and participations of one minute or less, the minimum is five insertions.

SPECIAL FEATURES

News Service—UPI. 15% talent cost.  
Local news 8:00 a.m.; 10:00 a.m.; 12:30 p.m.; 2:00 p.m.; 3:00 p.m. and 5:00 p.m.  
"Meet Your Neighbor"—12:15 p.m. Saturday.  
Special features—rates on request.  
Participating programs at regular rates.

Participating Programs

"T.N.T."—6:00 a.m. to 7:00 a.m. Time, news and temperature.  
"Disc Digger"—7:05 a.m. to 8:45 a.m.  
"Trading Post"—9:05 a.m. to 9:30 a.m.  
"Over the Coffee Cup"—9:30 a.m. to 10:00 a.m.  
"Poika Music Box"—11:30 a.m. to noon.  
"Entertainment All Aboard"—1:30 p.m. to 3:00 p.m.  
"Bumper to Bumper"—3:05 p.m. to 5:30 p.m.

Farm Programs

"Farm Report"—12:05 p.m. to 12:10 p.m. Monday through Friday.  
"Livestock News"—12:10 p.m. to 12:15 p.m. Monday through Friday.  
"Farm Service"—12:15 p.m. to 12:30 p.m.

POLITICAL

Regular rates apply. Payment in advance required.

Religious

Regular rates apply.

Closing Time

36 hours in advance of broadcast.

NEWARK (1 AM; 1 FM)

Licking County—Map Location E-6

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

WCFT

(Established 1946)



Rates effective May 1, 1957. (Card No. 3).  
Rates received April 2, 1957.

Owned and operated by The Newark Advocate.

Personnel

General Manager—T. A. Rogers.  
Program Director—John Fisher.  
Commercial Manager—Robert Pricer.

Representatives

The Meeker Company, Inc.  
Ohio—Ohio Stations Representatives.

Mailing Instructions

Business Office, Studio, and Transmitter—Route 13, Jacksontown Pike, Newark, Ohio. Fairfax 4-0071.

Wave—Power—Time

Operating power—500 watts days.  
Frequency—1430 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:30 a.m. to local sunset weekdays; 10:00 a.m. to local sunset Sunday.

FM Facilities

Effective radiated power—8,500 watts.  
Frequency—100.3 megacycles on channel 262.  
Antenna height—332 feet above average terrain.  
Operating schedule: 6:30 a.m. to 10:30 p.m. week days; 10:00 a.m. to 9:00 p.m. Sundays.

Agency Commission

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

General Advertising

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Contracts not accepted more than 30 days in advance of first broadcast. Maximum length of contract 52 weeks. Participating announcements may be combined with other announcements for frequency discounts. Announcements and programs cannot be combined to earn larger discounts.  
Alcoholic beverages other than beer and wine not accepted.  
Rates for period longer than one hour are in exact proportion to the corresponding one hour rate.

Length of commercial copy:	Programs		News	
	Day & Eve.	Day & Eve.	Day & Eve.	Day & Eve.
5 minutes.....	1:00 min.			
10 minutes.....	2:00 min.			
15 minutes.....	2:30 min.		2:15 min.	
30 minutes.....	3:00 min.			
60 minutes.....	6:00 min.			

AM-FM COMBINATION RATES

	1	1/2	1/4	10	5	1	10
	hr.	hr.	hr.	min.	min.	min.	sec.
1 time....	75.00	45.00	30.00	22.50	15.00	9.50	3.75
26 times..	71.25	42.75	28.50	21.40	14.30	9.10	.....
52 times..	67.50	40.50	27.00	20.20	13.50	8.70	3.60
104 times..	63.75	38.25	25.50	19.10	12.80	8.30	.....
156 times..	60.00	36.00	24.00	18.00	12.00	7.90	3.40
260 times..	56.25	33.75	22.50	16.90	11.30	7.50	.....
312 times..	52.50	31.50	21.00	15.75	10.50	7.10	.....
520 times..	48.25	29.25	19.50	14.75	9.75	6.50	3.20

WEEKLY SPOT PACKAGES

(Run-of-schedule)  
25 spots per week 175.00 50 spots per week 300.00

SPECIAL FEATURES

News Service—AP.  
Special weather wire.

Closing Time

Program material and commercial copy must be received 72 hours in advance of broadcast date.

PAINESVILLE

Lake County—Map Location G-3

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

WPVL

(Established 1956)

Rates effective April 15, 1956.  
Card received April 2, 1956.  
Owned and operated by Somerset Broadcasting Co.

Personnel

General Manager—Carl R. Lee.  
Program Director—Elwood S. Thompson.  
Commercial Manager—Harry D. Griffiths.

Representatives

Devney, Incorporated.

Mailing Instructions

Business Office and Studio—102 S. Park Place, Painesville, Ohio, telephone Elmwood 2-3155.  
Transmitter—Fobes St., Painesville, Ohio.

Wave—Power—Time

Operating power—500 watts days.  
Frequency—1460 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; 7:00 a.m. to local sunset Sundays.

Agency Commission

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

General Advertising

Rates include music copyright fees.  
Rates quoted are net after all discounts.  
All contracts must be completed within 52 weeks of starting date to earn maximum discount.

	1	1/2	1/4	10	5	1	min.
	hr.	hr.	hr.	min.	min.	min.	or less
1 time....	40.00	24.00	16.00	14.00	11.00	8.00	.....
26 times..	39.00	23.40	15.60	13.65	10.75	7.80	.....
65 times..	38.00	22.80	15.20	13.30	10.45	7.60	.....
130 times..	36.00	21.60	14.40	12.60	9.90	7.20	.....
200 times..	34.00	20.40	13.60	11.90	9.35	6.80	.....
300 times..	32.00	19.20	12.80	11.20	8.80	6.40	.....
500 times..	30.00	18.00	12.00	10.50	8.25	6.00	.....

SPECIAL FEATURES

News Service—AP. Time signals and weather reports, rates on request.

POLITICAL AND RELIGIOUS

Regular rates apply.

Closing Time

Sufficient time to allow scheduling without special arrangements.

PIQUA

Miami County—Map Location B-6

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

WPTW

(Established 1947)

Rates received June 4, 1956.  
Owned and operated by Miami County Broadcasting Co., Inc.

Personnel

President—Richard E. Hunt.  
General Manager—Lewis M. Shroyer.  
Troy Studio Mgr.—Hal Runkle.  
Greenville Studio Mgr.—Robert Cook.

Representatives

Hil F. Best Company.

Mailing Instructions

Business Office and Studio—1625 W. Covington Ave., Piqua, Ohio, telephone Pr 3-3513.

Other Studios:

Troy—Hobart Arena, Federal 2-4451.  
Greenville, Ohio—604 S. Broadway, Lincoln 8-5730.  
Transmitter—1625 W. Covington Ave., U. S. Route 36, Piqua, Ohio.

Wave—Power—Time

Operating power—250 watts days.  
Frequency—1570 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Eastern Time.  
Daylight Saving Time not observed.  
Operating schedule: Local sunrise to sunset.

Agency Commission

15% to recognized agencies; no cash discount. Bills due and payable when rendered. Talent not commissionable.

General Advertising

Accepts AAAA copyrighted contract.  
Rates include music copyright fees. Frequency discounts retroactive on entire schedule as earned.  
No cash rebates. Station advertising facilities can be combined with WCBY, Cheboygan, Michigan. Rates on request.

	1	1/2	1/4	10	5	1	min.
	hr.	hr.	hr.	min.	min.	min.	or less
1 time....	50.00	35.00	18.00	15.00	10.00	6.00	.....
13 times..	47.50	33.50	17.00	14.50	9.75	5.75	.....
26 times..	45.00	31.50	16.00	14.00	9.50	5.50	.....
52 times..	42.50	30.00	15.00	13.50	9.25	5.25	.....
104 times..	35.00	28.50	14.00	13.00	9.00	5.00	.....
312 times..	33.00	25.00	12.00	10.00	7.00	4.50	.....

SPECIAL FEATURES

News Service—AP and local news.

POLITICAL AND RELIGIOUS

Frequency rate discounts allowed.

ADVERTISEMENT

WLW—Cincinnati

WLW serves Piqua, O. in primary fashion with 51% weekly daytime coverage (NCS No. 2 1956) and a signal of at least 2 MV/M.

Allocate 1.6% of WLW Radio Spot Rate to this market. For example:

	CLASS "A"	Pro-Rated Cost:
1-minute:		
260 time rate.....	\$58.00	Cost .....
		\$ .93

See WLW under Cincinnati section.

**OHIO**

**PORTSMOUTH (2 AM; 1 FM)**

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

**WNXT**  
(Established 1951)



Rates effective August 1, 1954.  
Rates received June 30, 1954.  
Owned by Portsmouth Broadcasting Co.

**Personnel**

Pres. & Gen'l Mgr.—Marshall Rosene.  
**Representatives**  
Everette McKinney.  
Southern—Dora-Clayton Agency, Inc.  
Ohio—Ohio Stations Representatives.

**Mailing Instructions**

Business Office and Studio—P. O. Box 1228, Masonic Bldg., Portsmouth, Ohio, El. 3-1161, TWX 573.  
Transmitter—Route 23 on McClay Farm at first N&W underpass, five miles north of Portsmouth, Ohio.

**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 unlimited time.

Operates on Eastern Standard Time.

Operating schedule: 5:30 a.m. to 12:30 a.m.

**Agency Commission**

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

**General Advertising**

For combination rates see ABC Radio. Accepts AAAA copyrighted contract. In order to earn net rates quoted, contracts must be completed within 12 months. Rates include music license fees on commercial music programs. Announcements and programs may not be combined to earn lower frequency discounts. The following rates are for station time only.

**DAY OR NIGHT**

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	70.00	42.00	28.00	21.00	14.00	7.00
26 times.....	66.50	39.90	26.60	19.95	13.30	6.65
52 times.....	63.00	37.80	25.20	18.90	12.60	6.30
104 times.....	59.50	35.70	23.80	17.85	11.90	5.95
156 times.....	56.00	33.60	22.40	16.80	11.20	5.60
260 times.....	52.50	31.50	21.00	15.75	10.50	5.25
312 times.....	49.00	29.40	19.60	14.70	9.80	4.90

(\*) One minute or less.

**WEEKLY SPOT PACKAGES**

(Run-of-schedule, within 1 week)

12 times, per spot.....	5.50
18 times, per spot.....	5.25
24 times, per spot.....	5.00

**Get Both!**

**5000 WATTS**

and

**More Listeners**

**In Portsmouth**

**More people listen to**

**WNXT**

**than any other station!**

**Quarter-hour firsts**

**WNXT ..... 295**

**Station B ..... 5**

**The Pulse — June 1958**

**WNXT**

1260 kc

ABC

5000 day

1000 night

**PORTSMOUTH, OHIO**

Represented nationally by EVERETT-MCKINNEY, INC.

**SPECIAL FEATURES**

News Service—UPI.

Time signals and weather reports—rates and information on request.

**Participating Programs**

"Burnt Toast and Coffee Time" with Bill Dawson—5:30 a.m. to 9:00 a.m. Monday through Saturday. Music, time, temperature, weather. Participating spots available.

"Mary Ellen's Party Line"—10:00 a.m. to 10:45 a.m. Monday through Friday, women's director, Mary Ellen Thuma, with local news, interviews, etc.  
"Driving with Dawson"—4:00 p.m. to 6:00 p.m. Monday through Friday. Designed for plant workers en-route home. Spot participations available.

**WPAY**

(Established 1935)

**WPAY-FM**

(Established 1948)

**CBS Radio Network**



Rates effective March 1, 1955.

Rates received February 8, 1955.

Revisions (Packages) eff. 7-1-57 rec'd 6-4-57.

Owned and operated by Paul F. Braden.

**Personnel**

Station Manager—O. T. Dresbach.  
Local & Nat'l Sales Mgr.—Joseph H. LeMoyné.

**Representatives**

New York—Breen & Ward.  
Chicago—William J. Reilly.

**Mailing Instructions**

Business Office and Studio—1009 Gallia St., Portsmouth, Ohio, EL 3-5176, TWX 578.  
Transmitter—1009 Gallia St., Portsmouth, Ohio.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1400 kilocycles.

Non-directional.

Licensed to operate full time.

Operates on Eastern Standard Time.

Daylight Saving Time not observed.

Operating schedule: 5:00 a.m. to 1:00 a.m. daily; 7:00 a.m. to 12:05 a.m. Sunday.

**FM Facilities**

Operating power—7,000 watts.

Frequency—104.1 megacycles on channel 281.

Operating schedule: 5:00 a.m. to 1:00 a.m. daily; 7:00 a.m. to 12:05 a.m. Sunday.

**Agency Commission**

15% to all recognized advertising agencies on net time only. No cash discount. Bills due and payable when rendered.

**General Advertising**

For combination rates see CBS Radio Network. Accepts AAAA copyrighted contract. Network and local programs duplicated over FM at no extra charge: 5:00 a.m. to 10:00 a.m. and 6:00 p.m. to sign-off, daily; and 7:00 a.m. to sign-off, Sunday. In order to earn net rates quoted contracts must be completed within twelve months. ASCAP, SESAC and BMI licenses. Length of commercial copy according to NAB Standards.

Time rates include music copyright fees.

The following rates are for station time only.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	60.00	36.00	24.00	18.00	12.00	6.00
26 times.....	57.00	34.20	22.80	17.10	11.40	5.70
52 times.....	54.00	32.40	21.60	16.20	10.80	5.40
104 times.....	51.00	30.60	20.40	15.30	10.20	5.10
156 times.....	48.00	28.80	19.20	14.40	9.60	4.80
260 times.....	45.00	27.00	18.00	13.50	9.00	4.50

(\*) One minute transcription or 100 words live; station break 20 seconds or 40 words live.

**DISCOUNTS**

Discounts for program periods are based on the number of uninterrupted program periods within a year. Discounts allowed retroactively on the number of broadcasts given within a year without interruption. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast. Subject to NAB Standard Conditions of Contract.

**WEEKLY SPOT PACKAGES**

(Minutes and/or station breaks)

Within a 7 day period:	
12 spots.....	57.00
18 spots.....	81.00
24 spots.....	102.00

**Combination Rates**

Sold in combination with WPFM, Middletown, Ohio. 5% discount on schedules placed on both stations, weekly minimum, 100.00.

**SPECIAL FEATURES**

News Service—AP.

POLITICAL

Regular rates apply.

**ADVERTISEMENT**

**WLW—Cincinnati**

WLW serves Portsmouth, O. in primary fashion with 52% weekly daytime coverage (NCS No. 2 1956) and a signal of at least 2 MV/M.

Allocate 3.5% of WLW Radio Spot Rate to this market. For example:

1-minute:	CLASS "A"	Pro-Rated Cost:
260 time rate.....	\$58.00	Cost .....
See WLW under Cincinnati section.		\$2.03

**SANDUSKY**

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

**WLEC**

(Established 1947)



Rates effective March 1, 1958. (Card No. 4.)  
Card received February 26, 1958.

Owned and operated by The Lake Erie Broadcasting Corporation.

**Personnel**

Station Manager—Jay E. Wagner.  
National Sales Manager—Ralph S. Silver, Jr.  
Commercial Manager—Louis E. Mahla.

**Representatives**

Hal Holman Company.

**Mailing Instructions**

Business Office and Studio—Cleveland Road at Huntington Ave., Sandusky, Ohio. Ma 6-2000.  
Transmitter—Cleveland Road at Huntington Ave., Sandusky, Ohio.

**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 not 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. No commission on talent.

**General Advertising**

Affiliated with Mutual Broadcasting System. Rates include charges by owners of music copyrights. The following rates are for national advertising. All time periods 30 seconds less than indicated. Advertising of alcoholic beverages other than beer and wine not accepted.

All rates guaranteed for one year from date of first broadcast, with or without interruption. Contracts not accepted more than 30 days in advance of first program. Maximum length of contract 52 weeks. No period sold in bulk for resale. Time of broadcast subject to change to other periods on 28 days notice to accommodate network broadcast only in event that said broadcast periods are scheduled in time set aside for network use.

**CLASS "AA"**

(6:44 a.m. to 9:15 a.m.; 11:59 a.m. to 1:30 p.m. and 6:30 p.m. to 7:00 p.m. Monday through Friday)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	Ann.
1 time.....	50.00	30.00	19.00	15.00	11.50	7.65
26 times.....	48.00	28.50	18.15	14.15	10.95	7.20
52 times.....	46.00	27.00	17.30	13.45	10.40	6.90
104 times.....	44.00	25.50	16.45	12.70	9.90	6.60
156 times.....	42.00	24.00	15.60	12.00	9.45	6.35
260 times.....	40.00	22.50	14.75	11.25	9.00	6.00

**CLASS "A"**

(All other times)

1 time.....	50.00	30.00	17.50	15.00	11.50	6.65
26 times.....	48.00	28.50	16.65	14.15	10.95	6.20
52 times.....	46.00	27.00	15.80	13.45	10.40	5.90
104 times.....	44.00	25.50	14.95	12.70	9.90	5.60
156 times.....	42.00	24.00	14.10	12.00	9.45	5.35
260 times.....	40.00	22.50	13.25	11.25	9.00	5.00

**DISCOUNTS**

Further bulk discounts can be earned by using:

	"AA"	"A"	"AA"	"A"
312 times 5.85	4.85	1,000 times..	5.15	4.15
600 times 5.45	4.45	1,200 times..	4.90	3.90
800 times 5.30	4.30	1,500 times..	4.60	3.60
Class "AA" package rate, 20 spots per week.....		run-of-schedule .....		117.00
Class "A" package rate, 20 spots per week.....		run-of-schedule .....		97.00

All announcements in news, sports and weather programs carry Class "AA" rates regardless of time scheduled.

**SPECIAL FEATURES**

News Service—UPI.

News service charge, additional per program (not commissionable):

5 minutes national and state.....	1.00
10 minutes national and state.....	1.75
15 minutes national and state.....	2.00
15 minutes national and state and 5 minutes local.....	2.50
15 minutes local.....	3.00

Programs may be combined with spots to earn frequency spot discounts.

**POLITICAL**

Regular rates apply; payable in advance.

**TRANSCRIPTIONS**

Library Service—Thesaurus.

**Closing Time**

Programs two weeks in advance for program schedule publicity; announcements 48 hours in advance.

**SPRINGFIELD (2 AM)**

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

**WBLV**

(Established 1947)



Rates effective April 1, 1957.

Rates received February 27, 1957.

Owned and operated by the Champion City Broadcasting Co.

**Personnel**

General Manager—Robert L. Yontz.  
Program Director—James Blaisey.  
Commercial Manager—Paul Kintzel.

(This listing continued on next page)

Springfield—W B L Y—Continued

Representatives
Thomas F. Clark Company, Inc.
Ohio—Ohio Stations Representatives.
Mailing Instructions
Business Office and Studio—Chamber of Commerce Bldg., Springfield, Ohio, telephone 3-4676.

WIZE
(Established 1940)
ABC Radio Network

Rates effective January 1, 1958.
Rates received January 6, 1958.
Owned and operated by Radio Voice of Springfield, Inc.
Personnel
Executive Vice-President—J. P. Williams.

Representatives
H-R Representatives, Inc.
Mailing Instructions
Business Office and Studio—115 W. High St., Springfield, Ohio, Fairfax 3-4955.
Wave—Power—Time
Operating power—250 watts.
Frequency—1340 kilocycles.

General Advertising
For combination rates see ABC Radio.
In order to earn net rates quoted contracts must be completed within 12 months.
PACKAGE RATES
1-minute or less: 5-minute newscasts:
6 times per week 42.00 5 times per week 60.00

ADVERTISEMENT

W L W—Cincinnati
W L W serves Springfield, O. in primary fashion with 50% weekly daytime coverage (NCS No. 2 1956) and a signal of at least 2 MV/M.
Allocate 4.4% of W L W Radio Spot Rate to this market.
CLASS "A"
1-minute: Pro-Rated Cost:
260 time rate..... \$58.00 Cost ..... \$2.55

STEUBENVILLE (Ohio)—
WEIRTON (W. Va.)

(2 AM; 2 FM)
Steubenville, Jefferson County, Ohio—Map Location H-5.
Weirton, Hancock County, W. Va.—Map Location H-5.
See SIRDS 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. Buyers will determine the extent of individual station coverage, audience delivered, etc. within the area.

WEIR
WEIRTON, W. VA.
(Established 1950)
Rates effective January 1, 1953.
Owned and operated by Tri-State Broadcasting Co.
Personnel
General Manager—E. J. Hirschberg.
Station Manager—Robert E. Badger.
Representatives
Weed Radio Corporation.
Mailing Instructions
Business Office and Studio—3992 Main St., Weirton, W. Va.
Transmitter—Toronto, Ohio.
Wave—Power—Time
Operating power—1,000 watts.
Frequency—1430 kilocycles.

General Advertising
Affiliated with NBC Network.
Rates include music copyright fees.
ASCAP, SESAC and BMI licenses.
Rates for periods longer than one year in exact proportion to the corresponding one hour rate.
In order to earn net rate quoted contracts must be completed in twelve months.
SPECIAL FEATURES
News Service—AP.
Leased wire news on the hour; regular rates plus 10%.
Participating Programs
"Morning Show"—6:00 a.m. to 9:00 a.m.
"Swing Easy"—12:15 p.m. to 2:00 p.m.

DEVELOP
MORE SATISFACTORY
RELATIONSHIPS

The practice of giving more factual information in the promotion of space or time helps both advertiser and advertising media by cutting costs of doing business... making for quicker, more satisfactory, operations at every point of the advertising transaction.
G-123

WSTV
STEUBENVILLE, OHIO
(Established 1940)
A Friendly Group Station
Rates effective January 1, 1957. (Card No. 3.)
Card received December 4, 1956.
Owned and operated by WSTV, Inc.

Personnel
Exec. Vice-Pres. & Gen'l Mgr.—John J. Laux.
Station Manager—Louis W. Shapiro.
Representatives
Avery-Knodel, Inc.
Mailing Instructions
Business Offices and Studios—Exchange Realty Bldg. Steubenville, Ohio, Atlantic 2-6265.
New York Office—Lee Gaynor, 52 Vanderbilt Ave., Room 1202, New York 17, N. Y. Murray Hill 3-6977.
Transmitter—Altamont Heights, Steubenville, Ohio.
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: 6:00 a.m. to 1:00 a.m.
F M Facilities
Effective radiated power—3,100 watts.
Frequency—103.5 megacycles; Class B.
Antenna height—870 feet above average terrain.
Agency Commission
Agency commission 15% to recognized agencies on time only; no cash discount. Invoices payable upon presentation.

General Advertising
For combination rates see listing of Mutual Broadcasting System and Friendly Group Stations.
Affiliated with Television Station WSTV-TV, Steubenville, Ohio.
FM operated in conjunction with AM.
Continuing discount allowed.
Announcement or program service which has been maintained for 52 consecutive weeks and continues without lapse will receive the same rates or the rate applicable to that portion of the service which continues without interruption.
Announcements and programs cannot be combined for discount purposes.
CLASS "A"
(6:00 a.m. to 8:00 p.m. weekdays and Sundays)
1 hour..... 68.00 64.60 61.20 57.80 54.40 51.00
1/2 hour..... 40.80 38.76 36.72 34.68 32.64 30.60
1/4 hour..... 27.20 25.84 24.48 23.12 21.76 20.40
10 minutes 20.40 19.38 18.36 17.34 16.32 15.00
5 minutes 13.60 12.92 12.24 11.56 10.88 10.15
\*1 minute.. 8.00 7.60 7.20 6.80 6.40 6.00
1/2 minute.. 7.00 6.60 6.20 5.80 5.40 5.00
CLASS "B"
(8:00 p.m. to sign-off weekdays and Sundays)
1 hr. 26 tl. 52 tl. 100 tl. 200 tl. 300 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 15.68 14.85 14.03 13.20 12.40
5 minutes 11.00 10.45 9.90 9.35 8.80 8.25
\*1 minute.. 7.00 6.60 6.20 5.80 5.40 5.00
1/2 minute.. 6.00 5.60 5.30 4.95 4.60 4.25
(\*) One minute transcription or 125 words.
(†) 75 words or less. Also station breaks—30 words.

SATURATION PLAN
(Run-of-schedule)
Minimum of 30 announcements in one day, per day, 100.00.
SEMI-SATURATION PLAN
(Run-of-schedule)
Minimum of 15 announcements in one day, per day, 60.00.
WEEKLY IMPACT PLAN
One minute or less: Per week
12 announcements..... 60.00
18 announcements..... 85.50
24 announcements..... 102.00
30 announcements..... 120.00
36 announcements..... 135.00
42 announcements..... 147.00
Announcements in the above plans pertain only to one minute or less.

SPECIAL FEATURES
Time signals and weather reports charged at regular announcement rates.
News: Leased wire service available—regular rate plus 10%.
"Saturation Plan"—Announcements and programs throughout the morning, afternoon and evening for a single day, guaranteed schedule on request; 100.00.
"Day Breaker"—6:00 a.m. to 10:00 a.m. Regular announcement rates available.
"Coffee Club"—10:00 a.m. to 11:00 a.m. Monday through Friday. Participations available to non-competitive advertisers at announcement rate plus 1.00.
"Man About Music"—noon to 4:00 p.m. Monday through Friday. Participations available at regular announcement rates.
"Traffic Jam"—4:00 p.m. to 6:00 p.m. Monday through Friday. Regular rates apply.
"Nite Club of the Air"—8:00 p.m. to 1:00 a.m., Monday through Saturday. Participations at regular announcement rates. Special rates on program time segments.
Foreign Language Programs
"Neapolitan Serenade"—11:05 a.m. to 1:00 p.m., Sundays, Italian.
Negro Market
"Negro Spirituals"—8:15 a.m. to 8:30 a.m., Sundays.
POLITICAL AND RELIGIOUS
Regular rates apply.
TRANSCRIPTIONS
Transcribed library services available. Regular rates plus 10%.



**OHIO**

**TOLEDO (4 AM; 3 FM)**

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

**WOHO**

(Established 1954)



Rates effective July 1, 1957. (Card No. 5.)  
Card received July 1, 1957.  
Owned and operated by the Midwestern Broadcasting Co.

Personnel Station Manager—Sam W. Sloan.

Sales Manager—William C. Wester.

Representatives

John E. Pearson Company.

Mailing Instructions

Mailing Address: P.O. Box 276, Station A, Toledo 5, Ohio.

Business Office, Studio and Transmitter—2965 Pickle Road, Toledo 5, Ohio, Oxford 3-6576.

Wave—Power—Time

Operating power—1,000 watts.

Frequency—1470 kilocycles.

Directional—separate patterns, day and night.

Licensed to operate unlimited time.

Operates on Eastern Standard Time.

Operating schedule: 5:30 a.m. to 12:30 a.m. week days; 8:00 a.m. to midnight Sundays.

Agency Commission

15% to recognized agencies on net charges for station time only; no cash discount. Bills rendered monthly.

General Advertising

Contracts for more than 52 weeks are not acceptable.

Rates are for station time only.

Frequency discounts apply to one unit only of broadcasting time. Rates and discounts quoted are subject to change without notice.

Advertisers are protected on rates for 1 year providing a continuous schedule of one or more announcements or programs weekly is maintained.

**PROGRAMS**

CLASS "A"		Monday through Friday	
(6:30 a.m. to 7:00 p.m.)	1 hr.	1/2 hr.	1/4 hr. 5 min.
1 time.....	100.00	60.00	40.00 20.00
13 times.....	95.00	57.00	38.00 19.00
26 times.....	90.00	54.00	36.00 18.00
52 times.....	85.00	51.00	34.00 17.00
104 times.....	80.00	48.00	32.00 16.00
156 times.....	75.00	45.00	30.00 15.00
260 times.....	70.00	42.00	28.00 14.00

CLASS "B"		Saturday and Sunday	
(6:30 a.m. to 7:00 p.m.)	1 hr.	1/2 hr.	1/4 hr. 5 min.
1 time.....	75.00	45.00	30.00 15.00
13 times.....	71.25	42.75	28.50 14.25
26 times.....	67.50	40.50	27.00 13.50
52 times.....	63.75	38.25	25.50 12.75
104 times.....	60.00	36.00	24.00 12.00
156 times.....	56.25	33.75	22.50 11.25
260 or more times.....	52.50	31.50	21.00 10.50

CLASS "C"  
(5:30 a.m. to 6:30 a.m. and 7:00 p.m. to 12:30 a.m.)  
Rates on request.

ANNOUNCEMENTS CLASS "A"		
One minute:	104 times.....	11.20
1 time.....	13.30	156 times..... 10.50
13 times.....	12.60	260 or more times 10.00
26 times.....	11.90	

CLASS "B"		
One minute:	104 times.....	8.00
1 time.....	9.50	156 times..... 7.50
13 times.....	9.00	260 or more times 7.00
26 times.....	8.50	

CLASS "C"		
One minute:	104 times.....	6.00
1 time.....	6.75	156 times..... 5.50
13 times.....	6.50	260 or more times 5.00
26 times.....	6.25	

**IMPACT ANNOUNCEMENTS**

Per week:	CLASS "A"	CLASS "B"	CLASS "C"
10 times.....	11.50	8.50	6.25
15 times.....	11.00	8.00	6.00
20 times.....	10.50	7.50	5.75
25 times.....	10.00	7.00	5.50
30 or more times.....	9.50	6.50	5.25

Impact Announcements are not subject to any further frequency discount and definite availabilities may not be selected under this plan.

**"SHORTIE" ANNOUNCEMENTS**

10 seconds or less—50% of earned minute rate.

**SPECIAL FEATURES**

Sports or special events—rates on request.

**POLITICAL**

Political talks and lectures accepted by special arrangement only.

**TRANSCRIPTIONS**

Library Service—World.

**Closing Time**

Closing time for acceptance of programs and approval thereof is 48 weekday hours prior to scheduled broadcasting time; 24 weekday hours for announcements.

**WSPD**

(Established 1921)

**Basic NBC**

A Storer Station

**REPRESENTED BY KATZ**



Rates effective January 1, 1959. (Card No. 30.)  
Card received November 10, 1958.

Owned and operated by Storer Broadcasting Company.

**Personnel**

Managing Director—Reggie Martin.

Nat'l Sales Mgr.—Emerson Kimble.

Promotion Manager—Jim Rowe.

New York Sales Office—625 Madison Ave., New York

22, N. Y. Plaza 1-3940. Maurice McMurray.

Midwest Sales Office—230 N. Michigan Ave., Chicago 1, Ill., Franklin 2-6498. Floyd E. Beaton.

**Representatives**

The Katz Agency, Inc.

Ohio—Len Auerbach, 1900 Terminal Tower, Cleveland 13, Ohio.

**Mailing Instructions**

Business Office and Studio—The Broadcast Bldg., Toledo, Ohio, Cherry 8-6201.

Transmitter—Oregon Road, Toledo, Ohio.

**Wave—Power—Time**

Operating power—5,000 watts.

(100% modulation—crystal control.)

Frequency—1370 kilocycles.

Directional—nighttime only.

Licensed to operate full time on regional channel.

Operates on Eastern Standard Time.

Operating schedule: 24 hours daily.

**FM Facilities**

Effective radiated power—20,000 watts.

Frequency—101.5 megacycles on channel 268.

Antenna height—470 feet above average terrain.

**Agency Commission**

15% to recognized advertising agencies on net charges for station time. No commission on talent. No cash discount. All bills due 10th of month following service.

**General Advertising**

For combination rates see NBC Radio Network.

FM operated in conjunction with AM.

The following rates are for national and regional advertising. Rates include radio charges by owners of music copyrights. Contracts must be written individually and separately for announcements and for programs; no combination of the two will be permitted for purposes of securing a greater frequency discount than would otherwise be obtainable. However, daytime and nighttime programs may be combined to earn a lower rate. Also, daytime announcements and nighttime announcements may be combined to earn a greater frequency discount.

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.

CLASS "A"				
(7:00 a.m. to 11:00 p.m.)	Monday through Saturday	1 hr.	1/2 hr.	1/4 hr. 10 min. 5 min.
1 time.....	180.00	108.00	72.00	57.60 40.00
26 times.....	171.00	102.60	68.40	54.70 38.00
52 times.....	162.00	97.20	64.80	51.85 36.00
104 times.....	153.00	91.80	61.20	48.95 34.00
156 times.....	144.00	86.40	57.60	46.10 32.00
260 times.....	135.00	81.00	54.00	43.20 30.00
312 times.....	126.00	75.60	50.40	40.30 28.00

CLASS "B"				
(6:00 a.m. to 7:00 a.m. Monday through Saturday; 7:00 a.m. to 11:00 p.m. Sunday)	1 hr.	1/2 hr.	1/4 hr.	10 min. 5 min.
1 time.....	120.00	72.00	48.00	38.40 27.00
26 times.....	114.00	68.40	45.60	36.50 25.65
52 times.....	108.00	64.80	43.20	34.55 24.30
104 times.....	102.00	61.20	40.80	32.65 22.95
156 times.....	96.00	57.60	38.40	30.70 21.60
260 times.....	90.00	54.00	36.00	28.80 20.25
312 times.....	84.00	50.40	33.60	26.90 18.90

CLASS "C"				
(11:00 p.m. to 6:00 a.m. Sunday through Saturday)	1 hr.	1/2 hr.	1/4 hr.	10 min. 5 min.
1 time.....	80.00	48.00	32.00	25.60 22.00
26 times.....	76.00	45.60	30.40	24.30 20.90
52 times.....	72.00	43.20	28.80	23.05 19.80
104 times.....	68.00	40.80	27.20	21.75 18.70
156 times.....	64.00	38.40	25.60	20.50 17.60
260 times.....	60.00	36.00	24.00	19.20 16.50
312 times.....	56.00	33.60	22.40	17.90 15.40

**ANNOUNCEMENTS**

CLASS "A"				
(6:30 a.m. to 9:00 a.m.; 4:30 p.m. to 6:30 p.m. Monday through Friday; 6:30 a.m. to 9:00 a.m. Saturday)	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	25.00	260 times.....	22.50	
156 times.....	23.75			

CLASS "B"				
(All other times)	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	20.00	260 times.....	18.00	
156 times.....	19.00			

Multi-Spot Plan (Fixed Position)				
Minute announcements except in Class "A" and in specified Special Features as designated from time to time.	1-51 wks.	52 wks.	1 hr.	1/2 hr.
Consecutive weeks:				
10 ann. per week.....	160.00	150.00		
15 ann. per week.....	232.50	217.50		
20 ann. per week.....	300.00	280.00		
25 ann. per week.....	362.50	337.50		

CLASS "A"				
(7:00 a.m. to 6:00 p.m.)	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	100.00	60.00	40.00	20.00 14.00
13 times.....	95.00	57.00	38.00	19.00 13.30
26 times.....	90.00	54.00	36.00	18.00 12.60
52 times.....	85.00	51.00	34.00	17.00 11.90
104 times.....	80.00	48.00	32.00	16.00 11.20
156 times.....	75.00	45.00	30.00	15.00 10.50
260 times.....	70.00	42.00	28.00	14.00 9.80
312 times.....	65.00	39.00	26.00	13.00 9.10

CLASS "B"				
(5:30 a.m. to 7:00 a.m.)	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	75.00	45.00	30.00	15.00 10.00
13 times.....	71.25	42.75	28.50	14.25 9.50
26 times.....	67.50	40.50	27.00	13.50 9.00
52 times.....	63.75	38.25	25.50	12.75 8.50
104 times.....	60.00	36.00	24.00	12.00 8.00
156 times.....	56.25	33.75	22.50	11.25 7.50
260 times.....	52.50	31.50	21.00	10.50 7.00
312 times.....	48.75	29.25	19.50	9.75 6.50

If the times-per-week varies, the Multi-Spot rate is determined, first, by the number of consecutive weeks in each of which a minimum of 10 announcements are run; and second, by the times-per-week in any given week.

Non-Plan announcements may be counted towards the number of announcements necessary to qualify for Plan rates.

Plan announcements may not be counted to earn frequency discounts on non-Plan announcements. 10-second announcements; 50% of minute rates including Multi-Spot Plan rates.

10-second announcements may not be counted to help earn frequency discounts on Multi-Spot Plan rates for minute announcements; but minute announcements may be counted to help earn frequency discounts and Multi-Spot Plan rates for 10-sec. announcements.

**SPECIAL FEATURES**

**Participating Programs**

The following programs at card rate, no talent charge, fully commissionable.

"Operation V-8"—12:30 a.m. to 5:30 a.m. Monday through Sunday.

"Alarm Clock"—6:30 a.m. to 10:00 a.m. Monday through Saturday.

"Homemakers Institute"—10:05 a.m. to 10:30 a.m. Monday through Friday.

"Broadway Melodies"—10:30 a.m. to noon Monday through Friday.

"Sidewalk Interviews"—12:15 p.m. to 12:30 p.m. Per announcement, flat, 22.50.

"Tello-Test"—12:30 p.m. to 1:00 p.m. Monday through Friday. Per minute, flat 22.50.

"People's Opinions"—Monday through Friday 9:05 p.m. to 11:00 p.m. Per minute, flat 22.50; 11:20 p.m. to midnight. Per minute, flat 15.00.

"Fabulous 58"—3:05 p.m. to 6:00 p.m. Monday through Friday.

(\* Not eligible for Multi-Spot Plan rates. Community club awards available, rates on request.

**POLITICAL**

Regular rates and frequency discounts apply. All political advertising copy must be submitted 48 hours in advance of broadcast. Cash payment 48 hours in advance of broadcast.

**Closing Time**

Contracts must be closed four weeks in advance to make newspaper announcement. Final closing two weeks. Manuscript for publicity talks must be submitted two days in advance.

**WTLG**

City of license, Bowling Green, Ohio.  
Toledo Offices and Studios—Waldorf Hotel, Toledo, Ohio, Cherry 8-6408.  
See listing under Bowling Green, Ohio.

**WTOB**

(Established 1946)

**Mutual Network**



**A Booth Owned Station**

Rates effective August 1, 1957.  
Rates received June 27, 1957.  
Owned and operated by Booth Broadcasting Company.

**Personnel**

President—John L. Booth.

General Manager—Sunne Miller.

**Representatives**

Weed Radio Corporation

Toledo—W T O D—Continued

SPOT PACKAGE PLANS (Run-of-schedule)

Table with columns for announcement frequency (10 to 30 times), class (A, B), and rate.

News Service—AP. Stock market quotations, market reports, produce quotations, time signals, weather forecast reports, musical clocks, participating programs, etc., rates on request.

Regular rates and frequency discounts apply. All political advertising copy must be submitted 48 hours in advance of broadcast. Cash payment 48 hours in advance of broadcast.

TRANSCRIPTIONS Library Service—Lang-Worth. Closing Time All advertising closes 24 hours in advance of broadcast.

WTOL (Established 1938) ABC Radio Network

Rates effective February 1, 1958. (Card No. 7.) Rates received January 10, 1958. Owned and operated by The Community Broadcasting Company.

Personnel

President—Frazier Reams. Managing Director—Thomas S. Bretherton. Commercial Manager—Doug Tabner. Program Director—Robert Krieghoff.

Representatives

Gill-Perma, Inc.

Mailing Instructions

Business Office and Studio—Bell Bldg., Toledo 2, Ohio, Cherry 3-3291, TWX TOL 184. Transmitter—709 Madison Avenue, Toledo, Ohio.

Wave—Power—Time

Operating power—250 watts. Frequency—1230 kilocycles. Non-directional. Licensed to operate unlimited time. Operates on Eastern Standard Time. Daylight Saving Time not observed. Operating schedule: 5:00 a.m. to 1:00 a.m.

FM Facilities

Effective radiated power—1,250 watts. Frequency—104.7 megacycles; channel 284; Class B. Antenna height—200 feet above average terrain. Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 5:00 a.m. to 1:00 a.m.

Agency Commission

15% commission allowed to recognized agencies on station time only. No cash discount. Bills payable monthly following broadcast.

General Advertising

For combination rates see ABC Radio. FM operated in conjunction with AM. The following rates are for national advertising. Rates are for the facilities of the station only; talent extra. Quantity discounts retroactive on entire schedule as earned. All uncompleted contract schedules subject to short rate. Rates include music copyright fees. BMI, ASCAP and SESAC licenses.

Table for Length of commercial copy: 5 to 60 minutes, Class A, B, C, and rates.

ANNOUNCEMENTS

Table for Announcements: 1 to 312 times, Class A, B, C, and rates.

SALES IMPACT PLANS (Fixed position)

Table for Sales Impact Plans: 1-minute spots, per week, each, Class A, B, and rates.

PROGRAMS CLASS "A"

Table for Programs Class A: 1 to 312 times, 1 hr, 1/2 hr, 1/4 hr, 5 min, and rates.

CLASS "B"

Table for Class B: 1 to 312 times, 1 hr, 1/2 hr, 1/4 hr, 5 min, and rates.

CLASS "C"

Table for Class C: 1 to 312 times, 1 hr, 1/2 hr, 1/4 hr, 5 min, and rates.

SPECIAL FEATURES

Rates on request. POLITICAL Regular rates apply; payable in advance. Closing Time Talks, programs, continuities, etc., must be submitted at least 48 hours in advance for review.

WTRT

— FM —

(Established 1946)



Affiliated with WTOD. Wave—Power—Time ERP—10,000 watts. 99.9 megacycles; channel 249. Licensed to operate unlimited time. General Advertising FM rates one-fourth of WTOD, Toledo rates.

VAN WERT

Van Wert County—Map Location A-5 See SRDS consumer market map and data at beginning of the State. (Call letters not received) (C. P. 250 w. days; 1220 kc.)

Van Wert Broadcasting Co. Van Wert, Ohio.

WARREN

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

W H H H

(Established 1941)



Rates effective April 1, 1955. Rates received March 3, 1955. Owned and operated by The Warren Tribune Radio Station, Inc.

Personnel

Station Director—Robert E. Hardy. Program Director—John Peterson.

Representatives

Rambeau, Vance, Hopple, Inc. Ohio—Ohio Stations Representatives.

Mailing Instructions

Business Office and Studio—Second Nat'l Bldg., Market St. & Main Ave., Warren, Ohio, Warren 2252-9. Transmitter—Lordstown, Ohio.

Wave—Power—Time

Operating power—5,000 watts. Frequency—1440 kilocycles. Directional—separate patterns, day and night. Licensed to operate full time on regional channel. Operates on Eastern Standard Time. Daylight Saving Time observed. Operating schedule: 5:30 a.m. to midnight.

Agency Commission

15% to recognized advertising agencies. No cash discount. Net 10 days from invoice date on monthly billing. Talent and other charges not commissionable.

General Advertising

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.

Rates quoted herein are subject to change without notice. Maximum length of contract is one year. The following rates are shown after the deduction of all applicable discounts on both programs and announcements. Programs and announcements cannot be grouped for additional discounts.

Table for Announcements: 1 to 260 times, 1 hr, 1/2 hr, 1/4 hr, 5 min, and rates.

ANNOUNCEMENTS

Table for Announcements: 1 to 52 times, 10.00 to 8.00, and rates.

SPECIAL FEATURES

News Service—AP. Time signals, weather or temperature reports are available for sponsorship. Rates furnished on request. Participating Programs

Regular card rates apply, no talent charges; time segment rates on request. "The Floyd Rye Show"—5:45 a.m. to 9:00 a.m. "Winifred Berry Show"—9:00 a.m. to 10:15 a.m. Social, births, music and interviews. "Dean Grossman Show"—11:00 a.m. to 2:00 p.m. "The Walt Roberts Show"—2:00 p.m. to 6:00 p.m. daily.

POLITICAL Commercial political broadcasts acceptable at regular rates, payable in advance. TRANSCRIPTIONS Library Service—Associated, Thesaurus. Closing Time Broadcast copy and program material must be received 48 hours in advance of broadcast time by station. (D)

WASHINGTON Court House

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

WCHO

(Established 1952)

Rates effective October 1, 1956. Card received September 27, 1956. Owned and operated by The Court House Broadcasting Co.

Personnel

General Manager—W. N. Nungesser. Commercial Manager—Ray Anderson.

Representatives

Hil F. Best Company.

Mailing Instructions

Business Office and Studio—113-1/2 S. Main St., Washington Court House, Ohio, telephone 5-8211. Transmitter—2.3 miles northeast of Washington Court House, Ohio.

Wave—Power—Time

Operating power—500 watts days. Frequency—1250 kilocycles. Non-directional. Licensed to operate daytime to local sunset. Operates on Eastern Standard Time. 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 on time only; no cash discount. Bills rendered first of month; payable when rendered.

General Advertising

Affiliated with Keystone Network. No cash rebates allowed. Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast with or without interruption. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Bear advertising accepted. No period sold in bulk for resale. Length of commercial copy:

Table for Length of commercial copy: 5 to 60 minutes, 1 to 156 times, and rates.

SPECIAL FEATURES

News Service—UPI. RELIGIOUS AND POLITICAL Rates on request.

TRANSCRIPTIONS

Library Service—Sesac.

Closing Time

Copy or material must be on hand 12 hours in advance of schedule.

ADVERTISEMENT

WLW—Cincinnati

WLW serves Washington Ct., O. in primary fashion with 80% weekly daytime coverage (NCS No. 2 1956) and a signal of at least 2 MV/M.

Allocate 1.0% of WLW Radio Spot Rate to this market. For example:

Table for Advertisement: 1-minute, 260 time rate, \$58.00, Pro-Rated Cost, \$ .58.

WAVERLY

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

WPKO

(Established 1954)

Rates effective June 1, 1955. (Card No. 3.) Card received May 12, 1955. Owned and operated by HI Kinco Broadcasters.

Personnel

Program Director—Ken Cardew. Commercial Manager—Warren W. Cooper.

Representatives

None.

Mailing Instructions

Business Office and Studio—P. O. Box 67, Waverly, Ohio, Piketon 2781. Transmitter—Waverly, Ohio.

Wave—Power—Time

Operated power—1,000 watts days. Frequency—1380 kilocycles. Directional. Operates on Eastern Time. Licensed to operate daytime only. Operating schedule: 6:15 a.m. to 6:00 p.m. daily. (This listing continued on next page)

# OHIO

## Waverly—WPKO—Continued

**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.  
Maximum length of contract one year.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	30.00	20.00	10.00	9.00	7.00	4.00
13 times.....	28.50	19.00	9.50	8.50	6.50	3.75
26 times.....	27.00	18.00	9.00	8.00	6.00	3.50
52 times.....	25.50	17.00	8.50	7.50	5.50	3.00
104 times.....	24.00	16.00	8.00	7.00	5.00	2.75
156 times.....	22.50	15.00	7.50	6.50	4.50	2.50
260 times.....						2.00

(\*) One minute or 100 words.  
Package rates on request.  
**SPECIAL FEATURES**  
News Service—AP.  
Participating Programs  
"Top O' The Morning," "Variety Time," "Country Club," "Ken Comes Callin."  
**POLITICAL**  
Regular rates and frequency discounts apply.  
**Closing Time**  
12 hours in advance of broadcast.

### ADVERTISEMENT

## WLW—Cincinnati

WLW serves Waverly, O. in primary fashion with 58% weekly daytime coverage (NCS No. 2 1956) and a signal of at least 2 MV/M.  
Allocate 0.7% of WLW Radio Spot Rate to this market. For example:  
1-minute: CLASS "A" Pro-Rated Cost: \$58.00 Cost \$ .41  
260 time rate..... \$58.00 Cost ..... \$ .41  
See WLW under Cincinnati section.

## WELLSTON

Jackson County—Map Location E-9  
See SRDS consumer market map and data at beginning of the State.  
**WKOV**  
(Established 1953)  
Rates effective November 1, 1953.  
Card received December 28, 1953.  
Owned and operated by The Family Broadcasting Co., Inc., Radio WKOV.

**Personnel**  
General Manager—W. N. Nungesser.  
Station Manager—Kenneth Williams.  
**Representatives**  
Hil F. Best Company.  
**Mailing Instructions**  
Business Office and Studio—P. O. Box 190, Wellston, Ohio, Wellston 546.  
Transmitter—  
**Wave—Power—Time**  
Operating power—500 watts days.  
Frequency—1330 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operating schedule: 6:00 a.m. to 7:00 p.m.  
**Agency Commission**  
15% to recognized agencies; 2% cash discount if payment made in ten days, net 30 days. Invoices rendered monthly.  
**General Advertising**  
Affiliated with Keystone Network.  
Rates are for station time only.  
No cash rebates.  
Beer advertising accepted.  
Prices for time are predicated upon fulfillment of contract within 12 months period starting from first broadcast.

**PROGRAM RATES**

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	35.75	22.50	11.25	9.00	5.50
30 times	35.00	22.00	11.00	8.80	5.30
60 times	34.25	21.50	10.75	8.60	5.10
90 times	33.50	21.00	10.50	8.40	4.90
180 times	32.75	20.50	10.25	8.20	4.70
360 times	32.00	20.00	10.00	8.00	4.50

**SPOT ANNOUNCEMENTS**

	1 ti.	15 ti.	30 ti.	60 ti.	180 ti.	360 ti.
One minute or 100 words..	3.40	3.25	3.10	2.95	2.80	2.65
1/2 minute or 50 words..	2.60	2.50	2.40	2.30	2.20	2.10

**SPECIAL FEATURES**  
News Service—UPI.  
**POLITICAL**  
Regular rates apply.

## WOOSTER

Wayne County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.  
**WWST**  
(Established 1947)  
**NAB**  
Rates effective January 1, 1955.  
Revisions received February 28, 1955.  
Owned and operated by Wooster Republican Printing Co.

**Personnel**  
General Manager—E. B. Evans.  
Program Director—Robert Heeter.  
Gen'l Sales Mgr.—Quentin W. Welty.  
**Representatives**  
Robert S. Keller, Inc.  
Ohio—Ohio Stations Representatives.  
**Mailing Instructions**  
Business Office and Studio—1.8 miles east of Wooster, Ohio, on route 30, telephone 3-5075.  
Transmitter—1.8 miles east of Wooster, Ohio, on route 30.  
**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—960 kilocycles.  
Non-directional.  
Licensed to operate sunrise to sunset.  
Operates on Eastern Standard Time.  
Operating schedule: 5:58 a.m. to sunset Monday through Saturday; 6:58 a.m. to sunset Sundays.

**F M Facilities**  
Effective radiated power—13,000 watts.  
Frequency—104.5 megacycles on channel 283.  
**Agency Commission**  
15% to recognized agencies on station time only. Bills rendered monthly; payable 10th of month following broadcasting.  
**General Advertising**  
Affiliated with Keystone Network.  
FM rates 50% of AM rates.  
Rates include studio facilities and announcer on duty. Station does not accept per inquiry advertising. Contracts accepted for a maximum period of one year. Advertising of alcoholic beverages not accepted.

**CLASS "A"**  
(6:00 p.m. to sign-off week days and 12:00 noon to sign-off Sundays)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	Ann.
1 time.....	75.00	46.85	28.15	21.10	14.05	7.00
13 times.....	71.25	44.50	26.75	20.05	13.35	6.65
26 times.....	67.50	42.15	25.35	19.00	12.65	6.30
52 times.....	63.75	39.80	23.95	17.95	11.95	5.95
104 times.....	60.00	37.50	22.50	16.90	11.25	5.60
156 times.....	56.25	35.15	21.10	15.85	10.55	5.25
260 times.....	52.50	32.80	19.70	14.75	9.85	4.90
312 times.....	48.75	30.45	18.30	13.70	9.15	4.55

**CLASS "B"**  
(Sign-on to 6:00 p.m. week days and sign-on to 12:00 noon Sundays)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	50.00	31.25	18.75	14.05	9.35
13 times.....	47.50	29.70	17.80	13.35	8.90
26 times.....	45.00	28.15	16.90	12.65	8.40
52 times.....	42.50	26.55	15.95	11.95	7.95
104 times.....	40.00	25.00	15.00	11.25	7.50
156 times.....	37.50	23.45	14.05	10.55	7.00
260 times.....	35.00	21.90	13.15	9.85	6.55
312 times.....	32.50	20.30	12.20	9.15	6.10

**SPECIAL FEATURES**  
News Service—UPI. No extra charge.  
Weather and market reports daily.  
**Participating Programs**  
"Bill & Bob Show"—Town and country audience.  
"You Name 'Em"—Woman's afternoon program.  
Announcements at regular rates. No talent surcharge.  
**TRANSCRIPTIONS**  
Library Service—Thesaurus.

## WORTHINGTON

Franklin County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.  
**See Columbus**

## YOUNGSTOWN

(including Campbell)  
(4 AM; 1 FM)  
Youngstown, Campbell, Mahoning County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.  
Area stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## W B B W (Established 1949) Mutual Network



Rates effective June 1, 1955.  
Rates received April 26, 1955.  
Owned and operated by Mahoning Valley Broadcasting Corp.  
**Personnel**  
President—John Cherpack, Jr.  
Gen'l & Sales Mgr.—Gene Trace.  
Program Director—Tony Ross.  
**Representatives**  
Weed Radio Corporation.  
**Mailing Instructions**  
Business Office and Studio—Warner Theatre Bldg., Youngstown, Ohio, Riverside 4-4421, TWX YO 068.  
Transmitter—418 Knox St., Youngstown, Ohio.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1240 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: Week days 5:30 a.m. to 1:00 a.m.; Sundays 7:00 a.m. to 1:00 a.m.  
**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Bills rendered 1st of each month; due and payable 10th of month following service.

**General Advertising**  
For combination rates see MBS.  
Accepts AAAA copyrighted contract.  
The following rates are for national advertising and include music copyright fees.  
SESAC, BMI and ASCAP licenses.  
Advertising of alcoholic beverages other than beer and wine not accepted.  
(5:30 a.m. to 1:05 a.m. Monday through Saturday; 7:00 a.m. to 1:05 a.m. Sunday)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 sec.
1 time....	95.00	56.00	38.00	29.00	19.50	10.50
26 times..	90.25	53.20	36.10	27.55	18.55	10.00
52 times..	85.60	50.50	34.25	26.10	17.55	9.50
104 times..	81.00	47.80	32.40	24.70	16.65	9.05
156 times..	76.50	45.15	30.65	23.40	15.75	8.60
260 times..	72.00	43.55	28.85	22.00	14.85	8.20
500 times..	67.00	41.85	27.00	20.50	13.95	7.75

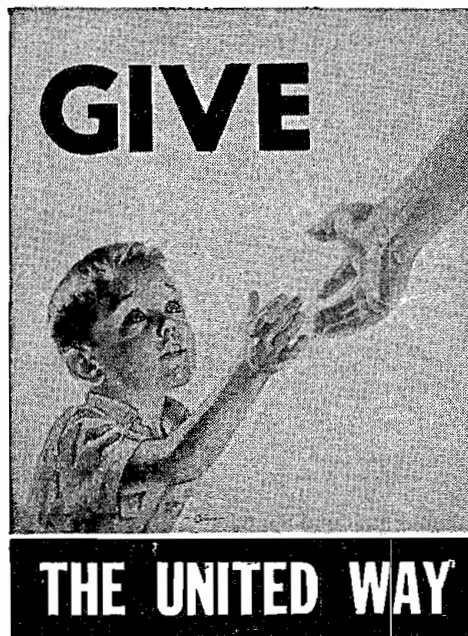
**MULTI-SPOT PLAN**  
Per week: 1 min. 10 sec. 1 min. 10 sec.  
10 spots.. 85.00 50.00 25 spots.. 175.00 106.25  
15 spots.. 120.00 71.25 30 spots.. 195.00 120.00  
20 spots.. 150.00 90.00 50 spots.. 300.00 175.00  
**SPECIAL FEATURES**  
News Service—AP and local news. Rates on request.  
**TRANSCRIPTIONS**  
Library Service—Lang-Worth.  
**Closing Time**  
Announcements and programs close 48 hours in advance of broadcast time.

## WFMJ

(Established 1939)  
**NBC Affiliate**



Rates received January 3, 1955.  
Owned and operated by WFMJ Broadcasting Co.  
**Personnel**  
President—William F. Maag, Jr.  
Manager—Mitchell F. Stanley.  
**Representatives**  
Headley-Reed Company.  
**Mailing Instructions**  
Business Office and Studios—101 W. Boardman St., Youngstown 3, Ohio.  
Transmitter—Boardman-Poland Road, Youngstown, Ohio.  
**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—1390 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Operating schedule: 6:00 a.m. to 1:05 a.m.  
**Agency Commission**  
Agency commission 15% to recognized advertising agencies; no cash discount. No commission on talent, production, transcription, license or program charges unless specifically agreed.  
**General Advertising**  
For combination rates see NBC Radio Network.  
ASCAP, BMI and SESAC licenses.  
Rates must be earned within a 12 month contract date.  
(This listing continued on next page)





**Youngstown—W F M J—Continued**

(Sign-on to sign-off Monday through Saturday)

	1 tl.	52 tl.	156 tl.	260 tl.
1 hour.....	120.00	114.00	108.00	102.00
1/2 hour.....	72.00	68.40	64.80	61.20
1/4 hour.....	48.00	45.60	43.20	40.80
10 minutes.....	36.00	34.20	32.40	30.60
5 minutes.....	24.00	22.80	21.60	20.40
Announcements.....	12.00	11.40	10.80	10.20
10 second announcements—50% announcement rate.				

**SATURATION PLAN**

	1-25 weeks	25-51 weeks	52 or more wks.
12 per week.....	10.00	9.50	9.00
18 per week.....	9.50	9.05	8.55
24 per week.....	9.00	8.55	8.10
30 per week.....	8.50	8.10	7.65
36 per week.....	8.00	7.60	7.20

**SPECIAL FEATURES**

News Service—AP, UPI.

**POLITICAL TALKS**

One time rate; cash in advance.  
Copy, 24 hours in advance.

**TRANSCRIPTIONS**

Library Service—Thesaurus, Standard.

**Closing Time**

Spots, 24 hours in advance; script and material for musical and dramatic productions, one week in advance.

**W H H H  
WARREN**

(Established 1941)



(This is a duplicate of the listing appearing under Warren, Ohio.)

Rates effective April 1, 1955.  
Rates received March 3, 1955.

Owned and operated by The Warren Tribune Radio Station, Inc.

**Personnel**

Station Director—Robert E. Hardy.  
Program Director—John Peterson.

**Representatives**

Rambeau, Vance, Hopple, Inc.  
Ohio—Ohio Stations Representatives.

**Mailing Instructions**

Business Office and Studio—Second Nat'l. Bldg., Market St. & Main Ave., Warren, Ohio, Warren 2252-9.  
Transmitter—Lordstown, Ohio.

**Wave—Power—Time**

Operating power—5,000 watts.  
Frequency—1440 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate full time on regional channel.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 5:30 a.m. to midnight.

**Agency Commission**

15% to recognized advertising agencies. No cash discount. Net 10 days from invoice date on monthly billing. Talent and other charges not commissionable.

**General Advertising**

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. Rates quoted herein are subject to change without notice. Maximum length of contract is one year. The following rates are shown after the deduction of all applicable discounts on both programs and announcements. Programs and announcements cannot be grouped for additional discounts.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	100.00	60.00	40.00	20.00
13 times.....	95.00	57.00	38.00	19.00
26 times.....	90.00	54.00	36.00	18.00
52 times.....	85.00	51.00	34.00	17.00
104 times.....	80.00	48.00	31.00	15.00
156 times.....	75.00	45.00	28.00	13.00
260 times.....	70.00	42.00	25.00	11.00

**ANNOUNCEMENTS**

One minute or less:			
1 time.....	10.00	104 times.....	8.00
13 times.....	9.50	156 times.....	7.50
26 times.....	9.00	260 times.....	7.00
52 times.....	8.50	520 times.....	6.00

**SPECIAL FEATURES**

News Service—AP.  
Time signals, weather or temperature reports are available for sponsorship. Rates furnished on request.

**Participating Programs**

Regular card rates apply, no talent charges; time segment rates on request.  
"The Floyd Ryel Show"—5:45 a.m. to 9:00 a.m.  
"Winifred Berry Show"—9:00 a.m. to 10:15 a.m.  
Social, births, music and interviews.  
"Dean Grossman Show"—11:00 a.m. to 2:00 p.m.  
"The Walt Roberts Show"—2:00 p.m. to 6:00 p.m. daily.

**POLITICAL**

Commercial political broadcasts acceptable at regular rates, payable in advance.

**TRANSCRIPTIONS**

Library Service—Associated.

**Closing Time**

Broadcast copy and program material must be received 48 hours in advance of broadcast time by station. (D)

**STILL**

**UNDISPUTED NUMBER 1 RATINGS POWER PERSONALITIES**

**WHOT**

**YOUNGSTOWN**

*is FIRST in audience*

**MORNING . . . AFTERNOON . . . ALL DAY**

**43.5%**

(Latest June-July 1958 Hooper)

**FIRST IN PULSE TOO of 1040 quarter hours surveyed (April 1958)**

**WHOT WAS FIRST IN 700—TIED FOR FIRST IN 180 and not less than second in the remaining 160 quarter hours**

**COVERAGE NEW 2600 WATT BEAM POWER BRINGS SERVICE TO NEARLY A MILLION PERSONS**

**PERSONALITIES**  
WHOT's "Fabulous Four" personalities outdraw others 10 to 1 in personal appearances. Their advice is your NEW KEY TO SALES IN THE YOUNGSTOWN MARKET . . .

**WHOT** Youngstown, Ohio  
*Get the Red Hot Facts*

Natl. Rep.: Geo. P. Hollingbery Co.

**OHIO**

**WHOT CAMPBELL**  
(Established 1955)  
**Independent**



Rates effective October 1, 1957.  
Rates received September 3, 1957.  
Owned and operated by Myron Jones dba Greater Youngstown Broadcasting Co.

**Personnel**

Owner—Myron Jones.  
Exec. Vice-Pres. & Com'l Mgr.—William Fleckenstein.  
Merchandising Director—Bill Aey.  
News Director—George Barry.  
Program Director—Dick Biondi.

**Representatives**

George P. Hollingbery Company.  
Ohio—Ohio Stations Representatives.

**Mailing Instructions**

Business Office, Studio and Transmitter—401 N. Blaine Ave., Youngstown 8, Ohio. Riverside 6-8464.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—1570 kilocycles.  
Non-directional.

Licensed to operate daytime only.  
Operate on Eastern Standard Time.  
Operating schedule: Sign-on to local sunset.

**Agency Commission**

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

**General Advertising**

ASCAP, BMI and SESAC licenses.  
Length of copy restrictions current NAB standard for daytime operation.  
Station reserves the right to request cash in advance where advisable in the judgement of station management.

Rates are guaranteed for period of 6 months from effective date of any increase in rates, provided advertiser is actually running at time of effective date and continuing without interruption.

**WEEKLY SATURATION PLAN**

One minute announcements:					
	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
12 times.....	5.90	5.60	5.30	5.10	4.80
18 times.....	5.60	5.30	5.10	4.80	4.50
24 times.....	5.30	5.00	4.75	4.50	4.25
36 times.....	5.00	4.75	4.50	4.25	4.00

Fixed position but maximum of 1/3 spots to be scheduled in Class "AA". May not be combined with other broadcasting to earn frequency discounts.

**ANNOUNCEMENTS**

<b>CLASS "AA"</b> (7:00 a.m. to 9:00 a.m. and 4:00 p.m. to 6:00 p.m. Monday through Saturday)			
One minute:			
1 time.....	10.00	156 times.....	6.80
26 times.....	8.90	260 times.....	6.50
52 times.....	8.50	312 times.....	6.20
104 times.....	7.20	500 times.....	5.90

<b>CLASS "A"</b> (6:00 a.m. to 7:00 a.m. and 9:00 a.m. to 4:00 p.m. Monday through Saturday; all day Sunday)			
1 time.....	8.50	156 times.....	6.50
13 times.....	8.00	260 times.....	6.20
26 times.....	7.60	312 times.....	5.90
52 times.....	7.20	500 times.....	5.50
104 times.....	6.80		

<b>CLASS "B"</b> (6:00 p.m. to sign-off)			
1 time.....	6.00	156 times.....	4.75
26 times.....	5.75	260 times.....	4.50
52 times.....	5.50	312 times.....	4.25
104 times.....	5.25	500 times.....	4.00

<b>PROGRAMS</b> <b>CLASS "A" and "AA"</b> (6:00 a.m. to 7:00 p.m.)					
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time....	60.00	35.00	20.00	17.00	12.50
13 times..	56.00	33.00	19.00	16.00	12.00
26 times..	54.00	32.00	18.50	15.50	11.75
52 times..	52.00	31.00	18.00	15.00	11.50
104 times..	50.00	30.00	17.50	14.50	11.25
156 times..	48.00	29.00	17.00	14.00	11.00
312 times..	44.00	27.00	16.00	13.50	10.50

<b>CLASS "B"</b> (6:00 a.m. to 7:00 a.m. and 7:00 p.m. to sign-off)			
70% of above rates.			

**SPECIAL FEATURES**  
News Service—UPI. 20 newscasts daily with local news originating from mobile news unit. Availability on request.

**NEWS PACKAGE RATES**

(All time periods)  
5 minute news on the hour as available.  
Per week:

	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
3 times	12.50	11.50	11.25	11.00	10.50
6 times	12.00	11.00	10.75	10.50	10.25
12 times	11.25	10.00	9.75	9.50	9.25
36 times	9.50	8.00	7.75	7.50	7.25

2-1/2 minute News headlines on the half-hour—65% of above rates. Above rates apply to 5-minute sport broadcasts when scheduled according to season and need.

2-1/2 minute Scoreboard—65% of above rates.

**Participating Programs**  
Monday through Saturday:  
"George Berry"—7:00 a.m. to 11:00 a.m. Participating spot announcements and segments available.  
"The Farrel Smith Show"—11:00 a.m. to 1:00 p.m. Includes 10-minute news period 11:55 a.m. to 12:05 p.m.  
"The Bob Connors Show"—1:00 p.m. to 6:00 p.m. Participating spot announcements and selected segments available.

**POLITICAL**  
Card rates apply; cash in advance.  
**Closing Time**  
48 hours in advance of broadcast.  
(Youngstown continued on next page)

# OHIO—OKINAWA

Youngstown—Continued

**WKBN**

(Established 1926)

**CBS Radio Network**



Rates effective October 1, 1955. (Card No. 12.)  
Card received May 17, 1956.  
Rev. (Multi-Impact Plan) rec'd November 20, 1957.  
Owned and operated by WKBN Broadcasting Corp.

**Personnel**

Pres. & Gen'l Mgr.—W. P. Williamson, Jr.  
Station Director—J. L. Bowden.  
Sales Manager—Carl F. Glade.

**Representatives**

Paul H. Raymer Company, Inc.

**Mailing Instructions**

Business Office, Studio and Transmitter—3930 Sunset Blvd., Youngstown, Ohio, Sterling 2-1145, TWX YO 081U.

**Wave—Power—Time**

Operating power—5,000 watts.  
Frequency—570 kilocycles.

Directional—nighttime only.

Licensed to operate full time on clear regional channel. Operates on Eastern Standard Time.  
Daylight Saving Time observed.

**F M Facilities**

Effective radiated power—19,000 watts.  
Frequency—98.9 megacycles; channel 255; Class B  
Antenna height—525 feet above average terrain.  
Operating schedule: 3:00 p.m. to 10:00 p.m.

**Agency Commission**

Agency commission of 15% allowed on net station time cost only to recognized agencies. No cash discount. No commission on talent, program or production charges unless specifically arranged. Terms: Net 10th of month following service. Bills rendered 1st of each month.

**General Advertising**

For combination rates see CBS Radio Network (Basic Supplementary Group).  
Accepts AAAA copyrighted contract.  
FM operated in conjunction with AM.  
Discounts on gross rates for programs are allowed for periods used within one year from start of schedule.

**CLASS "A"**

	(6:00 a.m. to 12:00 midnight daily)			
	1 tl.	13 tl.	26 tl.	52 tl.
1 hour....	150.00	142.50	135.00	127.50
1/2 hour....	90.00	85.50	81.00	76.50
1/4 hour....	60.00	57.00	54.00	51.00
10 minutes	45.00	42.75	40.50	38.25
5 minutes	30.00	28.50	27.00	25.50

**CLASS "B"**

	(12:01 a.m. to 5:59 a.m. daily)			
	1 hr.	1/2 hr.	1/4 hr.	10 min.
1 hour....	100.00	95.00	90.00	85.00
1/2 hour....	60.00	57.00	54.00	51.00
1/4 hour....	40.00	38.00	36.00	34.00
10 minutes	30.00	28.50	27.00	25.50
5 minutes	20.00	19.00	18.00	17.00

3/4 hour at 80% of one hour rate. For periods in excess of one hour on all schedules, multiply the one hour rate by 1.4 for 1-1/2 hours; by 1.6 for two hours; by 1.8 for 2-1/2 hours; by 2 for three hours. Above program time units refer to approximate length of time and may vary from 13-1/2 to 14-1/2 minutes per quarter hour unit, or proportionately to any part or any multiple thereof.

**ANNOUNCEMENTS**

Dialogue announcements take the one minute rates plus talent charge. Network advertisers may arrange for tie-in announcements on their network time for a service charge. Rates on application. Discounts are allowed for announcements used within one year from start of schedule.

**CLASS "A"**

	(6:00 a.m. to 12:00 midnight daily)			
	1 tl.	13 tl.	26 tl.	52 tl.
1 minute	18.50	18.00	17.50	17.00

(125 words) 18.50 18.00 17.50 17.00 16.50 16.00  
Station breaks (40 words—15 seconds) net, no frequency discount, each..... 16.00

**CLASS "B"**

	(12:01 a.m. to 5:59 a.m. daily)			
	1 min.	15.00	14.00	13.00

**STATION BREAKS**

Insofar as the station's programming will permit station break announcements will be accommodated at 20-second breaks between local or network programs. On two weeks' notice the station reserves the right to occupy the spot so sold, for reasons satisfactory to itself. Frequency discounts do not apply, but station breaks may be grouped with regular announcements to earn further regular announcement discounts.

**MULTI-IMPACT PLAN**

(Run-of-schedule, not accepted 6:30 a.m. to 9:00 a.m. Monday through Friday, single products only.)

1-minute or 20-second station breaks:	
10 announcements per week.....	140.00
15 announcements per week.....	195.00
20 announcements per week.....	240.00
25 announcements per week.....	275.00
30 announcements per week.....	300.00

**ID 8-Second Impact Plan**

50% of minute or 20-second Multi-Impact Plan rate. Certain programs excepted. (ID Impact Plan cannot be combined with other types of service to earn additional discounts.)  
Regular card rate announcements in fixed position may be used to qualify additional announcements on Multi-Impact Plan but may not earn the Multi-Impact Plan rate. Multi-Impact Plan announcements may be combined to earn discounts on regular rate card announcements.

**SPECIAL FEATURES**  
News, sports, time signals, weather reports, farm reports. Rates on request.  
**RELIGIOUS OR POLITICAL BROADCASTS**  
Rates on request.  
**Closing Time**  
Programs and advertising matter must be submitted and filed with the station at least 24 hours in advance of broadcast.

## ZANESVILLE

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

**WHIZ**

(Established 1924)

**NBC Affiliate**



Rates effective August 1, 1954.  
Rates received July 27, 1954.  
Owned and operated by Southeastern Ohio Broadcasting System, Inc.

**Personnel**

Managing Director—Allan Land.  
Director of Sales—Nate Milder.

**Representatives**

John E. Pearson Company.

**Mailing Instructions**

Business Office and Studio—Lind Arcade Building, Zanesville, Ohio, telephone 2-5431.  
Transmitter—Zanesville, Ohio.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1240 kilocycles.

Non-directional.

Licensed to operate full time.

Operates on Eastern Time.

Operating schedule: Week days 5:30 a.m. to 12:00 midnight; Sundays 7:30 a.m. to 12:00 midnight.

**Agency Commission**

15% to recognized agencies on time only; no cash discount. Bills rendered 1st of each month—due and payable by the 10th.

**General Advertising**

For combination rates see NBC Radio Network. Accepts AAAA copyrighted contract.  
The following rates are for national advertising and include music copyright fees, BMI, ASCAP and SESAC licenses.  
Advertising of alcoholic beverages other than beer and light wines not accepted.  
Length of commercial copy: Copy must comply with the NAB standard of practice and be subject to station approval in accordance with station's commercial continuity standards. 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.	10 min.	5 min.	(*)
1 time.....	00.00	36.00	24.00	18.00	12.00	9.00
26 times....	57.00	34.20	22.80	17.10	11.40	8.50
52 times....	54.00	32.40	21.60	16.20	10.80	8.00
104 times....	51.00	30.60	20.40	15.30	10.20	7.50
156 times....	48.00	28.80	19.20	14.40	9.60	7.00
260 times....	45.00	27.00	18.00	13.50	9.00	6.50
520 times....	39.00	23.40	15.60	11.70	7.80	6.00

(\*) One minute or less.

**SPECIAL FEATURES**

News Service—UPI and local news—rates on request.

**POLITICAL**

Regular rates apply; cash in advance.

**TRANSCRIPTIONS**

Library Service—Standard. Rates on request.  
Instantaneous reference recordings; 15 minute programs 4.00. Reasonable requests will be honored without charge.

**Closing Time**

Announcements and programs, 48 hours in advance of broadcast time.

## OKINAWA

**NAHA (2AM)**

**KSAR**

(Established 1954)

Rates effective January 1, 1958.  
Rates received February 24, 1958.  
Owned by the Ryukyus Foundation. Operated by the Ryukyus Broadcasting Corporation.

**Personnel**

President—Seitoku Zayasu.  
Managing Director—Senjiro Hirakawa.

**Representatives**

Pan-American Broadcasting Company.

**Mailing Instructions**

CPO Box 186, Naha, Okinawa (Japanese).

**Wave—Power—Time**

Operating power—3,000 watts.  
Frequency—740 kilocycles.

Non-directional.

Licensed to operate unlimited time.

Operates on Japanese Standard Time. (17 hours later than Pacific Coast Time.)

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

**Agency Commission**

15% to recognized agencies; no cash discount.

**General Advertising**

Broadcasting in Japanese.  
Rates include copy translation service.

Rates include announcer's services but not talent fee and other program charges.  
Class "A"—7:00 p.m. to 10:30 p.m. daily.  
\*Class "B"—7:00 a.m. to 8:00 a.m.; noon to 1:00 p.m.; 6:00 p.m. to 7:00 p.m. and 10:30 p.m. to 11:00 p.m. weekdays; 7:00 a.m. to 9:00 a.m.; noon to 1:00 p.m.; 6:00 p.m. to 7:00 p.m. and 10:30 p.m. to 11:00 p.m. Sunday.  
Class "B"—8:00 a.m. to 9:00 a.m. and 1:00 p.m. to 2:00 p.m. weekdays; 9:00 a.m. to noon Sunday.  
Class "C"—6:00 a.m. to 7:00 a.m.; 9:00 a.m. to noon; 2:00 p.m. to 6:00 p.m. and 11:00 p.m. to midnight weekdays; 6:00 a.m. to 9:00 a.m. and 11:00 p.m. to midnight Sunday.

	Class "A"	Class "B"	Class "B"	Class "C"
1 hour.....	222.51	189.18	166.67	133.34
55 minutes.....	208.34	177.50	156.66	125.00
50 minutes.....	195.00	165.84	145.83	116.67
3/4 hours.....	180.84	154.17	135.84	108.33
40 minutes.....	166.67	141.66	125.00	100.00
35 minutes.....	153.33	130.00	114.99	91.68
1/2 hour.....	139.18	118.34	104.17	83.34
25 minutes.....	125.00	102.50	94.18	75.00
20 minutes.....	111.66	95.00	83.34	66.66
1/4 hour.....	97.52	83.34	73.32	58.34
10 minutes.....	83.34	70.83	62.50	50.00
5 minutes.....	69.99	59.18	52.50	41.67
30 seconds.....	27.50	24.18	20.85	16.67
20 seconds.....	24.18	20.85	16.67	13.34

Programs and announcements which select own date and time—20% additional.

Length of program time is shortened by 30 seconds. Spots immediately before or after time signal, news and weather are classified as "A"; spots immediately before or after the hour, higher class rates apply. Rates include announcer's services but not talent fee or other charges assessed to program.

**Program Discounts**

		3 mos.	6 mos.	12 mos.
1 per week.....	5%	10%	15%	
3 per week.....	7%	15%	20%	
6 per week.....	10%	20%	30%	

**Announcement Discounts**

		5%	10%	15%	20%
13 times.....	5%	208 times.....	22%		
26 times.....	10%	260 times.....	25%		
39 times.....	12%	312 times.....	28%		
52 times.....	15%	364 times.....	30%		

**Broadcast Frequency**

	1 mo.	3 mos.	6 mos.	12 mos.
1 per week.....	13	26	52	
2 per week.....	26	52	104	
3 per week.....	39	78	156	
4 per week.....	52	104	208	
5 per week.....	65	130	260	
6 per week.....	78	156	312	
7 per week.....	91	182	364	

**SPECIAL FEATURES**

News on the hour—10% extra for wire news facilities.

## KSBK

(Established 1955)

Rates effective April 1, 1957. (Card No. 2).  
Card received April 5, 1957.  
Owned by the Ryukyus Foundation. Operated by the Ryukyus Broadcasting Corporation.

**Personnel**

Manager—Kiyoshi Kabira.  
Sales Manager—Charles J. Manson.

**Representatives**

Pan-American Broadcasting Company.

**Mailing Instructions**

CPO Box 4, Naha, Okinawa. TWX KSBK

**Wave—Power—Time**

Operating power—500 watts.  
Frequency—880 kilocycles.

Non-directional

Licensed to operate unlimited time.

Operates on Japanese Standard Time. (17 hours later than Pacific Coast Time.)

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

**Agency Commission**

15% to recognized agencies; no cash discount.

**General Advertising**

KSBK operates as English language commercial station.

**CLASS "A"**

	(6:00 a.m. to 8:00 a.m.; noon to 1:00 p.m.; 4:00 p.m. to 11:00 p.m. and all day Sunday)			
	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time....	80.00	48.00	32.00	16.00
26 times..	76.00	45.60	30.40	15.20
52 times..	72.00	43.20	28.80	14.40
104 times..	68.00	40.80	27.20	13.60
156 times..	64.00	38.40	25.60	12.80
260 times..	60.00	36.00	24.00	12.00

**CLASS "B"**

	(All other times)			
	1 time....	60.00	36.00	24.00
26 times..	57.00	34.20	22.80	11.40
52 times..	54.00	32.40	21.60	10.80
104 times..	51.00	30.60	20.40	10.20
156 times..	48.00	28.80	19.20	9.60
260 times..	45.00	27.00	18.00	9.00

**SPECIAL FEATURES**

News Service—AP, UPI. Add 10%.

Music and news programming.

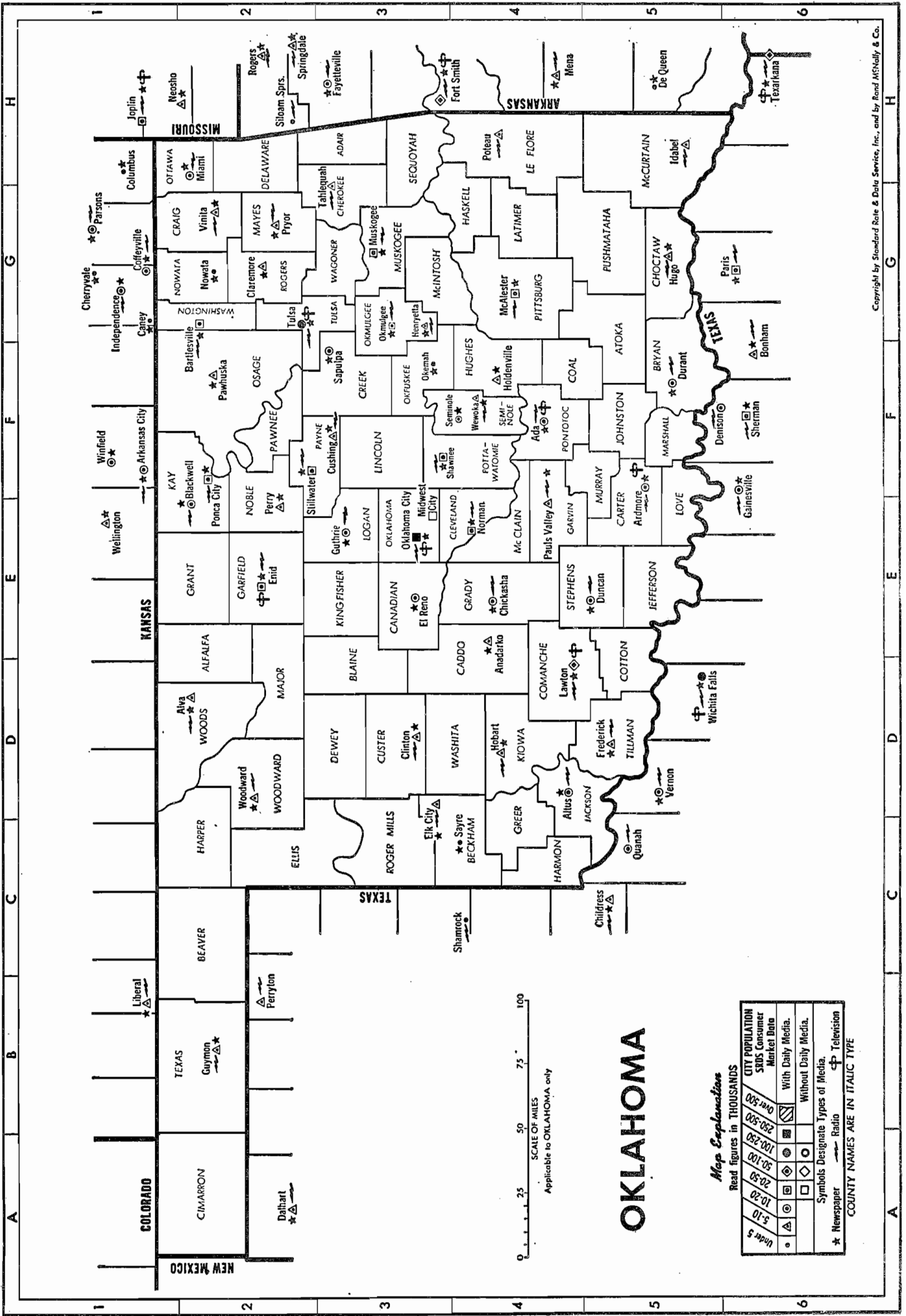
Spots adjacent to news:

Class "A", add..... 1.00  
Class "B", add..... .75

News every hour on the hour. "Four Star Final"—6:00 p.m. to 6:30 p.m.; roundup of international, national, local and sports news.  
RCA Thesaurus Jingles and "Sell Effects" available at 10% extra.  
RCA Package programs available at 10% extra.

**TRANSCRIPTIONS**

Library Service—Thesaurus.



# OKLAHOMA

### Map Explanations

Read figures in THOUSANDS

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

Symbols Designate Types of Media.

★ Newspaper    ◻ Radio    ⊕ Television

COUNTY NAMES ARE IN ITALIC TYPE

SCALE OF MILES  
Applicable to OKLAHOMA only



# SRDS Consumer Market Data

## STATE, COUNTY, CITY, METROPOLITAN AREA DATA

### CITIES AND COUNTIES

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

Bartlesville—Washington  
Enid—Garfield  
Lawton—Comanche

McAlester—Pittsburg  
Midwest City—Oklahoma  
Muskogee—Muskogee

Norman—Cleveland  
Oklahoma City—Oklahoma  
Okmulgee—Okmulgee

Ponca City—Kay  
Shawnee—Pottawatomie  
Stillwater—Payne

Tulsa—Tulsa

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				Home Furn. (\$000)	Auto- motive (\$000)	Filling Station (\$000)	Farm Popu- lation 1/1/58 (000)	Gross Farm Income 1957 (\$1000)
						Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)					
<b>OKLAHOMA STATE</b>	<b>2,310.2</b>	<b>698.64</b>	<b>3,458,906</b>	<b>4,951</b>	<b>2,562,840</b>	<b>623,163</b>	<b>93,982</b>	<b>294,774</b>	<b>139,019</b>	<b>122,075</b>	<b>555,403</b>	<b>233,559</b>	<b>443.3</b>	<b>508,775</b>
ADAIR H-3.....	12.2	3.23	10,385	3,215	5,395	1,392	187	676	355	168	873	236	7.3	2,716
ALFALFA D-2.....	8.4	2.82	10,672	3,784	7,615	1,981	376	327	112	135	1,614	1,057	4.0	14,039
ATOKA G-5.....	11.3	3.07	9,243	3,011	5,074	1,454	161	495	119	336	1,409	669	6.6	1,995
BEAVER C-2.....	7.0	2.18	12,022	5,515	4,426	1,102	192	170	251	36	997	1,051	4.1	6,423
BECKHAM C-4.....	22.1	7.08	35,906	5,071	26,218	6,471	818	2,219	628	1,229	6,499	2,916	5.4	7,527
BLAINE D-3.....	15.5	4.88	14,474	2,966	15,746	3,151	381	373	669	242	2,800	1,533	5.2	9,759
BRYAN F-5.....	23.4	6.92	24,973	3,609	23,167	5,831	664	2,230	1,040	1,055	4,993	1,899	8.7	6,186
CADDO D-4.....	27.2	7.93	29,468	3,716	26,860	7,517	1,038	1,477	651	926	5,845	3,679	11.6	15,686
CANADIAN E-3.....	24.2	7.28	32,311	4,438	28,142	6,167	724	1,729	524	857	12,053	3,591	6.1	16,942
CARTER E-5.....	45.0	14.03	58,338	4,158	53,081	15,946	1,572	7,852	2,734	3,933	11,428	4,458	5.2	2,757
CHEROKEE G-3.....	11.4	3.00	10,615	3,538	11,105	3,001	396	676	618	329	3,244	750	7.5	1,852
CHOCTAW G-5.....	12.3	3.51	12,576	3,583	9,492	3,380	251	624	299	331	2,233	930	6.7	1,990
CIMARRON A-2.....	4.8	1.42	10,888	7,668	4,349	966	280	498	29	151	836	678	1.7	2,159
CLEVELAND E-4.....	38.3	9.75	58,246	5,974	41,527	11,415	1,766	3,134	3,041	2,456	6,964	3,969	4.5	3,271
Norman.....	35.6	8.64	54,011	6,251	36,806	10,447	1,548	2,938	2,909	2,024	6,159	3,122	.....	.....
COAL F-4.....	6.1	1.74	5,186	2,980	3,008	867	91	547	68	328	521	397	3.1	1,947
COMANCHE D-4.....	84.7	23.63	129,951	5,499	87,143	18,502	2,936	12,344	3,826	4,426	20,733	5,899	5.0	6,500
Lawton.....	62.4	19.46	100,654	5,172	81,752	16,274	2,831	10,942	3,826	3,983	18,453	4,909	.....	.....
Lawton Metro Area.....	84.7	23.63	129,951	5,499	87,143	18,502	2,936	12,344	3,826	4,426	20,733	5,899	.....	.....
COTTON D-5.....	11.1	3.36	10,673	3,176	5,495	1,484	129	261	215	141	2,249	401	3.1	6,242
CRAIG G-2.....	17.0	4.46	14,698	3,296	15,313	2,119	296	1,739	562	684	3,177	2,459	5.7	6,634
CREEK F-3.....	39.2	12.06	50,258	4,167	31,481	10,265	1,146	2,919	1,194	1,468	10,090	4,092	7.5	1,426
CUSTER D-3.....	16.4	5.09	23,942	4,704	27,717	5,178	1,034	3,804	1,233	1,182	6,357	3,177	5.2	12,229
DELAWARE H-2.....	9.7	2.78	9,857	3,546	5,764	2,227	130	1,009	111	307	866	768	7.6	4,566
DEWEY D-3.....	6.7	2.05	7,125	3,476	4,331	1,443	163	199	46	123	862	912	3.9	5,679
ELLIS C-2.....	9.3	2.96	9,392	3,173	4,807	1,245	249	163	91	118	856	423	2.9	4,822
GARFIELD E-2.....	50.7	15.69	94,710	6,036	77,169	24,860	2,652	11,350	4,569	3,401	16,299	10,203	6.4	19,787
Enid.....	43.8	14.43	78,739	5,457	69,945	22,243	2,460	7,990	4,385	3,362	15,447	8,508	.....	.....
Garvin E-4.....	32.5	9.49	29,706	3,130	25,377	8,200	738	1,973	1,318	2,138	6,932	2,737	7.2	6,629
GRADY E-4.....	28.9	8.84	44,994	5,090	35,055	8,091	1,179	3,810	1,763	1,516	9,688	3,084	8.8	11,832
GRANT E-2.....	9.1	3.07	13,103	4,268	7,586	2,755	482	278	36	235	1,483	655	5.1	20,035
GREER C-4.....	9.0	2.77	12,205	4,406	7,316	1,934	322	520	334	353	1,529	848	3.7	4,465
HARMON C-4.....	6.9	2.09	11,288	5,401	6,751	1,844	272	631	150	386	1,422	526	3.4	7,043
HARPER C-2.....	4.6	1.41	8,585	6,089	4,253	1,611	231	107	310	67	1,225	535	2.1	5,266
HASKELL G-4.....	11.1	2.97	8,612	2,900	4,817	1,387	188	794	66	71	1,413	453	5.3	2,182
HUGHES F-4.....	15.0	4.39	17,943	4,087	10,693	3,562	388	993	469	329	2,446	572	6.4	2,831
JACKSON D-5.....	21.6	6.97	36,206	5,195	29,366	6,271	1,016	2,236	2,053	2,947	6,537	3,446	5.8	15,196
JEFFERSON E-5.....	8.5	2.60	9,587	3,687	8,567	2,112	318	482	81	48	2,810	744	3.2	3,622
JOHNSTON F-5.....	6.9	1.94	6,388	3,293	4,504	1,690	166	162	74	82	1,054	442	3.6	2,896
KAY F-1.....	47.5	15.34	72,729	4,741	58,069	14,759	2,223	4,130	3,329	4,510	15,502	4,045	6.2	18,695
Ponca City.....	26.4	8.81	46,355	5,262	34,078	8,552	1,268	2,921	2,246	2,270	7,674	2,443	.....	.....
KINGFISHER E-3.....	11.5	3.63	13,220	3,642	11,015	2,894	231	779	127	96	2,378	1,018	5.4	15,482
KIOWA D-4.....	16.6	5.28	18,955	3,590	14,373	3,594	648	1,522	404	549	3,015	1,335	6.3	14,824
LATIMER G-4.....	8.0	2.19	6,463	2,951	2,661	1,402	78	124	94	48	334	345	4.2	954
LE FLORE H-4.....	27.2	7.74	20,516	2,651	13,749	5,288	466	1,574	620	688	3,470	1,410	10.6	3,969
LINCOLN F-3.....	19.8	6.10	22,541	3,695	16,957	3,796	471	1,300	578	568	4,297	2,998	8.5	4,223
LOGAN E-3.....	20.9	6.48	26,920	4,154	17,098	4,001	652	1,463	816	850	5,332	1,905	5.7	8,201
LOVE E-5.....	6.3	1.79	4,926	2,752	4,138	1,522	100	133	30	138	555	287	3.7	2,924
McCLAIN E-4.....	15.8	4.61	14,041	3,046	8,759	2,608	264	519	304	431	1,783	1,446	6.0	5,216
McCURTAIN H-5.....	19.9	5.37	16,979	3,162	13,921	4,406	608	1,560	1,474	959	2,904	1,155	11.6	3,619
McINTOSH G-3.....	13.6	3.67	9,291	2,532	8,042	1,849	171	560	101	368	1,882	1,215	7.1	3,160
MAJOR D-2.....	9.6	2.93	8,896	3,036	4,946	1,390	86	236	54	161	1,044	721	5.6	8,653
MARSHALL F-5.....	6.5	1.99	8,790	4,417	5,972	1,442	253	428	116	1,042	1,472	689	2.2	2,040
MAYES G-2.....	17.7	5.15	15,938	3,095	17,299	4,012	569	1,728	517	737	4,110	1,594	7.5	4,596
MURRAY F-5.....	12.8	4.14	17,992	4,346	12,928	2,981	308	596	342	542	5,171	1,780	2.3	2,958
MUSKOGEE G-3.....	48.4	14.40	65,142	4,524	53,889	16,975	2,175	8,954	2,844	3,771	11,647	5,591	10.3	5,295
Muskogee.....	39.9	13.18	60,723	4,607	48,007	14,905	1,843	7,984	2,844	3,505	11,311	4,395	.....	.....
NOBLE E-2.....	10.7	3.51	13,890	3,957	9,118	2,451	325	604	210	191	2,323	1,305	4.0	8,800
NOWATA G-2.....	12.1	3.81	14,329	3,761	8,023	2,289	148	494	466	385	2,211	796	3.8	3,729
OKFUSKEE F-3.....	14.4	4.04	10,678	2,643	7,508	2,674	152	468	245	228	1,539	503	5.8	1,977
OKLAHOMA E-3.....	445.7	142.03	801,444	5,643	638,911	125,375	26,143	95,669	33,614	28,901	103,965	48,357	7.7	11,852
Midwest City.....	44.5	13.33	72,691	5,453	17,389	6,667	901	1,293	1,029	676	1,602	473	.....	.....
Oklahoma City.....	298.6	98.50	575,916	5,847	538,931	108,426	21,699	91,116	31,958	27,227	96,725	38,612	.....	.....
Oklahoma City Metro Area.....	445.7	142.03	801,444	5,643	638,911	125,375	26,143	95,669	33,614	28,901	103,965	48,357	.....	.....
OKMULGEE G-3.....	37.1	11.22	53,932	4,807	32,578	9,451	1,018	3,092	1,337	1,581	8,388	2,493	7.2	3,119
Okmulgee.....	21.9	7.13	32,345	4,536	18,767	5,455	496	2,291	834	911	5,669	1,190	.....	.....
OSAGE F-2.....	38.7	11.93	54,426	4,562	43,029	8,317	1,710	2,076	1,235	924	9,612	7,250	6.4	11,454
OTTAWA H-1.....	25.4	8.04	43,152	5										

# 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)		
POTTAWATOMIE F-4	47.8	14.81	64,438	4,351	44,907	12,821	1,876	6,777	2,426	2,582	7,267	4,003	9.2	5,114
Shawnee	30.1	9.80	43,661	4,455	38,426	10,100	1,524	5,463	2,109	2,242	7,267	3,216	4.7	1,097
PUSHMATAHA G-5	13.3	3.85	7,536	1,957	5,373	1,236	202	1,063	61	206	1,692	477	4.0	5,752
ROGER MILLS C-3	7.5	2.26	6,796	3,007	3,603	1,300	.....	169	80	.....	1,489	458	7.0	5,636
ROGERS G-2	19.2	5.72	20,374	3,562	15,914	3,916	548	2,076	397	795	5,249	1,148	6.5	1,829
SEMINOLE F-4	39.5	11.43	48,300	4,226	21,654	7,073	785	1,421	1,574	917	6,989	2,325	8.0	2,312
SEQUOYAH H-3	18.1	4.69	13,674	2,916	5,052	1,378	301	921	190	931	600	1,050	6.6	4,061
STEPHENS E-4	34.1	10.60	58,727	5,540	43,234	15,019	1,449	4,099	2,920	5,227	7,622	3,680	3.3	7,558
TEXAS B-2	13.1	3.93	27,285	6,943	15,618	3,362	577	1,015	668	425	3,178	1,604	5.3	14,266
TILLMAN D-5	18.6	5.68	19,799	3,486	11,951	2,665	437	899	525	477	3,687	1,245	6.5	8,915
TULSA G-3	336.2	100.29	664,639	6,627	480,772	104,095	17,549	57,031	37,981	17,903	107,732	36,715	6.1	5,077
Tulsa	267.7	88.15	561,123	6,366	434,455	92,266	16,804	54,398	36,445	16,790	100,165	31,628	2.9	7,270
Tulsa Metro Area	336.2	100.29	664,639	6,627	480,772	104,095	17,549	57,031	37,981	17,903	107,732	36,715	8.3	17,751
WAGONER G-3	15.0	4.21	12,699	3,016	10,706	3,448	372	880	239	338	2,154	1,103	4.0	9,836
WASHINGTON G-2	36.4	11.64	83,602	7,182	48,645	16,896	2,001	4,355	4,211	2,901	11,934	3,892	3.8	4,981
Bartlesville	30.1	9.98	80,338	8,050	41,255	11,179	1,674	4,096	3,936	2,464	11,415	3,058	4.0	.....
WASHITA D-4	14.8	4.56	16,061	3,522	9,584	2,659	246	430	858	532	1,840	1,384	4.0	.....
WOODS D-2	13.4	4.25	19,730	4,642	17,502	2,795	541	1,212	572	798	3,446	1,311	4.0	.....
WOODWARD D-2	12.2	3.56	15,700	4,410	13,571	2,710	524	596	738	964	3,351	1,834	3.8	.....

## 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	698,640	672,730	1.3757
Adair	3,230	3,010	.0062
Alfalfa	2,820	2,710	.0055
Atoka	3,070	2,870	.0059
Beaver	2,180	2,100	.0043
Beckham	7,080	6,810	.0139
Blaine	4,880	4,640	.0095
Bryan	6,920	6,660	.0136
Caddo	7,930	7,550	.0154
Canadian	7,280	7,080	.0145
Carter	14,030	13,500	.0276
Cherokee	3,000	2,800	.0057
Choctaw	3,510	3,310	.0068
Cimarron	1,420	1,360	.0028
Cleveland	9,750	9,480	.0194
Coal	1,740	1,640	.0034
Comanche	23,630	22,510	.0460
Cotton	3,360	3,270	.0067
Craig	4,460	4,290	.0088
Creek	12,060	11,610	.0237
Custer	5,090	4,900	.0100
Delaware	2,780	2,590	.0053
Dewey	2,050	1,970	.0040
Ellis	2,960	2,850	.0058
Garfield	15,690	15,250	.0312
Garvin	9,490	9,130	.0187
Grady	8,840	8,500	.0174
Grant	3,070	2,980	.0061
Greer	2,770	2,660	.0054
Harmon	2,090	2,030	.0042
Harper	1,410	1,370	.0028
Haskell	2,970	2,800	.0057
Hughes	4,390	4,180	.0085
Jackson	6,970	6,710	.0137
Jefferson	2,600	2,500	.0051
Johnston	1,940	1,850	.0038
Kay	15,340	14,920	.0305
Kingfisher	3,630	3,500	.0072
Kiowa	5,280	5,080	.0104
Latimer	2,190	2,040	.0042
Le Flore	7,740	7,370	.0151
Lincoln	6,100	5,810	.0119
Logan	6,480	6,240	.0128
Love	1,790	1,720	.0035
McClain	4,610	4,480	.0092
McCurtain	5,370	4,960	.0101
McIntosh	3,670	3,430	.0070
Major	2,930	2,790	.0057
Marshall	1,990	1,880	.0038
Mays	5,150	4,910	.0100
Murray	4,140	3,950	.0081
Muskogee	14,400	13,720	.0281
Noble	3,510	3,380	.0069
Nowata	3,810	3,590	.0073
Okfuskee	4,040	3,810	.0078
Oklahoma	142,030	138,060	.2824
Okmulgee	11,220	10,680	.0218

County	Estimated Total Households 7-1-58	Estimated Households with Radio 7-1-58	% U.S. Total Radio Households 7-1-58
Osage	11,930	11,360	.0232
Ottawa	8,040	7,660	.0157
Pawnee	4,780	4,600	.0094
Payne	10,430	10,040	.0205
Pittsburg	9,680	9,220	.0189
Pontotoc	9,420	9,060	.0185
Pottawatomie	14,810	14,250	.0291
Pushmataha	3,850	3,630	.0074
Roger Mills	2,260	2,150	.0044
Rogers	5,720	5,450	.0111
Seminole	11,430	10,890	.0223
Sequoyah	4,690	4,380	.0090
Stephens	10,600	10,300	.0211
Texas	3,930	3,820	.0078
Tillman	5,680	5,470	.0112
Tulsa	100,290	97,470	.1993
Wagoner	4,210	3,970	.0081
Washington	11,640	11,310	.0231
Washita	4,560	4,390	.0090
Woods	4,250	4,090	.0084
Woodward	3,560	3,430	.0070

within one year. Announcements and programs cannot be combined to earn larger discounts. Advertising of alcoholic beverages not accepted. No per inquiry or mail order advertising accepted. Length of commercial copy in accordance with NAB code.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time	35.00	21.00	14.00	8.75	5.25
26 times	34.00	20.00	13.50	8.50	5.00
52 times	32.00	19.00	13.00	8.25	4.75
104 times	30.00	18.00	12.50	7.75	4.50
156 times	28.00	17.00	12.00	7.25	4.25
260 times	26.00	16.00	11.00	6.75	4.00
312 times	24.00	15.00	10.00	6.25	3.75

(\*) One minute or less if transcribed, or 100 words live. Station break announcements limited to 25 seconds if transcribed, or 50 words if live.

**SPECIAL FEATURES**  
News Service—AP.  
**TRANSCRIPTIONS**  
Library Service—Standard, World.

## ALTUS

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

**KWHW**  
(Established 1946)



Rates received June 1, 1951.  
Owned by Altus Broadcasting Company.  
**Personnel**  
General Manager—Frank E. Wimberly.  
**Representatives**  
John E. Pearson Company.  
**Mailing Instructions**  
Business Office and Studio—Radio Bldg., Altus, Okla. Hudson 2-1450.  
Transmitter—One mile north of studio, east of Federal Highway 283, Altus, Okla.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate full time on local channel.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 7:00 a.m. to 11:00 p.m.  
**Agency Commission**  
15% to recognized agencies; 2% cash discount. Bills payable monthly.

**General Advertising**  
Affiliated with Keystone Network.  
Rates include music copyright fees.  
Accepts AAAA copyrighted contract.  
BMI and ASCAP licenses.  
Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate. Announcements and programs of five minutes or more cannot be combined to earn greater discounts. Contracts accepted 60 days prior to first broadcast. No contract signed for longer than 52 consecutive weeks.  
—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	2:45 min.	2:45 min.
60 minutes	6:00 min.	6:00 min.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	(*)
1 time	36.00	21.60	13.50	11.25	9.00	3.60	2.70
13 times	34.20	20.50	12.85	10.70	8.55	3.40	2.55
26 times	32.40	19.45	12.15	10.15	8.10	3.25	2.45
52 times	30.60	18.35	11.50	9.55	7.65	3.05	2.30
104 times	28.80	17.30	10.80	9.00	7.20	2.90	2.15
152 times	27.00	16.20	10.15	8.45	6.75	2.70	2.05
260 times	25.20	15.10	9.45	7.90	6.30	2.50	1.90
312 times	23.40	13.50	8.80	7.30	5.85	2.35	1.75

(\*) Station break.  
**Closing Time**  
Copy closes four days preceding broadcast.

# OKLAHOMA

## ALVA

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

### KALV

(Established 1956)

Rates effective December 1, 1956. (Card No. 1.)  
Card received January 30, 1957.

Owned and operated by Alva Broadcasting Co.

#### Personnel

General Manager—Robert L. Martin.

#### Representatives

Hil F. Best Company.

#### Mailing Instructions

Business Office and Studio—P. O. Box 328, Alva, Okla. Phone 1663.

Transmitter—Alva, Okla.

#### Wave—Power—Time

Operating power—500 watts.

Frequency 1430 kilocycles.

Directional.

Licensed to operate full time.

Operates on Central Standard Time.

Operating Schedule: 6:00 a.m. to midnight weekdays; 8:00 a.m. to midnight Sundays.

#### Agency Commission

15% to recognized agencies; 2% cash discount.

Bills rendered first of month; payable in 10 days.

#### General Advertising

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

Contracts subject to standard NAB conditions.

Contracts must be completed within 1 year (otherwise pay actual rate earned).

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time....	45.00	27.00	18.00	14.00	9.00	6.00	4.50
13 times....	42.75	25.65	17.10	13.30	8.55	5.70	4.30
26 times....	40.50	24.30	16.20	12.60	8.10	5.40	4.10
52 times....	38.25	22.95	15.30	11.90	7.65	5.10	3.80
78 times....	36.00	21.60	14.40	11.20	7.20	4.80	3.60
104 times....	33.75	20.25	13.50	10.50	6.75	4.50	3.40
156 times....	31.50	18.90	12.60	9.80	6.30	4.20	3.20
260 times....	29.25	17.55	11.70	9.10	5.85	3.90	3.00
312 times....	27.00	16.20	10.80	8.40	5.40	3.60	2.80
526 or more	24.75	14.85	9.90	7.70	4.95	3.30	2.60

WEEKLY SPOT PACKAGE

Sixty 10-second spots in 6 days (10 per day) 100.00.

Monthly Announcement Package

	1 min.	30 sec.	10 sec.
30 announcements.....	90.00	67.50	45.00
60 announcements.....	165.00	123.75	82.50
90 announcements.....	225.00	168.75	112.50
120 announcements.....	270.00	202.50	135.00
150 announcements.....	300.00	225.00	150.00

#### SPECIAL FEATURES

News Service—AP.

News Broadcast Rates

5 minute Newscasts:

	13 wks.	26 wks.	39 wks.	52 wks.
3 per week.....	18.00	16.50	15.00	13.50
6 per week.....	33.00	30.00	27.00	24.00
Sunday News.....	6.00	5.50	5.00	4.50

#### POLITICAL AND RELIGIOUS

Rates on request.

#### Closing Time

Two days in advance of broadcast.

## ARDMORE

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

### KVSO

(Established 1935)



Rate effective January 10, 1959. (Card No. 7G.)  
Card received October 24, 1955.

Owned and operated by Ardmore Publishing Co.

#### Personnel

General Manager—Douglas C. Dillard.

#### Representatives

Deyne, Incorporated.

#### Mailing Instructions

Business Office and Studio—Ardmore Bldg., Ardmore, Okla.

Transmitter—Corner Chickasaw and Northwest Blvd., Ardmore, Okla.

#### Wave—Power—Time

Operating power—250 watts.

Frequency—1240 kilocycles.

Non-directional.

Licensed to operate full time.

Operates on Central Standard Time.

#### Agency Commission

Agency commission 15% on broadcasting rates only to advertising agencies recognized by station management, providing payment is made by 10th of month following service. Otherwise no commission paid. No commissions paid on talent.

#### General Advertising

For combination rates see ABC Radio.

Rates include music copyright fees.

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.	30 sec.	10 sec.
1 time....	30.00	18.00	12.00	7.50	5.00	3.50
26 times....	29.25	17.55	11.70	7.31	4.89	3.49
52 times....	28.50	17.10	11.40	7.12	4.72	3.42
104 times....	27.00	16.20	10.80	6.75	4.05	3.38
156 times....	25.50	15.30	10.20	6.37	3.83	3.28
260 times....	24.00	14.40	9.60	6.00	3.60	3.18
312 times....	22.50	13.50	9.00	5.63	3.18	3.18

(\*) One minute or less.

#### SPECIAL FEATURES

News Service—AP.

News flashes, police bulletins, time signals, home-maker periods, organ melodies, sportscast, market reports, weather reports—rates on request.

#### POLITICAL

Cash and copy in advance.

#### TRANSCRIPTIONS

Library Service—World, Sesac.

## BARTLESVILLE

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

### KWON

(Established 1942)

Rates effective \_\_\_\_\_

Rates received October 29, 1957.

Owned and operated by Bartlesville Broadcasting Co.

#### Personnel

Pres. & Gen'l Mgr.—J. Fred Case.

#### Representatives

None.

#### Mailing Instructions

Business Office and Studio—KWON Bldg., Dewey Road, P. O. Box 69, Bartlesville, Okla., telephone 1400.

Transmitter—.9 mile north of business district, Bartlesville, Okla.

#### Wave—Power—Time

Operating power—250 watts.

Frequency—1400 kilocycles.

Non-directional.

Licensed to operate full time on local channel.

Operates on Central Time.

Operating schedule: Sundays 7:00 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 on station time only. Bills rendered 1st of month; due 10th of following month.

#### General Advertising

For combination rates see listing of Mutual Broadcasting System. Rates include charges by owners of music copyrights. The following rates are for both national and local advertising.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time....	45.00	32.00	20.00	9.00	4.50	3.50
13 times....	42.50	30.00	18.00	8.75	4.30	3.30
26 times....	40.00	28.00	17.00	8.50	4.10	3.10
52 times....	37.50	26.50	16.00	8.25	3.90	2.90
104 times....	35.00	24.00	15.00	7.75	3.70	2.70
156 times....	32.50	22.50	12.00	7.50	3.40	2.50
312 times....	27.50	21.00	10.00	7.00	2.75	2.30

#### SPECIAL FEATURES

News Service—AP and UPI.

News and special events—rates on request.

#### POLITICAL RATES

Rates on request. Copy of all political speeches or interviews involving controversial subjects must be submitted to station 24 hours in advance of broadcast and left as a permanent record of the broadcast.

#### Closing Time

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

## BLACKWELL

Kay County—Map Location F-1  
See SRDS consumer market map and data at beginning of the State.

### KLTR

(Established 1952)

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

Card received July 30, 1958.

Owned and operated by Star Broadcasting Co., Inc.

#### Personnel

Vice-Pres. & Gen'l Mgr.—Robert F. Pool.

#### Representatives

Continental Radio Sales.

#### Mailing Instructions

Business Office and Studio—Masonic Bldg., S. Main and West Bridge, Blackwell, Okla., telephone 308.

Transmitter—1-1/2 miles East of Blackwell, Okla., on Highway 11.

#### Wave—Power—Time

Operating power—250 watts days.

Frequency—1580 kilocycles.

Non-directional.

Licensed to operate daytime only.

Operates on Central Standard Time.

Operating schedule: \_\_\_\_\_.

#### Agency Commission

15% to recognized agencies on time and talent, provided payment made within thirty days of invoice date; no cash discount. No retroactive discounts or cash refunds. Invoices rendered monthly; payable when rendered.

#### General Advertising

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

No cash rebates.

Accepts AAAA copyrighted contract.

Beer advertising accepted.

Rates are for both national and local advertising.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	100 wds.	50 wds.
1 time....	35.00	20.00	12.00	6.50	3.50	3.00
13 times....	30.00	17.00	10.00	6.00	3.25	2.75
52 times....	26.00	14.00	8.00	5.50	3.00	2.50
156 times....	24.00	13.00	7.50	5.00	2.75	2.25
260 times....	22.00	12.00	7.00	4.50	2.50	2.00
312 times....	20.00	11.00	6.50	4.00	2.25	1.75
624 times....	17.50	10.00	6.00	3.50	2.00	1.50
5 minute news, (5 minutes before the hour) on annual contract, daily, per month.....						89.00
15 minute news round up 7:30 a.m., 12:30 p.m., and 5:30 p.m., per month.....						145.00
All headlines and weather on 1/2 hour except 7:30 a.m.; 12:30 p.m., and 5:30 p.m., with guarantee of 10 during day and substituting 1 minute announcements during the listed times where competitors conflict doesn't occur, per day.....						29.50

#### SPECIAL FEATURES

News Service—AP.

#### POLITICAL

Rates on request.

## CHICKASHA

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

### KWCO

(Established 1946)

Rates received August 29, 1951.

Owned and operated by the Washita Valley Broadcasting Co.

#### Personnel

General Manager & Owner—Jack L. Plink.

Program Director—Marjorie Richards.

#### Representatives

Hil F. Best Company.

#### Mailing Instructions

Business Office and Studio—KWCO Bldg., Fourth and Grand, Chickasha, Okla.

Transmitter—KWCO Bldg., Fourth and Grand, Chickasha, Okla.

#### Wave—Power—Time

Operating power—1,000 watts days; 250 watts nights.

Frequency—1560 kilocycles.

Directional—nighttime only.

Licensed to operate full time.

Operates on Central Standard Time.

#### 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

Affiliated with Keystone Network.

Music clearance: BMI, ASCAP and SESAC licenses. Time rates include music copyright fees. Net time rates after deduction of all applicable discounts.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	30.00	18.00	12.00	7.50	4.50
26 times....	29.25	17.55	11.70	7.31	4.39
52 times....	28.50	17.10	11.40	7.12	4.27
104 times....	27.00	16.20	10.80	6.75	4.05
156 times....	25.50	15.30	10.20	6.37	3.83
260 times....	24.00	14.40	9.60	6.00	3.60
312 times....	22.50	13.50	9.00	5.63	3.18

(\*) One minute or less



Cushing—K U S H—Continued

Mailing Instructions

Mailing address—P. O. Box 791, Cushing, Okla. Business Office, Studio and Transmitter—Three miles east on Highway 33, Cushing, Oklahoma. Phone Capital 5-0922.

Wave—Power—Time

Operating power—1,000 watts. Frequency—1600 kilocycles. Non-directional. Licensed to operate daytime only. Operates on Central Standard Time. Operating schedule: 6:00 a.m. to local sunset, daily.

Agency Commission

15% to recognized agencies on time only; no commissions paid on talent and program charges. Bills are rendered monthly on 1st of the month and payable on the 10th of that month. No cash discount.

General Advertising

Affiliated with Keystone Network. Rates include music copyright fees, ASCAP, BMI and SESAC licenses. No cash rebate. Beer advertising accepted. Accepts AAAA copyrighted contract. All rates guaranteed for one year from date of first broadcast if contract remains in effect. No contracts signed for longer than 52 weeks. Announcements and programs of longer than five minutes cannot be combined to earn discounts.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	35.00	21.00	14.00	8.50
13 times.....	34.00	20.00	13.75	8.25
26 times.....	33.00	19.00	13.25	8.00
52 times.....	30.00	18.00	13.00	7.50
104 times.....	29.00	17.00	12.50	7.25
156 times.....	28.00	16.00	12.00	7.00
260 times.....	26.00	15.00	11.00	6.75
312 times.....	24.00	14.00	10.00	6.25

ANNOUNCEMENTS

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	4.20	3.40	104 times.....	3.40
13 times.....	4.00	3.20	156 times.....	3.20
26 times.....	3.80	3.00	260 times.....	3.00
52 times.....	3.60	2.80	312 times.....	2.80

SPECIAL FEATURES

News Service—AP. Newscasts are subject to the following service charge: 15 minutes..... 1.00 5 minutes..... .25 5-minute newscasts on the hour; 1-minute weather forecasts on the half hour.

Closing Time

24 hours in advance of broadcast.

DUNCAN

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

KRHD

(Established 1947)



Rates effective March 1, 1956. Rates received January 25, 1956.

Owned and operated by Duncan Broadcasting Co.

Personnel

Station Manager—W. M. Brubaker.

Representatives

Robert S. Keller, Inc.

Mailing Instructions

Business Office, Studio and Transmitter—West Pine St. at Highway 81, Duncan, Okla., telephone 1350.

Wave—Power—Time

Operating power—250 watts days, 100 watts nights. Frequency—1350 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 11:00 p.m.

Agency Commission

15% on net charges for station time only. No cash discount, no commission on talent or remote charges. Bills due and payable when rendered.

General Advertising

For combination rates see Mutual Broadcasting System. Affiliated with Keystone Network. Rates include charges by owners of music copyrights.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time.....	56.25	33.75	20.25	9.52	5.21
13 times.....	53.44	32.07	19.24	9.04	4.94
26 times.....	50.63	30.37	18.23	8.55	4.68
52 times.....	47.81	28.67	17.22	8.08	4.42
156 times.....	42.19	25.32	14.69	7.43	3.89
260 times.....	36.57	23.38	13.16	6.19	3.37

DISCOUNTS

Allowed retroactively on the number of broadcasts given within one year. Announcements and program periods of five minutes or more cannot be combined to earn larger discounts.

Combination Rates

10% discount when bought in combination with KNOR, Norman, Okla.

SPECIAL FEATURES

News, weather reports, temperature and market reports available at regular rates plus 10%.

POLITICAL

Rates on request.

DURANT

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

KSEO

(Established 1947)



Rates effective ———. Rates received March 24, 1958.

Owned and operated by Durant Publishing-Broadcasting Corp.

Personnel

General Manager—Lewis W. Coleman.

Representatives

None.

Mailing Instructions

Business Office and Studio—215-216 Democrat Bldg., Durant, Okla. Transmitter—1/2 mile west of city limits, Durant, Okla.

Wave—Power—Time

Operating power—250 watts days. Frequency—750 kilocycles. Non-directional. Licensed to operate daytime only. Operates on Central Time.

Agency Commission

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

General Advertising

Advertising of alcoholic beverages other than beer not accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	(*)
1 time.....	40.00	25.00	18.00	8.50	4.00	3.00
26 times.....	37.50	23.50	16.90	8.15	3.75	2.85
52 times.....	35.00	21.00	15.80	7.85	3.50	2.70
104 times.....	32.50	20.50	14.70	7.55	3.25	2.55
156 times.....	30.00	19.00	13.60	7.25	3.00	2.40
260 times.....	28.00	17.50	12.50	6.95	2.75	2.25

(\*) Station break.

Package Rates

Package of at least 24 one-minute spots to be run within 7 days, 63.60.

Package of at least 24 station breaks to be run within 7 days, 48.00.

SPECIAL FEATURES

News Service—AP. Rates on request.

TRANSCRIPTIONS

Library Service—Standard. Rates on request.

Closing Time

Political scripts must be submitted 24 hours in advance of broadcast for examination.

ELK CITY

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

KASA

(Established 1932)

Rates effective February 1, 1957. Rates received January 30, 1957.

Owned and operated by WSM Broadcasting Company.

Personnel

General Manager—Wayne Rowley. Station Manager—Bob Brewer. Commercial Manager—Daryl Taylor.

Representatives

John E. Pearson Company.

Mailing Instructions

Business Office and Studio—North of City on Randall St., P. O. Box 189, Elk City, Okla., phone 730. Transmitter—Elk City, Okla.

Wave—Power—Time

Operating power—250 watts. Frequency—1240 kilocycles. Non-directional. Licensed to operate full time on cleared local channel. 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% on net charges for station time. No commission on talent or remote charges. Bills rendered monthly; due and payable when rendered.

General Advertising

Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Beer advertising accepted. Program and announcement contracts must be figured separately for discounts earned. All contracts must be completed within one year. No cash rebates allowed. Length of commercial copy in accordance with NAB standards.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time.....	40.00	22.00	12.00	10.00	7.00	4.75	3.75
26 times.....	35.50	19.50	11.00	9.00	6.30	4.15	3.25
52 times.....	33.25	18.25	10.50	8.50	5.95	3.85	3.00
104 times.....	31.00	17.00	10.00	8.00	5.60	3.55	2.75
156 times.....	28.75	15.75	9.50	7.50	5.25	3.25	2.50

SPECIAL FEATURES

Time signals and news reports—rates on request.

POLITICAL

Rates on request. Copy must be submitted for permanent record.

Closing Time

Contracts must be closed two weeks in advance to make newspaper announcements. Final closing, one week. All proposals subject to prior booking of time.

ENID (2 AM)

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

KCRC

(Established 1928)

ABC Radio Network



Rates effective January 1, 1955. (Card No. 6.) Rates received December 27, 1954.

Owned and operated by Enid Radiophone Company.

Personnel President—Milton B. Garber. General Manager—Pat Murphy.

Representatives John E. Pearson Company.

Mailing Instructions

Business Office, Studio and Transmitter—318 E. Willow, P. O. Box 952, Enid 6, Okla., Adams 7-1390, TWX 290.

Wave—Power—Time

Operating power—1,000 watts. Frequency—1390 kilocycles. Directional—same pattern, all hours. Licensed to operate full time. 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% commission to recognized agencies on station time and talent charges; no cash discount. Bills due and payable when rendered.

General Advertising

For combination rates see ABC Radio. Accepts AAAA copyrighted contract. Discounts allowed retroactively on total number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts. ASCAP and BMI licenses. Length of commercial copy in accordance with NAB Standards.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	50.00	30.00	20.00	12.50	7.50
26 times.....	47.50	28.50	19.00	11.87	7.12
52 times.....	45.00	27.00	18.00	11.25	6.75
104 times.....	42.50	25.50	17.00	10.62	6.37
156 times.....	40.00	24.00	16.00	10.00	6.00
260 times.....	37.50	22.50	15.00	9.37	5.62
312 times.....	35.00	21.00	14.00	8.75	5.25

(\*) One minute or station break.

PACKAGE RATES

10 spots per week..... 59.50

15 spots per week..... 78.75

SPECIAL FEATURES

News Service—AP. Time signals, news, weather, temperature and market reports available—rates on request.

Participating Programs

"Musical Clock"—6:00 a.m. to 9:00 a.m. Monday through Sunday. "Music for Milady"—11:00 a.m. to 11:45 a.m. Monday through Saturday. "Country Jamboree"—4:30 p.m. to 5:45 p.m. Monday through Friday. Local Newscasts—4:00 p.m., 6:00 p.m. and 9:45 p.m. Monday through Saturday.

POLITICAL

Regular rates apply. Frequency discounts and agency commissions accepted.

TRANSCRIPTIONS

Library Service—World. Program close one week in advance. Political manuscripts must be submitted 24 hours in advance.

KGWA

(Established 1950)



Rates received May 25, 1955. Owned and operated by Public Broadcasting Service, Inc.

Personnel General Manager—Allan Page.

Representatives Venard, Rintoul & McConnell, Inc. Southwest—Clyde Melville Company.

Mailing Instructions

Business Office and Studio—115-1/2 E. Broadway, P. O. Box 346, Enid, Okla., Adams 4-4230.

Transmitter—Four miles northwest of Enid, Okla.

Wave—Power—Time

Operating power—1,000 watts. Frequency—960 kilocycles. Directional—same pattern, all hours. Licensed to operate full time. Operating schedule: 6:00 a.m. to 11:05 p.m. week days; 7:00 a.m. to 11:05 p.m. Sundays.

Agency Commission

15% to recognized agencies on time and talent. No cash discount.

General Advertising

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

	Day & 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.
30 minutes.....	3:00 min.	
60 minutes.....	6:00 min.	

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	50.00	30.00	20.00	12.50	7.50
26 times.....	47.50	28.50	19.00	11.87	7.12
52 times.....	45.00	27.00	18.00	11.25	6.75
104 times.....	42.50	25.50	17.00	10.62	6.37
156 times.....	40.00	24.00	16.00	10.00	6.00
260 times.....	37.50	22.50	15.00	9.37	5.62
312 times.....	35.00	21.00	14.00	8.75	5.25

(\*) One minute or station break.

"Time Signals"—10 seconds transcribed or 16 words live 3.75; no frequency discounts.

(This listing continued on next page)

# OKLAHOMA

## Enid--K G W A--Continued

**SPECIAL FEATURES**  
 News Service--UPI. Rates on request.  
 Participating Programs  
 One minute, 5 minutes or 15 minutes available at regular rates.  
 "Alarm Clock"--6:20 a.m. to 9:00 a.m.  
 "Music To Remember"--9:05 a.m. to 10:30 a.m.  
 "KaGee Party Line"--11:05 a.m. to noon.  
 "Record Corral"--12:20 p.m. to 2:00 p.m.  
 "The Big Sound"--2:05 p.m. to 6:00 p.m.  
 "Enid's Hit Parade"--6:15 p.m. to 7:00 p.m.  
 "Music For You"--7:05 p.m. to 11:00 p.m.

**POLITICAL**  
 Regular rates, discounts, and commission apply.  
**TRANSCRIPTIONS**  
 Library Service--Standard.

## FREDERICK

Tillman County--Map Location D-5  
 See SRDS consumer market map and data at beginning of the State.

### KTAT

(Established 1948)  
 Rates effective January 1, 1957.  
 Rates received November 29, 1956.  
 Owned and operated by Frederick Broadcasting Co.

**Personnel**  
 General Manager--Ron Wheeler.  
 Program Director--Mary Wheeler.

**Representatives**  
 Hill F. Best Company.

**Mailing Instructions**  
 Business Office and Studio--P. O. Box 920, Frederick, Okla., Edison 5-2131.  
 Transmitter--Highway No. 5 (West) Frederick, Okla.

**Wave--Power--Time**  
 Operating power--250 watts days.  
 Frequency--1570 kilocycles.  
 Non-directional.  
 Licensed to operate sunrise to sunset.  
 Operates on Central Standard Time.  
 Daylight Saving Time not observed.

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

**General Advertising**  
 Affiliated with Keystone Network.  
 Accepts AAAA copyrighted contract.  
 ASCAP, BMI and SESAC licenses.  
 Rates include music copyright fees.  
 No per inquiry business accepted.  
 Beer advertising accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	1/2 min.
1 time.....	35.00	25.00	18.00	10.00	5.00	3.75
6 times.....	30.00	21.00	15.00	9.00	4.50	3.50
13 times.....	25.00	18.00	13.00	8.00	4.00	3.25
26 times.....	22.00	16.00	11.00	7.00	3.50	3.00
52 times.....	20.00	15.00	10.00	6.00	3.00	2.75

30-second-transcription or less--one-half minute rate.  
 Automotive rate--3.00.

**SPECIAL FEATURES**  
 News Service--UPI. No extra charge.  
 Time and Temperature Signals: 1 time 2.25; 6 times 2.00; 13 times 1.50; 26 times 1.25; 52 times 1.00.

**POLITICAL**  
 Regular rates apply. Cash in advance.

## GUTHRIE

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

### KWRW

(Established 1955)  
 Rates effective April 1, 1958.  
 Rates received March 27, 1958.  
 Owned and operated by Farrell M. Brooks.

**Personnel**  
 Pres. & Gen'l Mgr.--Weldon Sledge.  
 Sta. & Com'l Mgr.--Richard M. Carroll.

**Representatives**  
 None.

**Mailing Instructions**  
 Business Office and Studio--Ione Hotel, Guthrie, Okla. Bu 2-2231.  
 Transmitter--1100 N. Wentz St., Guthrie, Okla.

**Wave--Power--Time**  
 Operating power--100 watts.  
 Frequency--1490 kilocycles.  
 Nondirectional.  
 Operates on Central Standard Time.  
 Operating schedule: -----

**Agency Commission**  
 15% on time only; no cash discount. Bills payable 10th of month.

**General Advertising**  
 Affiliated with Keystone Network.  
 Accepts AAAA copyrighted contracts.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.

	hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	25.00	15.00	9.00	6.75	4.50
26 times.....	22.50	13.50	8.10	6.05	4.05
52 times.....	20.00	12.00	7.20	5.40	3.60
104 times.....	17.50	10.50	6.15	4.70	3.15
156 times.....	15.00	9.00	5.30	4.05	2.70
260 times.....	12.50	7.50	4.50	3.35	2.25

**ANNOUNCEMENTS**

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	2.50	1.90	300 times..	1.75 1.40
25 times.....	2.25	1.75	600 times..	1.60 1.25
50 times.....	2.05	1.60	900 times..	1.40 1.10
100 times.....	1.90	1.50	1200 times..	1.25 1.00

**SPECIAL FEATURES**  
 News Service--AP and local. No extra charge.  
 Affiliated with Oklahoma Sports Network, Inc.  
 Special feature programs--rates and details on request.

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

# GUYMON

Texas County--Map Location B-2  
 See SRDS consumer market map and data at beginning of the State.

### KGYN

(Established 1948)



Rates received December 1, 1955.  
 Owned and operated by Plains Broadcasting Co., Inc.

**Personnel**  
 General Manager--John B. Gray.

**Representatives**  
 Hill F. Best Company.

**Mailing Instructions**  
 Business Office and Studio--P. O. Box 130, Guymon, Okla., telephone 888.  
 Transmitter--21st and Lelia Sts., Guymon, Okla.

**Wave--Power--Time**  
 Operating power--1,000 watts days.  
 Frequency--1220 kilocycles.  
 Non-directional.  
 Licensed to operate daytime.  
 Operates on Central Time.  
 Daylight Saving Time not observed.  
 Operating schedule: Sundays 7:00 a.m. to sunset; week days sunrise to 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 Keystone Network.  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Beer advertising accepted.  
 Program and announcement contracts must be figured separately for discounts earned. All contracts must be completed within one year. No cash rebates allowed.  
 Length of commercial copy; in accordance with NAB Standards.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time.....	40.00	22.00	12.00	10.00	7.00	4.75	3.75
13 times.....	37.75	20.75	11.50	9.50	6.65	4.45	3.50
26 times.....	35.50	19.50	11.00	9.00	6.30	4.15	3.25
52 times.....	33.25	18.25	10.50	8.50	5.95	3.85	3.00
104 times.....	31.00	17.00	10.00	8.00	5.60	3.55	2.75
156 times.....	28.75	15.75	9.50	7.50	5.25	3.25	2.50
260 times.....	26.50	14.75	9.00	7.00	4.90	2.95	2.25
312 times.....	24.25	13.25	8.50	6.50	4.55	2.65	2.00

520 or more times..... 22.00 12.00 8.00 6.00 4.20 2.35 1.75

Radio short--10 seconds or 15 words, minimum 10 per day or 150 per month, each 1.00. No frequency discount.

**SPECIAL FEATURES**  
 News Service--UPI. 5 minutes .50; 15 minutes 1.00.

**POLITICAL**  
 Regular rates apply.

**TRANSCRIPTIONS**  
 Library Service--World.

**Closing Time**  
 Program material and commercial copy should be submitted at least 48 hours in advance of broadcast.

## HENRYETTA

Oklmulge County--Map Location G-3  
 See SRDS consumer market map and data at beginning of the State.

### KHEN

(Established 1956)

Rates effective -----  
 Rates received September 29, 1958.  
 Owned and operated by Henryetta Radio Company.

**Personnel**  
 President--Leland Gourley.  
 General Manager--Marvin L. Hull.

**Representatives**  
 George T. Hopewell, Inc.

**Mailing Instructions**  
 Business Office and Studios--P. O. Box 930, Henryetta, Okla.  
 Transmitter--Henryetta, Okla.

**Wave--Power--Time**  
 Operating power--500 watts.  
 Frequency--1590 kilocycles.  
 Non-directional.  
 Licensed to operate daytime only.  
 Operates on Central Standard Time.  
 Daylight Saving Time not observed.  
 Operating schedule: Sunrise to local sunset.

**Agency Commission**  
 15% on time only; 2% cash discount. Bills payable 1st of month following broadcast.

**General Advertising**  
 Rates include music copyright fees.  
 ASCAP and BMI licenses.  
 The following rates are for national advertising.

	5 min.	1 min.	30 sec.
1 time.....	8.00	4.00	3.00
26 times.....	7.25	3.75	2.85
52 times.....	6.50	3.50	2.70
104 times.....	5.75	3.25	2.55
156 times.....	5.00	3.00	2.40
260 times.....	4.50	2.75	2.25
312 times.....	4.00	2.50	2.10

**SPECIAL FEATURES**  
 News Service--UPI. Rates on request.

**POLITICAL**  
 Rates on request.

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

# HOBART

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

### KTJS

(Established 1947)

Rates effective May 1, 1947. (Card No. 1.)  
 Owned and operated by A. R. Fuchs.

**Personnel**  
 Manager--A. R. Fuchs.

**Representatives**  
 None.

**Mailing Instructions**  
 Business Office and Studio--P. O. Box 796, Hobart, Okla., telephone 1070.  
 Transmitter--Hobart, Okla.

**Wave--Power--Time**  
 Operating power--250 watts days.  
 Frequency--1420 kilocycles.  
 Non-directional.  
 Licensed to operate daytime.  
 Operates on Central Standard Time.  
 Daylight Saving Time not observed.  
 Operating schedule: -----

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

**General Advertising**  
 Accepts AAAA copyrighted contract.  
 The following rates are for national advertising. In the event of revision of station rates or discounts listed any continuous broadcast under contract may be extended for a period of not to exceed 52 weeks from date of such revision.

	4 wks.	13 wks.	26 wks.	52 wks.
1 hour.....	56.00	54.00	52.00	50.00
1/2 hour.....	33.00	32.00	31.00	30.00
1/4 hour.....	17.50	17.00	16.50	16.00
5 minutes.....	11.00	10.50	10.00	9.50

**Weekly Frequency Rates**

	2 times weekly	3 times weekly	4 times weekly	5 times weekly	6 times weekly
1/2 hour:	31.00	30.00	29.00	28.00	
1/4 hour:	16.50	16.00	15.50	15.00	
5 minutes:	14.50	14.00	13.50	13.00	

**Five minutes:**

	2 times weekly	3 times weekly	4 times weekly	5 times weekly	6 times weekly
3 times weekly.....	10.50	10.00	9.50	9.00	8.50
6 times weekly.....	10.00	9.50	9.00	8.50	8.00

**100 words or one minute transcription:**

	2 times weekly	3 times weekly	4 times weekly	5 times weekly	6 times weekly
3 times weekly.....	6.10	5.80	5.50	5.00	4.00
5 times weekly.....	5.10	4.80	4.50	4.00	3.80
6 times weekly.....	4.90	4.60	4.30	3.80	3.20
12 times weekly.....	4.30	4.00	3.50	3.20	3.00
18 times weekly.....	4.10	3.80	3.30	3.00	2.80

**50 words or 30 second or less transcription:**

	2 times weekly	3 times weekly	4 times weekly	5 times weekly	6 times weekly
3 times weekly.....	4.60	4.40	4.20	4.00	3.20
5 times weekly.....	3.80	3.60	3.40	3.20	3.00
6 times weekly.....	3.60	3.40	3.20	3.00	2.80
12 times weekly.....	3.20	3.00	2.80	2.60	2.40
18 times weekly.....	2.90	2.75	2.50	2.30	2.10

**SPECIAL FEATURES**  
 Newscasts and Sportscasts--rates on request.  
 Participating programs--rates on request.

**POLITICAL**  
 Rates and details on request.

## HOLDENVILLE

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

## See "Tri-City" Okla.

## HUGO

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

### KIHN

(Established 1948)

Rates effective October 1, 1948.  
 Owned and operated by the Little Dixie Broadcastng Co.

**Personnel**  
 General Manager--Joe L. Anderson.

**Representatives**  
 None.

**Mailing Instructions**  
 Business Office and Studio--Hugo, Okla., telephone 1140.  
 Transmitter--East on Highway 70, Hugo, Okla.

**Wave--Power--Time**  
 Operating power--250 watts.  
 Frequency--1340 kilocycles.  
 Non-directional.  
 Licensed to operate full time.  
 Operates on Central Standard Time.  
 Daylight Saving Time not observed.  
 Operating schedule: Week days 6:00 a.m. to 10:00 p.m.; Sundays 7:30 a.m. to 9:00 p.m.

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

**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.....	35.00	21.00	12.60	6.30	3.75	3.00
13 times.....	33.25	19.95	11.95	6.00	3.65	2.85
26 times.....	31.60	18.95	11.35	5.70	3.40	2.70
52 times.....	30.20	18.00	10.80	5.40	3.20	2.55
104 times.....	28.70	17.10	10.25	5.15	3.00	2.40
156 times.....	27.25	16.25	9.75	4.85	2.80	2.25
208 times.....	25.90	15.45	9.25	4.65	2.65	2.10
260 times.....	24.60	14.65	8.80	4.40	2.45	1.95
312 times.....	23.35	13.95	8.35	4.20	2.25	1.80

(\*) Announcements of 1 minute or 100 words.  
 (†) Station break 30 seconds or 50 words.

(This listing continued on next page)

**Hugo—K I H N—Continued**

**PACKAGE RATES**  
 36 one-minute spots, per week..... 40 00  
 18 one-minute spots, per week..... 25 00

**SPECIAL FEATURES**  
 News Service—AP.  
 News service charge 10% additional.

**POLITICAL**  
 Rates on request.  
**Closing Time**  
 48 hours in advance of broadcast.

**IDABEL**

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

**KBEL**

(Established 1953)  
 Rates effective May 1, 1953. (Card No. 1.)  
 Rates received May 25, 1953.  
 Owned and operated by Idabel Broadcasting Co.

**Personnel**  
 General Manager—Winston O. Ward.  
 Commercial Manager—J. P. Stanley.

**Representatives**  
 None.

**Mailing Instructions**  
 Business Office and Studio—Idabel, Okla., telephone 832.  
 Transmitter—1/2 mile southeast city limits, Idabel, Okla.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1240 kilocycles.  
 Non-directional.  
 Licensed to operate unlimited time.  
 Operates on Central Time.  
 Operating schedule: 6:00 a.m. to 10:15 p.m.

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

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	(*)
1 time.....	35.00	20.00	12.00	7.00	3.75	3.00
26 times.....	33.00	10.00	11.00	6.50	3.40	2.70
52 times.....	31.00	18.00	10.50	6.00	3.20	2.55
104 times.....	29.00	17.00	10.00	5.50	3.00	2.40
156 times.....	27.00	16.00	9.50	5.00	2.80	2.25
260 times.....	25.00	15.00	9.00	4.50	2.45	1.80

(\*) 30 seconds or station breaks.

**SPECIAL FEATURES**  
 News Service—AP. No extra charge.

**POLITICAL**  
 Regular rates apply.

**TRANSCRIPTIONS**  
 Library Service—Thesaurus.

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

**LAWTON (2 AM)**

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

**KCCO**

(Established 1956)  
 Rates effective October 1, 1956. (Card No. 2.)  
 Card received March 6, 1957.  
 Owned and operated by Progressive Broadcasting Company.

**Personnel**  
 General Manager—Morgan Roberts.

**Representatives**  
 Hill F. Best Company.

**Mailing Instructions**  
 Business Office—P. O. Box 2178, Vaska Bldg., 19th & Ferris, Lawton, Oklahoma. EL 5-1050.  
 Studio and Transmitter—2 miles east of Lawton, Okla.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1050 kilocycles.  
 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 1st of month; payable 10 days.

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	45.00	27.00	18.00	9.00
13 times.....	42.75	25.65	17.10	8.55
26 times.....	40.50	24.30	16.20	8.10
39 times.....	38.25	22.95	15.30	7.65
52 times.....	36.00	21.60	14.40	7.20
104 times.....	33.75	20.25	13.50	6.75
156 times.....	31.50	18.90	12.60	6.30
260 times.....	29.25	17.55	11.70	5.85
312 times.....	27.00	16.20	10.80	5.40

**ANNOUNCEMENTS**

	1 min.	10 sec.	1 min.	10 sec.
1 time.....	6.00	3.00	156 times..	4.20
13 times.....	5.70	2.85	260 times..	3.90
26 times.....	5.40	2.70	312 times..	3.60
52 times.....	5.10	2.55	624 times..	3.30
78 times.....	4.80	2.40	1000 times..	3.00
104 times.....	4.50	2.25		1.50

**SPOT PACKAGE PLANS**

**Weekly Packages**

Spots	Rate	Spots	Rate
10 spots..	48.00	25 spots..	100.00
15 spots..	73.10	30 spots..	112.50
20 spots..	90.00	50 spots..	172.50

**Monthly Packages**

Spots	Rate	Spots	Rate
30 spots..	135.00	120 spots	405.00
60 spots..	247.50	150 spots	450.00
90 spots..	337.50		

**SPECIAL FEATURES**

News Service—AP.  
 Weekly News Packages

**Newscasts:**  
 —3 per week— —6 per week— —Sunday—  
 5 min. 1/4 hr. 5 min. 1/4 hr. 5 min. 1/4 hr.

	5 min.	1/4 hr.	5 min.	1/4 hr.	5 min.	1/4 hr.
13 wks...	27.00	54.00	49.50	99.00	9.00	18.00
26 wks...	24.75	49.50	45.00	90.00	8.25	16.50
39 wks...	22.50	45.00	40.50	81.00	7.50	15.00
52 wks...	20.25	40.50	36.00	72.00	6.75	13.50

Participating Programs  
 All programs participating—basic music and news format.

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

**Closing Time**  
 48 hours before broadcast.

**KSWO**

(Established 1941)

**NEWS**  
 Rates effective July 1, 1955.  
 Rates received May 23, 1955.  
 Rev. (addition of spot packages) rec'd Nov. 19, 1956.  
 Owned and operated by Oklahoma Quality Broadcasting Co.

**Personnel**  
 General Manager—E. L. Keough.  
 Program Director—Ronnie Stone.

**Representatives**  
 John E. Pearson Company.

**Mailing Instructions**  
 Business Office and Studio—P. O. Box 699, Lawton, Okla. TWX 472.  
 Transmitter—1-1/2 miles east of Lawton on highway 29.

**Wave—Power—Time**  
 Operating power—1,000 watts.  
 Frequency—1380 kilocycles.  
 Directional—separate patterns, day and night.  
 Licensed to operate full time on regional channel.  
 Operates on Central Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 6:00 a.m. to 12:00 midnight.

**Agency Commission**  
 Agency commission 15% to recognized advertising agencies on station time only. No cash discount. Bills rendered and due first of month following broadcast.

**General Advertising**  
 For combination rates see ABC Radio.  
 The following rates are for national 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.....	50.00	30.00	20.00	12.50	7.50
26 times.....	48.75	29.25	19.50	12.20	7.31
52 times.....	47.50	28.50	19.00	11.87	7.12
104 times.....	45.00	27.00	18.00	11.25	6.75
156 times.....	42.50	25.50	17.00	10.67	6.37
260 times.....	40.00	24.00	16.00	10.00	6.00
312 times.....	37.50	22.50	15.00	9.35	5.70

**WEEKLY SPOT PACKAGES**  
 (Not applicable on Sooner State Network)  
 One minute or less, guaranteed time:  
 10 spots in 1 week 50.00 25 spots in 1 week 112.50  
 15 spots in 1 week 71.25 50 spots in 1 week 198.00

**DISCOUNTS**  
 All discounts are contingent upon advertisers using announcements or time programs contracted for within 12 months from effective date of contract. The earned rate will apply on unfilled contracts.

**SPECIAL FEATURES**  
 News Service—UPI.  
 Special announcements, weather reports, etc., rates on request.

**POLITICAL TALKS**  
 Rates on request.

**Closing Time**  
 Contracts close two weeks in advance of first broadcast. Announcement copy, transcriptions and talks close 48 hours in advance.

**McALESTER (2 AM)**

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

**KNED**

(Established 1950)

Rates effective March 1, 1956. (Card No. 3.)  
 Card received March 9, 1956.  
 Owned and operated by Pittsburg County Broadcasting Co.

**Personnel**  
 Pres. & Gen'l Mgr.—Ray Van Hooser.  
 Commercial Manager—Phil Reed.

**Representatives**  
 John E. Pearson Company.

**Mailing Instructions**  
 Business Office, Studio and Transmitter—1-1/2 miles northeast of McAlester, Okla., telephone 1460.

**Wave—Power—Time**  
 Operating power: 1,000 watts days; 500 watts nights.  
 Frequency—1150 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate full time; regional channel.  
 Operates on Central Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 5:30 a.m. to 11:00 p.m.

**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.  
 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	35.00	20.00	10.00	6.00
13 times.....	57.00	33.25	19.00	9.50	5.80
26 times.....	54.00	31.50	18.00	9.00	5.60
52 times.....	51.00	29.75	17.00	8.50	5.40
104 times.....	48.00	28.00	16.00	8.00	5.20
156 times.....	45.00	26.25	15.00	7.50	5.00
260 times.....	42.50	24.50	14.00	7.00	4.50

**OKLAHOMA**

**Spot Saturation Package**  
 One-minute or less:  
 Per week:  
 5 times, each..... 4.50 20 times, each..... 3.50  
 10 times, each..... 4.25 25 times, each..... 3.00  
 15 times, each..... 4.00

Shorties, 10 seconds or less: 50% of the applicable earned frequency for 1-minute announcements.

**DISCOUNTS**  
 Three or more programs per week, 10% discount. Discount does not apply to spot announcements or to programs of less than 5 minutes in length.

**SPECIAL FEATURES**  
 News Service—UPI. No extra charge.  
 3-minute programs of news, sports, or weather summaries:  
 1 time..... 8.00 104 times..... 6.50  
 13 times..... 7.75 156 times..... 6.00  
 26 times..... 7.50 260 times..... 5.80  
 52 times..... 7.00

**POLITICAL**  
 One time rates apply. Cash in advance.

**TRANSCRIPTIONS**  
 Library Services—World, Thesaurus.

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

**KTMC**

(Established 1946)

**NEWS**  
 Card issued September 1, 1953. (Card No. 2.)  
 Rates received November 27, 1953.  
 Rev. rec'd May 21, 1958.  
 Owned and operated by McAlester Broadcasting Company, Inc.

**Personnel**  
 General Manager—Bob Baggett.  
 Commercial Manager—Alston Hardin.

**Representatives**  
 Continental Radio Sales.  
 Oklahoma—Weed Radio Corporation.

**Mailing Instructions**  
 Business Office and Studio—Earle Hotel, P. O. Box 157, McAlester, Okla., Garden 3-1400.  
 Transmitter—Located 3 miles northwest of McAlester, Okla.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1400 kilocycles.  
 Non-directional.  
 Licensed to operate full time.  
 Operates on Central Standard Time.  
 Operating schedule: Sunday 7:30 a.m. to 11:00 p.m.; week days 6:00 a.m. to 12:00 midnight.

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

**General Advertising**  
 Affiliated with Keystone Network. Rates are for national advertising and include music, copyright fees, BMI, ASCAP and SESAC licenses. Accepts AAAA copyrighted contract. Length of commercial copy must conform to NAB standards.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	40.00	24.00	16.00	10.00	5.70	3.85
13 times.....	39.00	23.40	15.60	9.00	5.50	3.75
26 times.....	38.00	22.50	15.00	8.50	5.30	3.60
52 times.....	36.00	22.00	14.50	8.00	5.10	3.40
104 times.....	34.00	21.00	14.00	7.50	4.90	3.10
156 times.....	32.00	20.00	13.00	7.25	4.40	2.80
260 times.....	30.00	19.00	12.50	7.00	4.25	2.50
312 times.....	28.00	18.00	12.00	6.50	4.00	2.20

**SPOT SATURATION PACKAGE**  
 1-minute:  
 10 spots per week, each..... 4.00  
 15 spots per week, each..... 3.75  
 20 spots per week, each..... 3.25  
 25 spots per week, each..... 2.75

**DISCOUNTS**  
 Announcements and programs cannot be combined to earn a larger discount. All rates guaranteed for one year from date of first broadcast, with or without interruption.

**SPECIAL FEATURES**  
 News Service—AP. No extra charge.  
 Time signals, weather reports, temperature reports, market quotations—rates on request. Athletic events available for sponsorship on request.  
 Beer advertising accepted.

**POLITICAL**  
 One time rates apply; cash in advance.

**TRANSCRIPTIONS**  
 Library Service—World.

**Closing Time**  
 24 hours before broadcast.

**MIAMI**

Ottawa County—Map Location H-1  
 See SRDS consumer market map and data at beginning of the State.

**KGLC**

(Established 1947)

Rates effective September 1, 1957. (Card No. 3.)  
 Card received August 28, 1957.  
 Owned and operated by Miami Broadcasting Co.

**Personnel**  
 Owner—Kenyon Brown.  
 General Manager—William Searle.

**Representatives**  
 None.

(This listing continued on next page)



# OKLAHOMA

## Miami—KGLC—Continued

**Wave—Power—Time**  
 Operating power—1,000 watts.  
 Frequency—910 kilocycles.  
 Directional—same pattern, all hours.  
 Licensed to operate full time.  
 Daylight Saving Time not observed.  
 Operating schedule: 6:00 a.m. to 11:00 p.m. week-days; 7:00 a.m. to 11:00 p.m. Sunday.

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

**General Advertising**  
 Affiliated with Keystone Network.  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 BMI, ASCAP and SESAC licenses.  
 Discounts allowed retroactively on total number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discount. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration. Advertising of alcoholic beverages other than beer not accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min. or less
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	5.63
208 times.....	42.00	26.60	17.50	10.50	5.25
312 times.....	39.00	24.70	16.25	9.75	4.88

**PACKAGE RATES**

One minute announcements:  
 Per week:  
 10 times..... 67.50  
 15 times..... 95.70  
 In 30 days:  
 26 times..... 152.10  
 52 times..... 296.40  
 78 times..... 429.00

**SPECIAL FEATURES**  
 News Service—AP.  
 News Broadcast—Regular time charges, plus 20% of base rate.  
 Time signals, weather, temperature and market reports—rates on request.

## MUSKOGEE (2 AM)

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

### KBIX

(Established 1936)

Rates effective January 1, 1949.  
 Owned and operated by Oklahoma Press Publishing Co.

**Personnel**  
 President—Tams Bixby, Jr.  
 Manager—William B. Parker.

**Representatives**  
 Burn-Smith Company, Inc.

**Mailing Instructions**  
 Business Office and Studio—Barnes Bldg., Muskogee, Okla., telephone MUrray 2-1331.  
 Transmitter—Barnes Building, Muskogee, Oklahoma.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1490 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 10:30 p.m. week days; 7:00 a.m. to 10:30 p.m. Sundays.

**Agency Commission**  
 Agency commission 15% to recognized advertising agencies. No cash discount.

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

	1 hr.	1/2 hr.	1/4 hr.	15 min.	10 min.	5 min.	3 min.	2 min.	1 min.
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	5.85	5.70	5.40	5.10	4.80	4.50		
1/2 minute.....	4.00	3.85	3.70	3.40	3.10	2.90	2.50		

**SPECIAL FEATURES**  
 News Service—UPI.  
 News, time signals and weather reports—rates on request.

### TALKS AND ADDRESSES

Talks, addresses, including political, take the one time rate. No agency commission or frequency discount. Cash in advance. Copy must be submitted to station 48 hours in advance of broadcast.

## KMUS

(Established 1947)



Rates effective July 1, 1958.  
 Rates received July 2, 1958.  
 Owned and operated by Mr. & Mrs. Horace C. Boren.

**Personnel**  
 President—Horace C. Boren.  
 Vice-President—Martha B. Boren.  
 Station Manager—James E. Kettel.  
 Program Director—Joe Henderson.

**Representatives**  
 John E. Pearson Company.

**Mailing Instructions**  
 Business Office, Studio and Transmitter—1-1/2 miles north on N. 11th St., P. O. Box 1588, Muskogee, Okla. Murray 2-2488.  
 Transmitter—1-1/2 miles north of Muskogee, Okla.

**Wave—Power—Time**  
 Operating power—1,000 watts days; 500 watts nights.  
 Frequency—1380 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate full time on regional channel.  
 Operates on Central Time.  
 Operating schedule: Sundays 7:00 a.m. to 12:05 p.m.; week days 5:15 a.m. to 12:05 a.m.

**Agency Commission**  
 15% to recognized agencies on net time billing and talent charges; no cash discount. No commission to brokers or special representatives.

**General Advertising**  
 All program units 30 seconds less than indicated. Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Rates include only station announcer. Add talent cost if additional announcer or sound effects are required.

	(5:30 a.m. to 11:00 p.m.)	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min. or less
1 time.....	26.00	19.00	15.00	12.00	7.00	
26 times.....	25.50	18.50	14.50	11.40	6.65	
52 times.....	25.00	18.00	14.00	10.80	6.30	
104 times.....	24.50	17.50	13.50	10.20	5.95	
156 times.....	24.00	17.00	13.00	9.60	5.60	
208 times.....	23.50	16.50	12.50	9.00	5.25	
312 times.....	23.00	16.00	12.00	8.40	4.90	
1000 times.....					3.85	

**SATURATION PACKAGES**  
 (Run-of-schedule)

	Each	Per wk.
18 1-minute spots per week.....	5.25	94.50
24 1-minute spots per week.....	5.00	120.00
30 1-minute spots per week.....	4.85	145.00
36 1-minute spots per week.....	4.70	169.20
40 1-minute spots per week.....	4.55	182.00
48 1-minute spots per week.....	4.30	206.40
60 1-minute spots per week.....	4.10	246.00
75 1-minute spots per week.....	3.85	288.75

**SPECIAL FEATURES**  
 Molle unit newscasts, sportscasts, including Oklahoma University Sooner Network football, St. Louis Cardinal network baseball, play-by-play sporting events—rates on request.

**Participating Programs**  
 "The Farm Show"—5:30 a.m. to 6:30 a.m.  
 "The Morning Show"—6:30 a.m. to 9:00 a.m.  
 "A Woman's World"—9:00 a.m. to 9:30 a.m.  
 "Disc Jockey Show"—9:30 a.m. to noon.  
 "Noon News & Farm Reports"—noon to 12:30 p.m.  
 "The Afternoon Show"—12:30 p.m. to 6:00 p.m.  
 "The Steve Branson Show"—6:00 p.m. to 9:00 p.m.  
 "The Old Prof Show"—9:00 p.m. to midnight. Negro program.

**POLITICAL**  
 KMUS rates on this card apply to all national, state and congressional campaigns. Cash in advance.  
**Closing Time**  
 All programs close one week in advance of broadcast.

## NORMAN

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

### KNOR

(Established 1949)

Rates received May 20, 1953.  
 Rev. (Pkg. Rates) rec'd 8/3/56.  
 Owned and operated by Cleveland County Broadcasting Co.

**Personnel**  
 General Manager—Wm. S. Morgan.  
 Traffic Manager—June W. Morgan.

**Representatives**  
 Robert S. Keller, Inc.

**Mailing Instructions**  
 Business Office and Studio—P. O. Box 542, Norman, Okla. Je 4-8474-75.  
 Transmitter—State Highway No. 9, east of Norman, Okla.

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

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

**General Advertising**  
 Affiliated with Keystone Network.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Cancellations must be given two week's written notice. Consult station representatives for product acceptability. Rates shown are discounted rates; no further discounts available. 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 min. (*)
1 time.....	40.00	25.00	15.00	9.00	4.00
13 times.....	38.00	23.00	14.25	8.60	3.80
26 times.....	36.00	22.50	13.50	8.20	3.60
52 times.....	34.00	21.25	12.75	7.80	3.40
104 times.....	32.00	20.00	12.00	7.40	3.20
156 times.....	30.00	18.75	11.25	7.00	3.00

(\*) One minute or 100 words.  
 (†) 50-word station break.

Note: Participation programs available, regular rates plus 20% for time used. Transcriptions not acceptable on participation programs. Details on request.

**PACKAGE RATES**

10 commercials within a week.....	35.00
20 commercials within a week.....	65.00
30 commercials within a week.....	90.00
25 word "shorties" within a week.....	50.00

Also sold in combination with KRHD, Duncan, Okla., 10% discount.

**SPECIAL FEATURES**  
 News Service—UPI. No extra charge.  
 Sportscasts—rates and details on request.  
 "Western Music"—8:00 a.m. to 10:00 a.m. Monday through Saturday.  
 "University of Oklahoma" program—10:00 p.m. to midnight Monday through Saturday.

**POLITICAL**  
 Regular rates apply. No package rates.  
**TRANSCRIPTIONS**  
 Library Service—World.  
**Closing Time**  
 24 hours in advance of broadcast.

## WNAD

(Established 1920)

Owned and operated by University of Oklahoma.  
**Wave—Power—Time**  
 Operating power—1,000 watts.  
 Frequency—640 kilocycles.  
 Licensed to operate days.  
 Does not sell time.

## OKLAHOMA CITY (7 AM; 1 PM)

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

### KBYE

(Established 1946)



Rates effective ———— (Card No. 5.)  
 Card received December 4, 1957.

Owned and operated by Great Empire Broadcasting Corp.

**Personnel**  
 Vice-Pres. & Gen'l Mgr.—F. F. "Mike" Lynch.

**Representatives**  
 Atlanta—Dora-Clayton Agency, Inc.

**Mailing Instructions**  
 Business Office and Studio—P. O. Box 671, 5508 N. Eastern, Oklahoma City, Okla. Garfield 7-6524.  
 Transmitter—Oklahoma County, Okla.

**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—890 kilocycles.  
 Non-directional.  
 Licensed to operate daytime only.  
 Operates on Central Time.  
 Daylight Saving Time not observed.  
 Operating schedule: Sunrise to local sunset.

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

**General Advertising**  
 Affiliated with ABC Radio Network.  
 Rates include charges by owners of music copyrights.  
 ASCAP, BMI and SESAC licenses.  
 Advertising of alcoholic beverages other than beer not accepted. Announcements and programs cannot be combined to earn frequency discounts. Discounts allowed retroactively on the number of broadcasts given within one year. The following rates are for national advertising.

**SATURATION PACKAGE RATES**

	Per week:	Each	Total	Per month:	Each	Total
20 spots.....	4.35	87.00	4.83	96.60		
30 spots.....	4.27	128.10	4.75	142.50		
40 spots.....	4.12	164.80	4.58	183.20		
50 spots.....	3.97	198.50	4.42	221.00		
60 spots.....	3.82	229.20	4.25	255.00		
70 spots.....	3.67	256.90	4.09	286.30		
Per month:						
90 spots.....	3.75	337.50	4.17	375.30		
120 spots.....	3.67	440.40	4.09	490.80		
150 spots.....	3.60	540.00	4.00	600.00		
180 spots.....	3.52	633.60	3.92	705.60		
210 spots.....	3.45	724.50	3.83	804.30		
240 spots.....	3.37	808.80	3.75	900.00		
Per year:						
125 spots.....	4.12	515.00	4.58	572.50		
250 spots.....	3.90	975.00	4.33	1,082.50		
500 spots.....	3.60	1,800.00	4.00	2,000.00		
750 spots.....	3.30	2,475.00	3.67	2,752.50		
1,000 spots.....	3.00	3,000.00	3.33	3,330.00		

**PROGRAMS**

1 hour, flat.....	66.67
1/2 hour, flat.....	37.50
1/4 hour, flat.....	25.00
5 minutes, flat.....	10.83

**SPECIAL FEATURES**  
 News broadcast—regular time charges plus 20% of one time rate.  
 Time signals, temperature, weather and market reports available—rates on request.  
 Special sports broadcasts—details on request.

## KLPR

(Established 1946)



Rates effective January 1, 1959.  
 Rates received November 19, 1959.

Owned and operated by Big Chief Broadcasting Co., Inc.

**Personnel**  
 President—Jack Beasley.  
 Vice-President—Leon C. Nance.  
 Station Manager—Monty Wells.  
 Sales & Com'l Mgr.—Eddie Peak.  
 Program Director—Jerry Adams.

**Representatives**  
 Weed Radio Corporation.

**Mailing Instructions**  
 Business Office and Studio—P. O. Box 4248, 77th & Shields Blvd., Oklahoma City, Okla.  
 Transmitter—300 block, Southeast 77th St., Oklahoma City, Okla.

**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—1140 kilocycles.  
 Non-directional.  
 Licensed to operate daytime only.  
 Operating schedule: Sunrise to local sunset.

(This listing continued on next page)

**Oklahoma City—K L P R—Continued**

**Agency Commission**  
15% on time and talent; no cash discount. Bills rendered monthly, due and payable 15th of following month.

**General Advertising**  
Accepts AAAA copyrighted contract. ASCAP, SESAC and BMI licenses. Rates include music copyright fees. No contract accepted for more than 1 year from date of first broadcast. Contracts to earn frequency discounts must do so in a 1-year period from date of first broadcast.  
Rates subject to change without notice.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	50 wds.
1 time.....	80.00	48.00	32.00	22.50	9.00	6.75
26 times.....	72.00	43.20	28.80	21.00	8.25	6.50
52 times.....	68.00	40.80	27.20	18.75	7.50	6.00
104 times.....	64.00	38.40	25.60	15.75	7.00	5.75
156 times.....	60.00	36.00	24.00	14.75	6.75	5.25
260 times.....	56.00	33.60	22.40	12.75	6.00	4.75
312 times.....	52.00	31.20	20.80	11.25	5.50	4.50

**SPECIAL WEEKLY PACKAGES**  
(Run-of-schedule, within a 7-day period.)

	1 min.	50 wds.	1 min.	50 wds.
6 spots.....	40.50	31.50	30 spots.....	157.50
12 spots.....	76.50	58.50	40 spots.....	180.00
18 spots.....	112.00	75.50	50 spots.....	206.25
24 spots.....	144.00	90.00		150.00

**Bulk Packages**  
(Run-of-schedule, within 1 year)

350 times.....	4.50	3.60	1,000 times	3.75	3.00
624 times.....	4.00	3.25			

**Time Signals**

	Monthly	5 per day.....	Monthly
3 per day.....	150.00		225.00
4 per day.....	180.00		

**SPECIAL FEATURES**  
**NEWS HEADLINES**

**News Service—AP and local.**  
3-minute news headlines on the half-hour. News headlines sold in daily packages. Each package consisting of one entire day's headlines:  
1 package..... 100.00 52 packages..... 80.00  
13 packages..... 90.00 104 packages..... 70.00

**5-Minute News Packages**  
5-minute newscast every hour on the hour. Each package consisting of one entire day's 5 minute newscast:  
1 package..... 130.00 52 packages..... 110.00  
13 packages..... 120.00 104 packages..... 100.00

**POLITICAL**

Regular rates apply.  
**Closing Time**  
Programs close one week before broadcast. Political manuscripts must be submitted 24 hours in advance.

**KOCY**  
(Established 1922)



Rates effective June 1, 1958.  
Rates received April 24, 1958.  
Owned and operated by Plaza Court Broadcasting Co.

**KOCY**

*First by far in the rich*  
**OKLAHOMA CITY**  
**Metro Area**

**HOOPER Radio Index (Oct.-Nov. 1958)**

Station	7AM-12Nn	12Nn-6PM
<b>KOCY</b>	52.6	42.3
Sta. "A" (NBC)	26.8	22.6
Sta. "B" (CBS)	8.3	14.2
Sta. "C"	2.7	7.5
Sta. "D"	2.5	5.6
Sta. "E" (ABC)	4.0	2.1
Sta. "F" (MBS)	1.6	2.1

**Metro PULSE (May 1958)**

KOCY first in 63 of the total 64 quarter hour segments 8 AM-12 midnight

24-hour operation

**KOCY**

Oklahoma City, Oklahoma

Represented by  
**JOHN E. PEARSON COMPANY**

**Personnel**

Pres. & Gen'l Mgr.—M. H. Bonebrake.  
Commercial Manager—Carlton Beck.  
**Representatives**  
John E. Pearson Company.  
**Mailing Instructions**  
Business Office and Studio—Plaza Court Bldg., Oklahoma City 3, Okla., Forest 5-4333.  
Transmitter—Oklahoma City, Okla.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1340 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Central Standard Time.  
Operating schedule: 24 hours daily.

**Agency Commission**  
15% on time and talent; no cash discount. Bills rendered monthly; due and payable 15th of following month.

**General Advertising**  
Rates include charges by owners of music copyrights. ASCAP, BMI and SESAC licenses. No contract accepted for more than 1 year from date of 1st broadcast. Contracts to earn frequency discount must do so in a 12 month period from date of 1st broadcast.  
Rates subject to change without notice. All quoted rates for time only.

**PROGRAMS**

Rates on request.

**ANNOUNCEMENTS**

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

	1 min.	30sec.	1 min.	30sec.
1 time.....	18.00	14.40	104 times..	14.40 11.55
13 times.....	17.10	13.70	156 times..	13.50 10.80
26 times.....	16.20	12.95	260 times..	12.60 10.10
52 times.....	15.30	12.25	312 times..	11.70 9.35

ID's—50% of 1-minute rate, with frequency discounts applicable in all time periods. Does not apply to "Weekly Package Rates."

**CLASS "B"**  
(11:00 p.m. to 6:00 a.m.)

1 time.....	7.20	5.75	104 times..	5.75 4.60
13 times.....	6.95	5.55	156 times..	5.40 4.30
26 times.....	6.50	5.20	260 times..	5.05 4.05
52 times.....	6.10	4.90	312 times..	4.70 3.75

**WEEKLY PACKAGE RATES**

Within 1 week:	1 min.	30 sec.	1 min.	30 sec.
10 spots.....	105.00	84.00	42.00	34.00
15 spots.....	146.25	117.00	58.40	47.00
25 spots.....	225.00	180.00	90.00	72.00
50 spots.....	412.00	329.60	165.00	132.00

(\* Class "A," scheduled times.  
Package Rates are not combinable for additional frequency discounts.

**NEWSCASTS**  
5 minutes on the half-hour, 6 day strip..... 125.00

**SPECIAL FEATURES**  
News Service—AP.  
News, time signals, weather reports, sponsorship of athletic events, etc.—rates on request.

**POLITICAL**

Regular rates apply.

**KOMA**

(Established 1927)

**A Storz Owned Station**  
**A JOHN BLAIR STATION**  
**NBC Affiliate**

Rates effective April 1, 1957.  
Rates received March 13, 1957.  
Rev. (Sat. Plan) rec'd May 31, 1957.  
Owned and operated by Storz Broadcasting Co.

**Personnel**  
President—Todd Storz.  
General Manager—James Sampson.  
Program Director—Rod Roddy.  
**Representatives**  
John Blair & Company.

**Mailing Instructions**  
Business Office and Studio—Globe Life Building, 311 W. Grand, Oklahoma City, Oklahoma, Forest 5-6653.  
Transmitter—Six miles south of Oklahoma City, Okla.

**Wave—Power—Time**  
Operating power—50,000 watts.  
Frequency—1520 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time on cleared channel.  
Operates on Central Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:00 a.m. to midnight weekdays; 7:00 a.m. to midnight Sundays.

**Agency Commission**  
15% to recognized advertising agencies; no cash discount. Bills are rendered monthly and are due and payable on 10th of each month.

**General Advertising**  
Accepts AAAA copyrighted contract. Rates include music copyright fees, as licensed. BMI, ASCAP and SESAC licenses. In order to earn the net rates quoted contracts must be completed within 12 months.  
Rate protection guaranteed for a period of six months from date of first broadcast.  
No alcoholic beverages accepted for advertising except beer.  
28 day cancellation notice on all programs; 14 days' notice on all announcements. Programs or announcement schedules may be renewed by giving 28 day written notice.

No contracts accepted for more than one year from date of first broadcast, or for longer than 52 consecutive weeks. Contract accepted 30 days in advance of starting date. 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 one hour rate, whichever applies. All programs so combined to earn a lower rate may be scheduled contiguously at the station's option on 28 days' notice. All broadcast orders for consecutive broadcasting within one year from date of first broadcast shall be combined for the purpose of calculating the total discounts earned, provided however that an announcement cannot be combined with programs.

**OKLAHOMA**

**CLASS "A"**  
(6:30 a.m. to 9:30 a.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	200.00	120.00	80.00	40.00
52 times.....	190.00	114.00	76.00	38.00
156 times.....	180.00	108.00	72.00	36.00
260 times.....	170.00	102.00	68.00	34.00
312 times.....	160.00	96.00	64.00	32.00

**CLASS "B"**  
(9:30 a.m. to 7:00 p.m.)

1 time.....	150.00	90.00	60.00	30.00
52 times.....	142.50	85.50	57.00	28.50
156 times.....	135.00	81.00	54.00	27.00
260 times.....	127.50	76.50	52.00	25.50
312 times.....	120.00	72.00	48.00	24.00

**CLASS "C"**  
(All other times)

1 time.....	100.00	60.00	40.00	20.00
52 times.....	95.00	57.00	38.00	19.00
156 times.....	90.00	54.00	36.00	18.00
260 times.....	85.00	51.00	34.00	17.00
312 times.....	80.00	48.00	32.00	16.00

**ANNOUNCEMENTS**

(One minute or less)

**CLASS "A"**  
(6:29 a.m. to 9:30 a.m.)

1 time.....	25.00	260 times.....	21.25
52 times.....	23.75	312 times.....	20.00
156 times.....	22.50		

**CLASS "B"**  
(9:30 a.m. to 7:00 p.m.)

1 time.....	17.00	260 times.....	14.45
52 times.....	16.15	312 times.....	13.60
156 times.....	15.30		

**CLASS "C"**  
(7:00 p.m. to 6:29 a.m.)

1 time.....	10.00	260 times.....	8.50
52 times.....	9.50	312 times.....	8.00
156 times.....	9.00		

**SATURATION SPOT PLAN**  
(One minute or less (fixed position):

**CLASS "A"**  
(6:00 a.m. to 7:00 p.m. Monday through Friday)

Per week:	1 wk	13 wks	26 wks	52 wks
6 times.....	96.00	90.00	84.00	78.00
12 times.....	180.00	168.00	156.00	144.00
18 times.....	252.00	234.00	216.00	198.00
24 times.....	312.00	288.00	264.00	240.00
36 times.....	432.00	396.00	360.00	324.00
48 times.....	528.00	480.00	432.00	384.00

**CLASS "B"**  
(7:00 p.m. to 6:00 a.m. Monday through Friday and 8:00 a.m. Saturday through 6:00 a.m. Monday)

6 times.....	69.00	63.00	57.00	51.00
12 times.....	132.00	120.00	108.00	96.00
18 times.....	189.00	171.00	153.00	135.00
24 times.....	240.00	216.00	192.00	168.00
36 times.....	342.00	306.00	270.00	234.00
48 times.....	432.00	384.00	336.00	288.00

(This listing continued on next page)

**THE NEW**



*KOMA's now a Storz Station*  
*and an NBC Station!*



*So it's the big, bright,*  
*powerful new buy in*  
*America's 48th market!*



*Talk to John Blair & Co.,*  
*or KOMA General Manager*  
*Jack Sampson*



*50,000 watts, clear channel*  
**OKLAHOMA CITY**

**A STORZ STATION**

# OKLAHOMA

## Oklahoma City—K O M A—Continued

Class "A" and "B" may be combined for frequency discount applicable to Class "B" time only. 10-second announcements—50% of above rate.

**QUICKIES**  
8-second announcement rate: 50% of earned announcement rate; may be combined with regular announcements for greater frequency on both.

**POLITICAL**  
Regular card rates; commissionable to recognized agencies; cash with order. Copy for all political talks and speeches must be submitted 24 hours in advance of broadcast. Copy remains with station as permanent record.

### TRANSCRIPTIONS

Library Service—World.

Rates for Library:

RECORDING SERVICE	
Announcements and re-recordings:	
12-inch disc (per side)	8.00
16-inch disc (per side)	16.00
Programs and re-recordings:	
5 minutes or less	8.00
15 minutes	12.00
30 minutes (1 disc)	16.00
30 minutes (2 disc)	20.00

Recording engineer provided for one hour. Time in excess of one hour at 10.00 extra per hour or fraction thereof.

Advertiser entitled to one air check for any spot or program each 13 weeks at no charge.

### Closing Time

Programs close one week in advance of broadcast. Talks, programs, continuities, etc., must be submitted at least one week in advance for review by program director.

## KTOK (Established 1927) CBS Radio Network



Rates effective November 1, 1958.  
Rates received October 24, 1958.  
Owned and operated by KTOK, Inc.

### Personnel

President—Wendell Mayes.  
Manager—Tom Johnson.  
Sales Manager—George Collisson.  
Program Director—Bill Bryan.

### Representatives

Robert E. Eastman & Company, Inc.

### Mailing Instructions

Business Office and Studio—1800 W. Main St., Oklahoma City, Okla., telephone Forest 5-8351. TVX OC 302.

Transmitter—Southeast of Oklahoma City, Okla.

Wave—Power—Time Operating power—5,000 watts.

Frequency—1000 kilocycles.

Directional—separate patterns, day and night.

Licensed to operate full time.

Operates on Central Time.

Daylight Saving Time not observed.

Operating schedule: Sunday 7:00 a.m. to 12:00 midnight; week days 5:00 a.m. to 12:00 midnight.

### Agency Commission

15% to recognized agencies; no cash discount. Bills due and payable 10th of following month.

### General Advertising

Affiliated with CBS Network.

Accepts AAAA copyrighted contract.

ASCAP, BMI and SESAC licenses.

Advertising of alcoholic beverages other than beer not accepted.

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 minutes or longer broadcasts. Saturation plans are not combinable with other broadcasting to earn frequency discounts on the other broadcasting.

### ANNOUNCEMENTS AND PROGRAMS

#### 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)

	Per week			
	1 week	26 weeks	52 weeks	Total
1 time	30.00	18.00	14.00	10.00
52 times	28.00	17.00	13.00	9.00
156 times	26.00	16.00	12.00	8.00
260 times	24.00	15.00	11.00	7.00

#### CAPTIVE HOUSEWIFE TIMES

(9:00 a.m. to 4:00 p.m. Monday through Friday)

	Per week			
	1 week	26 weeks	52 weeks	Total
1 time	25.00	15.00	12.00	8.00
52 times	23.00	14.00	11.00	7.00
156 times	21.00	13.00	10.00	6.00
260 times	19.00	12.00	9.00	5.00

#### WEEKEND

(9:00 a.m. to 4:00 p.m. and 7:00 p.m. to 10:00 p.m. Saturday; 8:00 a.m. to 7:00 p.m. Sunday)

	Per week			
	1 week	26 weeks	52 weeks	Total
1 time	20.00	13.00	10.00	7.00
52 times	18.00	12.00	9.00	6.00
156 times	16.00	11.00	8.00	5.00
260 times	14.00	10.00	7.00	4.00

#### NIGHTTIME

(7:00 p.m. to midnight Sunday through Saturday)

	Per week			
	1 week	26 weeks	52 weeks	Total
1 time	18.00	11.00	9.00	7.00
52 times	16.00	10.00	8.00	6.00
156 times	14.00	9.00	7.00	5.00
260 times	12.00	8.00	6.00	4.00

#### ALL OTHER TIMES

(5:00 a.m. to 6:00 a.m. Monday through Saturday; 7:00 a.m. to 8:00 a.m. Sunday)

	Per week			
	1 week	26 weeks	52 weeks	Total
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

### 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:	Per week					
	1 week	26 weeks	52 weeks	Total	Each	Total
6 ti.	15.00	90.00	14.00	84.00	13.00	78.00
12 ti.	14.50	174.00	13.50	162.00	12.50	150.00
18 ti.	14.00	252.00	13.00	234.00	12.00	216.00
24 ti.	13.50	324.00	12.50	300.00	11.50	276.00
30 ti.	13.00	390.00	12.00	360.00	11.00	330.00
36 ti.	12.50	450.00	11.50	414.00	10.50	378.00

20 seconds:	Per week					
	1 week	26 weeks	52 weeks	Total	Each	Total
6 ti.	11.50	69.00	10.50	63.00	9.50	57.00
12 ti.	11.00	132.00	10.00	120.00	9.00	108.00
18 ti.	10.50	189.00	9.50	171.00	8.50	153.00
24 ti.	10.00	240.00	9.00	216.00	8.00	192.00
30 ti.	9.50	285.00	8.50	255.00	7.50	225.00
36 ti.	9.00	324.00	8.00	288.00	7.00	252.00

10 seconds:	Per week					
	1 week	26 weeks	52 weeks	Total	Each	Total
6 ti.	7.50	45.00	7.00	42.00	6.50	39.00
12 ti.	7.25	87.00	6.75	81.00	6.25	75.00
18 ti.	7.00	126.00	6.50	117.00	6.00	108.00
24 ti.	6.75	162.00	6.25	150.00	5.75	138.00
30 ti.	6.50	195.00	6.00	180.00	5.50	165.00
36 ti.	6.25	225.00	5.75	207.00	5.25	189.00

### CAPTIVE HOUSEWIFE PLAN

(9:00 a.m. to 4:00 p.m. Monday through Friday)

1 Minute:	Per week					
	1 week	26 weeks	52 weeks	Total	Each	Total
5 ti.	12.50	62.50	11.50	57.50	10.50	52.50
10 ti.	12.00	120.00	11.00	110.00	10.00	100.00
15 ti.	11.50	172.50	10.50	157.50	9.50	142.50
20 ti.	11.00	220.00	10.00	200.00	9.00	180.00
25 ti.	10.50	262.50	9.50	237.50	8.50	212.50
30 ti.	10.00	300.00	9.00	270.00	8.00	240.00

20 seconds:	Per week					
	1 week	26 weeks	52 weeks	Total	Each	Total
5 ti.	10.00	50.00	9.00	45.00	8.00	40.00
10 ti.	9.50	95.00	8.50	85.00	7.50	75.00
15 ti.	9.00	135.00	8.00	120.00	7.00	105.00
20 ti.	8.50	170.00	7.50	150.00	6.50	130.00
25 ti.	8.00	200.00	7.00	175.00	6.00	150.00
30 ti.	7.50	225.00	6.50	195.00	5.50	165.00

10 seconds:	Per week					
	1 week	26 weeks	52 weeks	Total	Each	Total
5 ti.	6.25	31.25	5.75	28.75	5.25	26.25
10 ti.	6.00	60.00	5.50	55.00	5.00	50.00
15 ti.	5.75	82.25	5.25	78.75	4.75	71.25
20 ti.	5.50	110.00	5.00	100.00	4.50	90.00
25 ti.	5.25	131.25	4.75	118.75	4.25	106.25
30 ti.	5.00	150.00	4.50	135.00	4.00	120.00

### KTOK PERSONALITY PACKAGES

(See Participating Programs section)

5 spots in 6:00 a.m. to 9:00 a.m. Monday through Friday.	210.00
5 spots in 4:00 p.m. to 6:00 p.m. Monday through Friday.	210.00
5 spots in 8:00 p.m. to 10:00 p.m. Monday through Friday.	210.00
2 spots in noon to 6:00 p.m. Saturday.	210.00
2 spots in 10:00 a.m. to 4:00 p.m. Sunday.	210.00
1 spot in 4:00 p.m. to 5:00 p.m. Sunday.	210.00
20 1-minute sales messages, flat.	210.00

### WEEKEND

(9:00 a.m. to 4:00 p.m. and 7:00 p.m. to 10:00 p.m. Saturday; 8:00 a.m. to 7:00 p.m. Sunday)

1 Minute:	Per week					
	1 week	26 weeks	52 weeks	Total	Each	Total
5 ti.	11.00	55.00	10.00	50.00	9.00	45.00
10 ti.	10.50	105.00	9.50	95.00	8.50	85.00
15 ti.	10.00	150.00	9.00	135.00	8.00	120.00
20 ti.	9.50	190.00	8.50	170.00	7.50	150.00

20 seconds:	Per week					
	1 week	26 weeks	52 weeks	Total	Each	Total
5 ti.	9.00	45.00	8.00	40.00	7.00	35.00
10 ti.	8.50	85.00	7.50	75.00	6.50	65.00
15 ti.	8.00	120.00	7.00	105.00	6.00	90.00
20 ti.	7.50	150.00	6.50	130.00	5.50	110.00

### KTOK FAMILY PLAN

(See Participating Program section)

6 spots in 6:00 a.m. to 9:00 a.m. Monday through Saturday.	216.00
6 spots in 4:00 p.m. to 8:00 p.m. Monday through Saturday.	216.00
4 spots in 8:00 p.m. to 10:00 p.m. Monday through Saturday.	216.00
4 spots in 9:00 a.m. to 6:00 p.m. Saturday.	216.00
4 spots in 10:00 a.m. to 6:00 p.m. Sunday.	216.00
24 1-minute sales messages per week, flat.	216.00

### 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 1 announcement 10:00 p.m. to midnight.

14 1-minute—per week, flat.	84.00
14 20-seconds—per week, flat.	63.00
14 10-seconds—per week, flat.	42.00

### 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 Minute:	Per week					
	1 week	26 weeks	52 weeks	Total	Each	Total
10 ti.	9.00	90.00	8.00	80.00	7.00	70.00
20 ti.	8.50	170.00	7.50	150.00	6.50	130.00
40 ti.	8.00	240.00	7.00	210.00	6.00	180.00

### RAIN OR SHINE

(6:00 a.m. to 8:00 p.m. Monday through Friday; 8:00 a.m. to 8:00 p.m. Saturday; 8:00 a.m. to 7:00 p.m. Sunday)

1 Minute:	Per week					
	1 week	26 weeks	52 weeks	Total	Each	Total
7 ti.	12.50	87.50	11.50	80.50	10.50	73.50
14 ti.	12.00	168.00	11.00	154.00	10.00	140.00
21 ti.	11.50	241.50	10.50	220.50	9.50	199.50
28 ti.	11.00	308.00	10.00	280.00	9.00	252.00
35 ti.	10.50	367.50	9.50	332.50	8.50	297.50

20-seconds:	Per week					
	1 week	26 weeks	52 weeks	Total	Each	Total
7 ti.	10.00	70.00	9.00	63.00	8.00	56.00
14 ti.	9.50	133.00	8.50	119.00	7.50	105.00
21 ti.	9.00	189.00	8.00	168.00	7.00	147.00
28 ti.	8.50	238.00	7.50	210.00	6.50	182.00
35 ti.	8.00	280.00	7.00	245.00	6.00	210.00

10 seconds:	Per week					
	1 week	26 weeks	52			



**General Advertising**

Affiliated with Mutual Broadcasting System.  
At station's option cancellation of contracts cannot become effective until two weeks after contractual starting date. Contracts are not subject to cancellation upon less than two weeks written notice with acknowledgement of adjusted rate to the date of cancellation. Such adjusted rate to be on the basis of rates in effect on the date of contract. Special rate contracts non-cancellable. No contracts acceptable for more than one year.  
Time rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Commercial copy length in accordance with NAB standards. Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.  
Alcoholic beverage advertising, other than beer not accepted.

**ANNOUNCEMENTS**  
(Not to exceed 1 minute)

1 time.....	7.00	104 times.....	5.50
13 times.....	6.75	208 times.....	5.25
26 times.....	6.40	312 times.....	5.00
52 times.....	6.00		

**PACKAGE RATES**  
(1-minute or less, guaranteed times)

10 times.....	50.00	25 times.....	110.00
15 times.....	68.50	50 times.....	156.00

**PROGRAMS**

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	67.50	40.00	28.50	15.00
13 times.....	65.00	37.50	26.00	14.00
26 times.....	62.50	35.00	24.00	12.25
52 times.....	60.00	32.50	21.50	11.75
104 times.....	55.00	30.00	20.00	10.75
208 times.....	50.00	28.50	18.75	10.75
312 times.....	45.00	25.00	17.50	10.00

8-second quickies—50% of applicable announcement rate.  
Rates for periods longer than 1 hour are in exact proportion to the corresponding 1-hour rate.

**YEAR PACKAGE**  
(Non-cancellable)  
624 or more announcements or programs within one contract year—60% of one-time rate.

**SPECIAL FEATURES**  
News Service—AP. Regular rates apply plus 2.50 charge for news on 5 and 10 minute newscasts and 4.00 on 15 minute newscasts.  
Time Signals and Weather Announcements

(20 word maximum)

	Per month	Per month	
3 per day.....	300.00	5 per day.....	400.00
4 per day.....	350.00	10 per day.....	700.00

Participating Programs  
"The Gay Ride," "Stan Kaplan Show," "Luncheon Date," "The 100 Show," "Platter Parade."

**POLITICAL**  
Payable in advance. Copy of political address or announcements to be submitted for station record 24 hours in advance of broadcast.

**TRANSCRIPTIONS**  
Instantaneous reference recordings: Four per year furnished to year round advertisers without charge. Additional transcriptions furnished at 5.00 per fifteen minute program.

**KYFM**

— FM —  
(Established 1958)

Rates effective January 1, 1958. (Card No. 1.)  
Rates received June 30, 1958.  
Owned and operated by Capitol City Broadcasting Company.

**Personnel**  
Manager—Edwin P. Nall.  
**Representatives**  
Hil P. Best Company.  
**Mailing Instructions**  
Business Office & Studio—4516 North Libby, Oklahoma City, Okla. Whitney 7-7997.

**Wave—Power—Time**  
Effective radiated power—1,500 watts.  
Frequency—98.9 megacycles.  
Antenna height 155 ft. above average terrain.  
Operating schedule: 13 hours daily.

**General Advertising**  
Advertising of beer accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	50.00	40.00	30.00	20.00
13 times.....	45.00	35.00	25.00	15.00
26 times.....	40.00	30.00	20.00	10.00
52 times.....	35.00	25.00	15.00	8.00
312 times.....	30.00	20.00	10.00	5.00

**ANNOUNCEMENTS**  
(1-minute or less)

1 time.....	5.00	208 times.....	3.25
13 times.....	4.75	260 times.....	3.00
26 times.....	4.50	312 times.....	2.75
39 times.....	4.25	364 times.....	2.50
52 times.....	4.00	624 times.....	2.25
104 times.....	3.75	1,000 times.....	2.00
156 times.....	3.50		
5 10-second "quickies" daily, per month.....			100.00

(One-year contracts only.)

**WKY**

(Established 1920)



Rates effective April 1, 1958. (Card No. 27.)  
Card received February 20, 1958.

Owned and operated by The WKY Television System, Inc. Affiliated with The Daily Oklahoman and Oklahoma City Times.

**Personnel**  
Station Manager—Norman P. Bagwell.  
Asst. and Com'l Mgr.—John C. Moler.  
Program Manager—Bill J. Wheatley.  
Promotion Manager—W. J. Willis.  
**Representatives**—The Katz Agency, Inc.

**Mailing Instructions**  
Business Office, Studio and Transmitter—500 E. Britton Road, Oklahoma City 14, Okla., Tr. 8-2161, TWX 568.

**NO CHANGE**

**... Except for the BETTER**

WKY was the first station on the air in Oklahoma. Today, over 30 years later, WKY is still first... in every sense of the word.

WKY was then... and is now... completely dedicated to bringing Oklahoma's largest radio audience the finest in radio entertainment and service.

To compromise on anything less than the best, would be to betray the faith placed in us by two generations of listeners. That we shall never do.

We have recently heightened our programming with changes for the better. Your Katz man has details and availabilities.

**The Station Most People Listen to for RADIO SERVICE 24 Hours a Day**



**Wave—Power—Time**

Operating power—5,000 watts.  
Frequency—930 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time on regional channel.  
Operates on Central Time.  
Operating schedule: 24 hours daily.

**Agency Commission**

15% to recognized agencies on station time and talent; no cash discount. Bills rendered monthly; due and payable 15th of following month.

**General Advertising**

The following rates are for national advertising and include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Length of commercial copy: In accordance with NAB standards of practice. Advertising of alcoholic beverages other than beer not accepted. Paid religious programs not accepted. Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate. Time units are approximate.  
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.

**CLASS "A"**  
(7:00 a.m. to 9:00 a.m.)

	1 tl.	52 tl.	104 tl.	156 tl.	260 tl.
1 hour.....	240.00	228.00	216.00	204.00	192.00
1/2 hour.....	144.00	136.80	129.60	122.40	115.20
1/4 hour.....	96.00	91.20	86.40	81.60	76.80
10 minutes.....	72.00	68.40	64.80	61.20	57.60
5 minutes.....	48.00	45.60	43.20	40.80	38.40

**CLASS "B"**  
(9:00 a.m. to 7:00 p.m.)

1 hour.....	200.00	190.00	180.00	170.00	160.00
1/2 hour.....	120.00	114.00	108.00	102.00	96.00
1/4 hour.....	80.00	76.00	72.00	68.00	64.00
10 minutes.....	60.00	57.00	54.00	51.00	48.00
5 minutes.....	40.00	38.00	36.00	34.00	32.00

**CLASS "C"**  
(7:00 p.m. to 7:00 a.m.)

1 hour.....	145.00	140.00	135.00	130.00	125.00
1/2 hour.....	86.00	82.00	78.00	74.00	70.00
1/4 hour.....	54.00	51.00	48.00	45.00	42.00
10 minutes.....	43.00	41.00	39.00	37.00	35.00
5 minutes.....	29.00	28.00	27.00	26.00	25.00

**Special Strip Rates**  
(7:00 a.m. to 8:00 a.m.)  
Six quarter hour programs per week:  
1 wk. 13 wks. 26 wks. 39 wks. 52 wks.  
Cost per week \$25.00 500.00 475.00 450.00 425.00

**ANNOUNCEMENTS**  
One minute or 20 seconds:

**CLASS "A"**

1 time.....	40.00	156 times.....	34.00
52 times.....	38.00	260 times.....	32.00
104 times.....	36.00		

**CLASS "B"**

1 time.....	33.00	156 times.....	27.00
52 times.....	31.00	260 times.....	25.00
104 times.....	29.00		

**CLASS "C"**

1 time.....	25.00	156 times.....	22.00
52 times.....	24.00	260 times.....	21.00
104 times.....	23.00		

8 or 10-second announcements: 50% of minute rate.  
Announcements scheduled between two rate classifications take the rate of the higher classification.

**MULTI-SPOT PLAN**  
One minute and 20-second announcements:  
Daytime, 9:00 a.m. to 5:00 p.m. Monday through Friday.

	1-25 wks	26-52 wks
6 announcements per week.....	162.00	150.00
12 announcements per week.....	300.00	276.00
18 announcements per week.....	414.00	378.00
Nighttime: 7:00 p.m. to 6:00 a.m. Monday through Friday; Weekend: 8:00 a.m. Saturday to sign-off Sunday.		

6 announcements per week.....	102.00	102.00
12 announcements per week.....	192.00	192.00
18 announcements per week.....	270.00	270.00
8 or 10-second announcements—50% of minute rate.		
8 or 10-second announcements may not be counted to help earn frequency discounts or Plan rates for minute/20-second announcements. Minute/20-second announcements, however, may be counted to help earn frequency discounts and Plan rates for 8 or 10-second announcements.		

The number-of-weeks rate is determined by the number of weeks in which a minimum of 6 announcements-per-week are scheduled. The time-per-week rate is then determined by the number of announcements scheduled in a given week.

Plan announcements may be counted to help earn frequency discounts on non-Plan announcements. Non-Plan announcements may be counted to make up the number of announcements necessary to qualify for Plan rates.

Contiguous Rates: Two or more quarter-hour units broadcast on the same day for the same sponsor may be combined to earn the half hour rate. Programs of less than 1/4 hour in length may not be combined for contiguous rates.

**SPECIAL FEATURES**  
News Service—AP, UPI, WKY News Bureau staff.  
News-Weather-Sports  
Talent & Production: 1/4 hour, 20.00 commissionable; 10 minutes, 15.00 commissionable; 5 minutes 10.00 commissionable.

**Participating Programs**  
Monday through Friday.  
"Danny Williams' Time and Tune Parade"—7:45 a.m. to 10:00 a.m.  
"Wilson at Work"—11:05 a.m. to noon.  
"Wilson at Work"—12:15 p.m. to 12:45 p.m.  
"Jerry Peterson Show"—1:05 p.m. to 5:00 p.m.  
"Chuck Boyles Show"—5:30 p.m. to 6:00 p.m.; 7:30 p.m. to 11:00 p.m.

**POLITICAL**  
Commercial political broadcasts are acceptable at regular rates. Payable in advance. Scripts must be submitted 24 hours in advance of broadcast time.

(This listing continued on next page)

# OKLAHOMA

## Oklahoma City—W KY—Continued

### TRANSCRIPTIONS

Library Service—Standard.  
Instantaneous reference recordings: Four per year furnished to year-round advertisers without charge. Additional transcriptions, 15 minute program, each 5.00.  
**Closing Time**  
Talent programs close two weeks in advance of broadcast. Announcements, talks and recorded programs close one week in advance of broadcast.

(Call letters not received)

(C. P.—Class B-FM 17,000 w; 94.7 mc.)  
Carl E. Williams  
730 E. Reno  
Oklahoma City, Okla.

## OKMULGEE

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

### KHBB

(Established 1937)

Rates effective August 1, 1956. (Card No. 8-N.)  
Card received August 8, 1956.

Owned and operated by the Okmulgee Broadcasting Corp.

**Personnel**  
Station Manager—Dewey Johnson.

**Representatives**  
Hil F. Best Company.  
Southwest—Clyde Melville Company.

**Mailing Instructions**  
Business Office and Studio—Times Bldg., 114 E. Seventh, Okmulgee, Okla., telephone 3646.  
Mailing address—P. O. Box 1350, Okmulgee, Okla.  
Transmitter—29th and Seminole Sts., Okmulgee, Okla.

**Wave—Power—Time**  
Operating power—250 watts.  
(100% modulation).  
Frequency—1240 kilocycles.

Non-directional.  
Licensed to operate unlimited time.  
Operates on Central Time.  
Daylight Saving Time not observed.  
Operating schedule: Week days 6:00 a.m. to 11:00 p.m.; Sundays 7:00 a.m. to 11:00 p.m.

**Agency Commission**  
15% to recognized agencies on time and talent; no cash discount. Bills for all charges rendered monthly and payable within 15 days.

**General Advertising**  
Accepts AAAA copyrighted contract.  
ASCAP, BMI and SESAC licenses.  
No cash rebates.  
Alcoholic beverages other than beer not accepted.  
Commercial copy in conformance with NAB Standards. Rates for periods longer than one hour are in exact proportion to corresponding one hour rate. Programs of 10 minutes or less and announcements are subject to removal by program of 15 minutes or more. Broadcast time is 30 seconds less than indicated. 5% discount if used in combination with KFSA, Ft. Smith, Ark. or KBRS, Springdale, Ark.; 10% discount if used in combination with both KFSA and KBRS.  
(6:00 a.m. to 11:00 p.m. week days; 7:00 a.m. to 11:00 p.m. Sundays)

	1	1/2	1/4	5	1	20
	hr.	hr.	hr.	min.	min.	wds.
1 time.....	40.00	24.00	13.00	8.00	5.50	2.50
13 times.....	37.50	22.50	12.25	7.50	5.20	2.35
26 times.....	35.00	21.00	11.50	7.00	4.90	2.20
52 times.....	32.50	19.25	10.75	6.50	4.60	2.05
104 times.....	30.00	17.50	10.00	6.00	4.30	1.90
156 times.....	27.50	15.75	9.25	5.50	4.00	1.75

### SPECIAL FEATURES

News Service—AP and local news.  
Weather forecasts, time signals, sports and market quotations—rates on request.

### DISCOUNTS

Announcements and programs cannot be combined to earn greater discounts.  
Continuous frequency discounts apply on renewals of contracts. No cash rebates.

### POLITICAL AND RELIGIOUS

Political broadcasts accepted at regular rates. Payment in advance. Copy to be submitted 24 hours in advance of broadcast time.  
Religious broadcasts accepted at regular rates and terms.

### TRANSCRIPTIONS

Instantaneous reference recordings: One reference recording free for each 13 times cycle of broadcasting. Additional recordings, each, 5.00.

**Closing Time**  
All program and announcement copy must be submitted to station 48 hours in advance of broadcast.

## PAULS VALLEY

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

### KVLH

(Established 1947)

Rates effective May 1, 1958. (Card No. 6.)  
Card received April 24, 1958.

Owned and operated by Garvin Broadcasting Company.

**Personnel**  
President—Warren J. Fortier.  
General Manager—L. L. Wilder.

**Representatives**  
Continental Radio Sales.

**Mailing Instructions**  
Business Office and Studio—Highway 77, north of Pauls Valley, Okla., telephone 1470 and 1471.  
Transmitter—Highway 77 North of Pauls Valley, Okla.

**Wave—Power—Time**  
Operating power—250 watts days.

Frequency—1470 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 station time only; no cash discount. Bills rendered 1st of each month; due 10th of month.

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

Consult station management for product acceptability. Rates shown are discounted rates; no further discounts available. Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.  
**Length of commercial copy:**  
5 minutes.....1:45 minutes  
15 minutes.....2:30 minutes  
20 minutes.....3:00 minutes  
60 minutes.....6:00 minutes

	1	1/2	1/4	5	(*)	(†)
	hr.	hr.	hr.	min.	min.	min.
1 time.....	40.00	25.00	15.00	9.00	4.00	3.50
13 times.....	38.00	23.00	14.25	8.60	3.80	3.30
26 times.....	36.00	22.50	13.50	8.20	3.60	3.15
52 times.....	34.00	21.25	12.75	7.80	3.40	3.00
104 times.....	32.00	20.00	12.00	7.40	3.20	2.90
156 times.....	30.00	18.75	11.25	7.00	3.00	2.50
260 times.....	28.00	17.50	10.50	6.60	2.80	2.40
312 times.....	26.00	16.25	9.75	6.20	2.60	2.35

(\*) One minute or 100 words.  
(†) 50 word station break.  
Automotive rate, each..... 3.00

### SPECIAL FEATURES

News Service—UPI and local news available at regular rates plus 20% for news service and newscaster.

### POLITICAL

Political talks not subject to frequency discounts.  
Payable in advance.

### TRANSCRIPTIONS

Library Service—Thesaurus.

**Closing Time**  
Copy must be presented 24 hours preceding time of broadcast.

## PONCA CITY

Kay County—Map Location F-1  
See SRDS consumer market map and data at beginning of the State.

### WBBZ

(Established 1928)



Rates effective September 1, 1958. (Card No. 4.)  
Card received August 18, 1958.

Owned and operated by Ponca City Publishing Co.

**Personnel**  
General Manager—Allan W. Muchmore.

**Representatives**  
John E. Pearson Company.

**Mailing Instructions**  
Business Office, Studio and Transmitter—1801 E. Oklahoma, P. O. Box 588, Ponca City, Okla., Rogers 5-6807.

**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 10:00 p.m. week days; 7:00 a.m. to 10:00 p.m. Sunday.

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

**General Advertising**  
For combination rates see Mutual Broadcasting System.

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Announcements and programs cannot be combined to earn larger discounts.  
All time units, exceeding one minute: 30 seconds reserved for station identification.

	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	7.00
26 times.....	47.50	28.50	19.00	14.25	9.50	6.65
52 times.....	45.00	27.00	18.00	13.50	9.00	6.30
104 times.....	42.50	25.50	17.00	12.75	8.50	5.95
156 times.....	40.00	24.00	16.00	12.00	8.00	5.60
260 times.....	37.50	22.50	15.00	11.25	7.50	5.25
312 times.....	35.00	21.00	14.00	10.50	7.00	4.90
500 times.....	32.50	19.50	13.00	9.75	6.50	4.55
1000 times.....	30.00	18.00	12.00	9.00	6.00	4.20

### PACKAGE RATES

Per week:  
10 1-minute announcements..... 5.00  
20 1-minute announcements..... 4.00  
10-second announcements—50% of applicable minute rate, either regular or package. May be combined for frequency discount purposes.

### SPECIAL FEATURES

News Service—AP and local. Regular rates plus 10%.

## POTEAU

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

### KLCO

(Established 1953)



Rates received November 30, 1956.  
Owned and operated by Leflore County Broadcasting Co.

**Personnel**  
R. B. and Bernice Bell.

### Representatives

None.

### Mailing Instructions

Business Office, Studio & Transmitter—Poteau, Okla.

### Wave—Power—Time

Operating power—1,000 watts.  
Frequency—1280 kilocycles.  
Non-directional.  
Operating schedule: ———.

**Agency Commission**  
Statements rendered on 1st of month; payable on 10th.

### General Advertising

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
All talent fees, remote charges to be paid by sponsor. Cancellation by two weeks' written notice.

	1	1/2	1/4	5	1	1/2
	hr.	hr.	hr.	min.	min.	min.
1 time.....	32.00	22.00	16.00	8.00	5.00	4.00
26 times.....	31.00	20.00	15.00	7.50	4.50	3.75
52 times.....	30.00	18.00	14.00	7.25	4.00	3.50
104 times.....	28.00	16.00	12.00	7.00	3.85	3.25
260 times.....	26.00	15.00	11.00	6.75	3.75	3.15
320 or more times.....	25.00	14.00	10.00	6.50	3.50	3.00

### POLITICAL

Copy must be in 24 hours before broadcast; payable in advance.

## PRYOR CREEK

Mayes County—Map Location G-2

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

### KOLS

(Established 1950)

Rates effective June 1, 1957. (Card No. 2.)  
Card received June 26, 1957.

Owned and operated by Lakes Area Broadcasting Co.

### Personnel

General Manager—L. L. Gaffaney.  
Business Manager—Mrs. L. L. Gaffaney.

### Representatives

Hil F. Best Company.

### Mailing Instructions

Business Office and Studio—5th and S. Mill, Pryor, Okla., telephone 1263.  
Other Studio—2020 E. 11th St., Tulsa, Okla.  
Transmitter—Pryor, Okla.

### Wave—Power—Time

Operating power—1000 watts days.  
Frequency—1570 kilocycles.  
Non-directional.  
Licensed to operate day time.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: Sunrise to local sunset.

### Agency Commission

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

### General Advertising

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
No cash rebates.  
ASCAP, BMI and SESAC licenses.  
Following rates are for national and local advertising.

	1	1/2	1/4	5	1 min.
	hr.	hr.	hr.	min.	or less
1 time.....	40.00	22.00	12.00	5.00	2.00
26 times.....	37.50	21.00	10.50	4.50	2.00
52 times.....	35.00	20.00	9.50	4.00	2.00
104 times.....	32.50	17.50	8.50	3.50	2.00
156 times.....	30.00	15.00	7.50	3.00	2.00

### SPECIAL PACKAGE

1 minute or less live or transcribed:  
4 spots daily, except Sun., per calendar mo... 175.00

### SPECIAL FEATURES

News Service—AP 24 hours daily; no extra charge.  
Two complete mobile pickup units available at all times.

### POLITICAL

Regular rates; cash in advance.

### TRANSCRIPTIONS

Library Service—Sesac.

### Closing Time

24 hours in advance of broadcast.

## SAPULPA

Creek County—Map Location F-3

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

(Call letters not received)

(C.P. 500 watts, 1270 kc.)

Creek County Broadcasting Co.,  
P. O. Box 175,  
Guyman, Okla.

(C.P. for Sapulpa)

## SEMINOLE

Seminole County—Map Location F-4

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

See "Tri-City," Okla.

# SHAWNEE

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

## KGFF

(Established 1930)



Rates effective October 1, 1956.  
Revisions received September 14, 1956.

Owned by Stauffer Publications.  
Operated by KGFF Broadcasting Company, Inc.

### Personnel

General Manager—William A. Weaver.

### Representatives

Avery-Knodel, Inc.

### Mailing Instructions

Business Office and Studio—Shawnee Country Club,  
P. O. Box 2059, Shawnee, Okla., telephone 4390.  
Transmitter—Shawnee Country Club, Highway 270  
East Shawnee, Okla.

### 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: 6:00 a.m. to 11:00 p.m.

### Agency Commission

Agency commission 15% on station time charges allowed to advertising agencies recognized by KGFF. No commission is allowed on talent, service or line charges.

No cash discount. Bills due and payable 10th of following month.

### General Advertising

Affiliated with Mutual Broadcasting System.

Accepts AAAA copyrighted contract.

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.

No cash rebates.

ASCAP, BMI and SESAC licenses.

(6:00 a.m. to sign-off)					
	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	30.00	18.00	12.00	7.50	4.50
26 times....	29.25	17.55	11.70	7.31	4.39
52 times....	28.50	17.10	11.40	7.12	4.27
104 times....	27.00	16.20	10.80	6.75	4.05
156 times....	25.50	15.30	10.20	6.37	3.83

(\*) One minute announcement or less; one minute transcription or less.

### SPECIAL FEATURES

News Service—AP; regular rates plus 20%.  
Weather reports, temperature and market reports available at regular rates plus 20%.

### TRANSCRIPTIONS

Library Service—World.

### Closing Time

Programs close one week in advance. Political manuscripts must be submitted 24 hours in advance.

# STILLWATER (1 AM; 1 FM)

Payne County—Map Location F-3

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

## KSPI

(Established 1947)



Rates effective January 1, 1948. (Card No. 2-N.)  
Owned and operated by Stillwater Publishing Co.

### Personnel

General Manager—J. R. Bellatti.

### Representatives

Thomas F. Clark Company, Inc.

### Mailing Instructions

Business Office 211 W. Ninth St., Stillwater, Okla.  
Studio—1-1/2 miles south of Stillwater, Okla.  
Transmitter—1-1/2 miles south of Stillwater, Okla.

### Wave—Power—Time

Operating power—250 watts days.  
Frequency—780 kilocycles.

Non-directional.

Licensed to operate daytime.

Daylight Saving Time not observed.

Operating schedule: 6:30 a.m. to local sunset.

### FM Facilities

Effective radiated power—4,000 watts.  
Frequency—93.9 megacycles; channel 230; Class B.  
Antenna height—375 feet above average terrain.  
Operating schedule: 6:30 a.m. to 11:00 p.m.

### Agency Commission

Agency commission 15% on net charges for station time to recognized agencies. No commission is allowed on talent or remote control charges.

### General Advertising

For combination rates see Mutual Broadcasting System. Rates include music copyright fees. Rates include one announcer. Add talent cost if additional program personnel is required.  
AM-FM sold in combination. For FM rates following AM sign-off, consult station management.

### CLASS "A"

(12:00 noon to 1:00 p.m. and 6:00 p.m. to sign-off)					
	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*) wds.
1 time....	50.00	30.00	20.00	12.00	9.00
13 times....	47.00	28.00	19.00	11.40	8.60
26 times....	44.00	27.00	18.00	10.80	8.20
52 times....	42.50	25.50	17.00	10.20	7.80
104 times....	40.00	24.00	16.00	9.60	7.40
156 times....	37.50	22.50	15.00	9.00	7.00
208 times....	35.00	21.00	14.00	8.40	6.60
312 times....	32.50	19.50	13.00	7.80	6.20

## CLASS "B"

(6:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	50 wds.
1 time....	40.00	25.00	15.00	9.00	6.00	4.00
13 times....	38.00	23.00	14.25	8.60	5.70	3.80
26 times....	36.00	22.50	13.50	8.20	5.40	3.60
52 times....	34.00	21.25	12.75	7.80	5.10	3.40
104 times....	32.00	20.00	12.00	7.40	4.80	3.20
156 times....	30.00	18.75	11.25	7.00	4.50	3.00
208 times....	28.00	17.50	10.50	6.60	4.20	2.80
312 times....	26.00	16.25	9.75	6.20	3.90	2.60

(\*) One minute transcription, 100 words or station break.

### SPECIAL FEATURES

News Service—UPI.  
Time signals, weather reports, athletic events, etc.—rates on request.

### POLITICAL

One time Class "A" rates apply.

# TAHLEQUAH

Cherokee County—Map Location G-3

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

## KTLQ

(Established 1957)

Rates effective September 28, 1957.

Rates received October 7, 1957.

Owned and operated by Tahlequah Broadcasting Co.

### Personnel

Pres. and Mgr.—Galen O. Gilbert.

Assistant Manager—Bill Bentley.

### Representatives

George T. Hopewell, Inc.

### Mailing Instructions

Business Office and Studio—First National Bank Bldg., Tahlequah, Okla. Phone 1500.  
Transmitter—1-1/4 miles south on Highway 62, Tahlequah, Okla.

### Wave—Power—Time

Operating power—500 watts days.  
Frequency—1350 kilocycles.

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

### Agency Commission

15%; 2% cash discount. Bills due and payable 10 days.

### General Advertising

Affiliated with Keystone Network.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time....	50.00	30.00	20.00	10.00	5.00	4.50
26 times....	40.00	24.00	15.00	7.50	4.50	4.00
52 times....	36.00	20.00	13.00	6.50	4.00	3.80
104 times....	34.00	19.00	12.00	6.00	3.80	3.20
156 times....	32.00	18.00	10.00	5.00	3.60	3.00
260 times....	30.00	17.00	9.50	4.80	3.00	2.60

### SPECIAL FEATURES

News Service—UPI and local. 20% additional charge for local news. Remote rates on request.  
Local news presented at 7:30 a.m., 12:15 p.m., and 5:00 p.m. Monday through Saturday. Local bulletin news service throughout day.

# TRI-CITY

(WEWOKA • SEMINOLE • HOLDENVILLE)

Seminole County—Map Location F-4

Hughes County—Map Location F-4

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

## KWSH

(Established 1948)



Rates effective September 1, 1951. (Card No. 9-G.)

Owned and operated by Tri-Cities Broadcasting Company, Inc.

### Personnel

Pres. & Gen'l Mgr.—Bill Hoover.

Sec'y-Treas.—Brown Morris.

Station Manager—Ray Judge.

### Representatives

Venard, Rintoul & McConnell, Inc.

### Mailing Instructions

Business Offices and Studios—On U. S. 270 Highway between Seminole and Wewoka, Okla., P. O. Box 1260, Wewoka, Okla., telephone 1260 in Seminole, Wewoka and Holdenville, Okla.  
Transmitter—On U. S. 270 Highway between Seminole and Wewoka, Okla.

### Wave—Power—Time

Operating power—1,000 watts.  
Frequency—1260 kilocycles.

Directional—separate patterns, day and night.

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 agencies on time only; no cash discount. Bills rendered monthly.

### General Advertising

Affiliated with ABC Radio and Keystone Network. Rates include music copyright fees, Blanket 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 one-half hour, three-quarter hour, or one hour rates, whichever applies. Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate. Discounts allowed retroactively on the total number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts.  
Advertising of alcoholic beverages not allowed.  
No per inquiry or mail order advertising accepted.

# OKLAHOMA

Length of commercial copy in accordance with NAB code.

### CLASS "A"

(5:59 p.m. to 10:16 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	75.00	45.00	30.00	18.75	9.00
26 times....	73.12	43.87	29.25	18.28	8.78
52 times....	71.25	42.75	28.50	17.81	8.55
104 times....	67.50	40.50	27.00	16.87	8.10
156 times....	63.75	38.25	25.50	15.93	7.65
260 times....	60.00	36.00	24.00	15.00	7.20
312 times....	56.25	33.75	22.50	14.06	6.75

### CLASS "B"

(6:00 a.m. to 5:59 p.m. and 10:16 p.m. to sign-off)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	50.00	30.00	20.00	12.50	6.00
26 times....	48.75	29.25	19.50	12.18	5.85
52 times....	47.50	28.50	19.00	11.87	5.70
104 times....	42.50	25.50	17.00	10.62	5.10
156 times....	40.00	24.00	16.00	10.00	4.80
260 times....	37.50	22.50	15.00	9.37	4.50

(\*) One minute or less if transcribed, or 100 words live. Station break announcements limited to 25 seconds if transcribed, or 50 words if live.

### SPECIAL FEATURES

News Service—AP.  
News Service Charge—20% of the one time rate, not commissionable. Rates for special newscasters on request.

### POLITICAL

Commercial political broadcasts for duly qualified candidates accepted at the following rates. Manuscripts and payment must be submitted 24 hours in advance of broadcast. No discount given.  
The one time Class "A" rate applies.

### TRANSCRIPTIONS

Library Service—Standard.  
Instantaneous reference recordings, one reference recording free for each 26 programs or 52 announcements scheduled. Additional reference recordings at the following rates:  
Announcements, each..... 2.50  
1/4 hour, each..... 5.00  
1/2 hour, each..... 7.50

### KWSH-KADA COMBINATION RATE

KWSH available in combination with KTEW-TV Ada, Oklahoma. Consult station for computation of rates. KWSH, Seminole, Wewoka and Holdenville, Okla. is also available in combination with KADA, Ada, Okla., at the following combination rates. Schedules may be placed simultaneously, or non-simultaneously, on the two stations. On programs originating at either station KWSH or KADA, there is no line charge for feeding the program to the alternate station. For non-simultaneous schedules in which the broadcasts fall in different rate classifications on the two stations, consult the stations for computation of proper rate. Combination rates not applicable when computing Oklahoma Network rate.

### CLASS "A"

(5:59 p.m. to 10:16 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	100.00	60.00	40.00	25.00	13.00
26 times....	97.50	58.50	39.00	24.40	12.70
52 times....	95.00	57.00	38.00	23.75	12.46
104 times....	90.00	54.00	36.00	22.50	11.75
156 times....	85.00	51.00	34.00	21.25	11.10
260 times....	80.00	48.00	32.00	20.00	10.45
312 times....	75.00	45.00	30.00	18.75	9.80

### CLASS "B"

(6:00 a.m. to 5:59 p.m.; 10:16 p.m. to sign-off)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	69.60	41.75	27.85	17.40	9.15
26 times....	67.80	40.70	27.15	16.95	8.90
52 times....	66.10	39.70	26.45	16.55	8.65
104 times....	62.65	37.60	25.05	15.65	8.25
156 times....	59.15	35.50	23.65	14.80	7.75
260 times....	55.70	33.40	22.30	13.90	7.30
312 times....	52.20</				



**OKLAHOMA**

**TULSA (6 AM)**

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

**KAKC**

(Established 1946)



Rates effective October 1, 1958. (Card No. 3.)  
Card received September 4, 1958.

Owned and operated by Public Radio Corporation.

**Personnel**

President—Lester Kamin.  
Vice-Pres. & Gen. Mgr.—Bob Hoth.  
Program Director—Chris Lane.

**Representatives**

Weed Radio Corporation.

**Mailing Instructions**

Business Office, Studio and Transmitter—American  
Airline Bldg., 910 S. Boston, Tulsa, Okla., Luther  
7-2401. TWX TU 99.

**Wave—Power—Time**

Operating power—1,000 watts days; 500 watts nights.  
Frequency—970 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate full time.  
Operating schedule: 24 hours daily.

**Agency Commission**

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

**General Advertising**

Accepts AAAA copyrighted contracts.  
BMI, ASCAP and SESAC licenses.  
Alcoholic beverages: beer only.  
All contracts must be completed within 52 weeks  
of starting date in order to earn maximum discounts.  
If cancelled before completion, short rate charge  
will be made according to discount applicable for  
period actually used.  
Period actually used. All rates protected for 13  
weeks from starting date contract.

**PROGRAMS**

(6:00 a.m. to midnight)

	1 hr.	1/2 hr.	1/4 hr.
1 time.....	130.00	78.00	52.00
26 times.....	125.00	75.00	50.00
52 times.....	120.00	72.00	48.00
104 times.....	115.00	69.00	46.00
156 times.....	110.00	66.00	44.00

**ANNOUNCEMENTS**

**CLASS "AA"**

(6:00 a.m. to 9:00 a.m. and 3:30 p.m. to 6:30 p.m.)

	1 min.	30 sec.	10 sec.
1 time.....	18.50	13.85	9.25
13 times.....	17.60	13.20	8.80
26 times.....	16.65	12.50	8.35
52 times.....	15.70	11.75	7.85

	1 min.	30 sec.	10 sec.
104 times.....	14.80	11.10	7.40
156 times.....	13.85	10.40	6.95
260 times.....	12.90	9.70	6.45
312 times.....	12.00	9.00	6.00

**CLASS "A"**

(9:00 a.m. to 3:30 p.m.; 6:30 p.m. to mid-  
night)

	1 min.	30 sec.	10 sec.
1 time.....	14.25	10.70	7.15
13 times.....	13.55	10.15	6.75
26 times.....	12.85	9.65	6.45
52 times.....	12.15	9.10	6.10
104 times.....	11.40	8.55	5.70
156 times.....	10.70	8.00	5.35
260 times.....	10.00	7.50	5.00
312 times.....	9.30	6.95	4.65

Class "A" and Class "AA" may be combined to  
earn frequency discount.

**CLASS "B"**

(Midnight to 6:00 a.m. Sunday through Sat-  
urday)

Per spot, flat..... 5.00

**SATURATION PACKAGE PLANS**  
(Must be used within a 1-week period.)

**CLASS "AA"**

Per week:	1 min.	30 sec.	1 min.	30 sec.
10 times.....	150.00	120.00	40 times..	540.00
20 times.....	290.00	230.00	50 times..	650.00
30 times.....	420.00	330.00		

**CLASS "A"**

	1 min.	30 sec.	40 times..	400.00	320.00
10 times.....	115.00	92.00	40 times..	400.00	320.00
20 times.....	220.00	176.00	50 times..	475.00	380.00
30 times.....	315.00	252.00			

10% additional discount if Saturation Package or-  
dered and used for 13 consecutive weeks.

**5-MINUTE NEWS PACKAGES**

(Each package is 12 newscasts per day, 5  
minutes before the hour, 6:55 a.m. through  
5:55 p.m.)

1 package.....	180.00	52 packages.....	150.00
13 packages.....	170.00	104 packages.....	140.00
26 packages.....	160.00		

**SPECIAL FEATURES**

News Service—AP and local. Mobile news units avail-  
able. 24 newscasts daily—5 minutes before the hour.  
5-minute newscast rates and availabilities on request.

**Participating Programs**

All shows feature music, news, sports, time, tem-  
perature and weather.

Monday through Friday:

- "The Dick Schmitz Show"—6:00 a.m. to 9:00 a.m.
  - "The Bud Curry Show"—9:00 a.m. to noon.
  - "The Harry Wilson Show"—noon to 3:00 p.m.
  - "The Chris Lane Show"—3:00 p.m. to 6:00 p.m.
  - "The Charlie Brewer Show"—6:00 p.m. to 9:00 p.m.
  - "The Kelly Show"—9:00 p.m. to midnight.
  - "The Jon Albert Show"—midnight to 6:00 a.m.
- Saturday:
- "The Dick Schmitz Show"—6:00 a.m. to noon.
  - "The Kelly Show"—6:00 p.m. to 9:00 p.m.
  - "The Danny Dark Show"—9:00 p.m. to midnight.
  - "The Jon Albert Show"—midnight to 6:00 a.m.
- Sunday:

**POLITICAL**

Regular rates apply; cash in advance.

**KFMJ**

(Established 1946)



**An Associated Independent Metropolitan Station**

Rates effective February 1, 1958.

Rates received January 20, 1958.

Revisions received July 16, 1958.

Owned and operated by Fred Jones Broadcasting Co.

**Personnel**

General Manager—Lawson Taylor.

**Representatives**

Jack Masla & Co., Inc.

**Mailing Instructions**

Business Office and Studio—1242 S. Boston, Tulsa,  
Okla., Luther 5-5555.

Transmitter—Tulsa, Okla.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—1050 kilocycles.

Non-directional.

Licensed to operate to local sunset.  
Operates on Central Standard Time.

Operating schedule: Sundays 7:30 a.m. to local sun-  
set; week days local sunrise to local sunset.

**Agency Commission**

15% to recognized advertising agencies on station  
time only; no cash discount. Bills rendered on the  
1st of each month. Due on the 10th.

**General Advertising**

Announcements and program periods of five minutes  
or more cannot be combined to earn larger discounts.  
Discounts allowed retroactively on the number of  
broadcasts given within one year. Periods of 25  
minutes and 55 minutes, where available, pro rata  
to 30 minute and one hour rates.  
Rates are guaranteed for period of 6 months from  
date of first broadcast or for 6 months from effective  
date of any increase in rates, providing advertising  
is actually running at time of effective date of in-  
crease and providing broadcasts continue without in-  
terruption.

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

	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	70.00	40.00	20.00	11.15
52 times.....	67.00	38.00	19.00	10.25
104 times.....	64.00	36.00	18.00	9.60
156 times.....	61.00	34.00	17.00	9.25
260 times.....	58.00	32.00	16.00	9.00
312 times.....	55.00	30.00	15.00	8.50

**POLITICAL AND RELIGIOUS**

Regular rates apply.

**Closing Time**

Transcriptions should be in studio at least 10 days  
in advance. Program and announcement material  
deadline 1:00 p.m. daily for day following; 12:00  
noon Saturday for Monday and Tuesday.

**KOME**

(Established 1938)

**Independent**

Rates effective

Rates received February 20, 1958.

Owned and operated by Charles W. Holt & Associates.

**Personnel**

General Manager—W. R. Tyler.

General Sales Manager—Jack Dix.

Assistant Sales Manager—Stan Hagan.

**Representatives**

Gill-Perna, Inc.

**Mailing Instructions**

Business Office and Studio—KOME Bldg., 8th and  
Main, Tulsa, Okla., Diamond 3-4121.

Transmitter—86th & South Harvard, Tulsa, Okla.

**Wave—Power—Time**

Operating power—5,000 watts days; 1,000 watts  
nights.

Frequency—1300 kilocycles.

Directional—separate patterns, day and night.

Licensed to operate full time.

Operates on Central Standard Time.

Daylight Saving Time not observed.

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

**Agency Commission**

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

**General Advertising**

ASCAP, BMI and SESAC licenses.

Rates include music copyright fees.

No contract written for longer than one year. Sched-  
ules must start within 30 days of contract date.

Rates are for national advertising.

Announcements and programs may not be combined to  
earn greater frequency discount. Discounts are allowed  
retroactive on broadcasts within a contract year. Con-  
tracts continuing without interruption receive 26 weeks  
rate protection.

Beer advertising accepted.

**PROGRAMS**

Rates on request.

**ANNOUNCEMENTS**

1-minute, each:

1 time.....	12.00	260 times.....	10.00
26 times.....	11.50	312 times.....	9.50
52 times.....	11.00	500 times.....	9.00
104 times.....	10.50		

10-second ID's—50% of 1-minute rates.

**PACKAGE RATES**

1-minute announcements, per week:			
12 times.....	96.00	36 times.....	216.00
18 times.....	135.00	42 times.....	231.00
24 times.....	168.00	48 times.....	240.00
30 times.....	195.00		

Additional Package Discounts

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

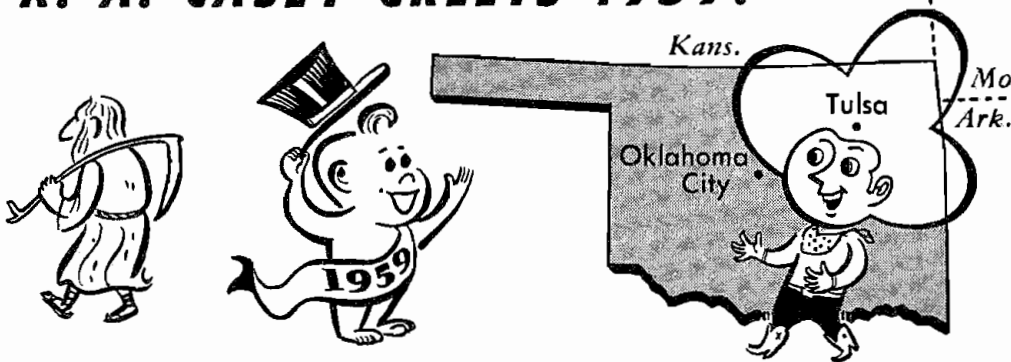
**SPECIAL FEATURES**

News Service—UPI and local news.

**POLITICAL**

Regular rates and discounts apply; payable in advance.  
(Tulsa continued on next page)

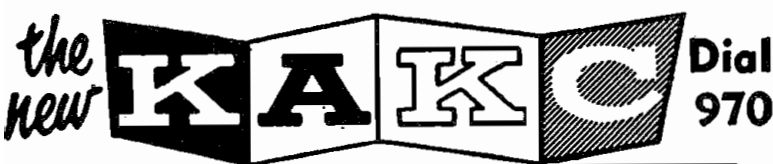
**K. A. CASEY GREETSS 1959!**



"I did great in '58 . . . but watch me shine in '59!" . . . says  
K.A. CASEY!

This lively young cowboy, with a coverage pattern for a hat,  
is now in his 3rd straight year of overwhelming 1st-place ratings  
in the Tulsa market. Cost-per-thousand? So low it's hard to  
measure.

Make 1959 the happiest, most productive year in Tulsa for  
your advertisers! Schedule them on K.A. CASEY! Hurry!



**THE NO. 1 NEWS STATION IN THE NATION**

Now in our 3rd Consecutive Year of Firsts According to Both Hooper & Pulse  
American Airlines Bldg. — Tulsa — LUther 7-2401 — TWX: TU99  
Bob Hoth, Vice-President & General Manager



**KRMG**

(Established 1940)

**THE JOHN BLAIR STATION**



Rates effective November 1, 1957. (Card No. 3.)  
Card received October 4, 1957.  
Owned and operated by Meredith KRMG, Inc.

**Personnel**

General Manager—Frank S. Lane.  
Prog. Dir. & Prom. Mgr.—Keith Bretz.

**Representatives**

John Blair & Company.

**Mailing Instructions**

Business Office and Studios—Fourth and Denver,  
Tulsa, Okla., Luther 4-4291.  
Transmitter—15 miles west of Tulsa, Okla.

**Wave—Power—Time**

Operating power—50,000 watts days, 25,000 watts  
nights.  
Frequency—740 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate full time.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:30 a.m. to 12:00 midnight.

**Agency Commission**

15% commission to recognized agencies on net charges  
for station time. No cash discount. Bills due and  
payable when rendered.

**General Advertising**

Announcements and programs cannot be combined to  
earn larger discounts.  
Rates include music copyright fees.  
Accepts AAAA copyrighted contract.  
BMI, ASCAP and SESAC licenses.  
Rates are guaranteed for a period of 6 months from  
the date of the first broadcast or for 6 months from  
the effective date of any increase in these rates, pro-  
vided advertising is actually running at the time of  
the effective date of the increase and provided that  
the broadcasts continued without interruption.  
All broadcasts placed with the station for the adver-  
tiser within 1 year from the date of first broadcast  
shall be combined for the purpose of calculating the  
total amount of frequency discounts earned pro-  
vided, however, that announcements cannot be so  
combined with 5-minute or longer programs.

**ANNOUNCEMENTS**

(6:00 a.m. to 9:00 a.m.; 4:00 p.m. to 7:00 p.m.  
Monday through Saturday)

	Flat	Each	Per wk.
1-minute or less:	—	—	—
6 weekly, staggered, 1 per day.....	17.00	102.00	
Less than 6 weekly, staggered.....	18.00		
Specified position (6:00 a.m. to 9:00 a.m.).....	22.00		
(9:00 a.m. to 4:00 p.m. Monday through Saturday)			
1-minute or less:	—	—	—
6 weekly, 1 per day.....	15.00	90.00	
Less than 6 weekly.....	17.00		
(7:00 p.m. to 6:00 a.m. Monday through Sat- urday; all day Sunday)			
6 weekly, 1 per day.....	10.00	60.00	
Less than 6 weekly.....	12.00		

**IMPACT ANNOUNCEMENT PLANS**

(9:00 a.m. to 4:00 p.m. Monday through Saturday)			
12 announcements weekly.....	13.00	156.00	
24 announcements weekly.....	12.00	288.00	
48 announcements weekly.....	11.00	528.00	
96 announcements weekly.....	9.00	864.00	
(7:00 p.m. to 6:00 a.m. Monday through Sat- urday; all day Sunday)			
12 announcements weekly.....	9.00	108.00	
24 announcements weekly.....	8.50	204.00	
48 announcements weekly.....	8.00	384.00	
96 announcements weekly.....	7.00	672.00	

Impact Plan announcements may be scheduled in 6:00  
a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday  
through Saturday, at the applicable rates for these  
periods. Since these announcements may count toward  
Impact Plan frequency, the balance of the schedule  
will be sold at pro-rata the Impact Plan rate.  
Day and Night Impact Plans may be combined in any  
proportion pro-rata the applicable unit cost so long  
as a minimum of 12 announcements weekly is used.

**ID's**

50% applicable minute rate. ID's may not be com-  
bined with other broadcast service for the purpose of  
establishing frequency discounts on either the ID's or  
the other broadcast service.

**PROGRAMS**

Rates on request.

**SPECIAL FEATURES**

News Service—AP.

**Newscasts**

	Flat	5 min.	15 min.
Per announcement:	—	—	—
6:00 a.m. to 9:00 a.m.; 4:00 p.m. to 7:00 p.m. Monday through Saturday	25.00	50.00	
9:00 a.m. to 4:00 p.m. Monday through Saturday	22.00		
7:00 p.m. to 6:00 a.m. Monday through Saturday; all day Sunday.....	15.00	30.00	

News cast rates include time and talent and are fully  
commissionable.  
**Participating Programs**  
"Early Bird Show" with Marvin McCullough—5:30  
a.m. to 7:00 a.m. Monday through Saturday.  
"Music on the Sunnyside" with Lynn Higbee—7:05  
a.m. to 9:30 a.m. Monday through Saturday.  
"Daydreams with Bob Parkhurst—9:30 a.m. to 10:30  
a.m. Monday through Saturday.  
"Brunch Time" with Lynn Higbee—10:30 a.m. to  
11:45 a.m. Monday through Saturday.

"Best in the West" with Bob Parkhurst—Noon to  
1:00 p.m. Monday through Saturday.  
"Tulsa Ballroom" with Johnny Chick—1:30 p.m.  
to 5:00 p.m. Monday through Saturday.  
"Tulsa Ballroom" with Johnny Chick—6:15 p.m. to  
6:00 p.m. Monday through Saturday.  
"Tin Pan Alley" with Larry Strain—6:30 p.m. to  
7:00 p.m. Monday through Friday.  
"Hullabaloo" with Doc Hull—7:05 p.m. to 10:00  
p.m. Monday through Friday.  
"Musie 'til Midnight" with Milton Haynes—10:20  
p.m. to midnight Monday through Saturday.

**POLITICAL**

Cash in advance.

**KTUL**

(Established 1934)

**CBS Radio Network**



Rates effective June 1, 1958.  
Rates received May 9, 1958.

Owned and operated by the Consolidated Radio En-  
terprises, Inc.

**Personnel**

General Manager—James H. Schoonover.  
Nat'l Sales Mgr.—James P. Walker.  
Commercial Manager—Edward T. Neibling.  
Production Manager—Jay Jones.

**Representatives**

Avery-Kneidel, Inc.

**Mailing Instructions**

Business Office and Studio—P. O. Box 8557, Tulsa,  
Okla., Fillmore 5-1311. TWX TU 198.  
Transmitter—2601 E. 56th North.

**Wave—Power—Time**

Operating power—5,000 watts.  
(100% modulation—crystal control.)  
Frequency—1430 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time on regional channel.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to 12:00 midnight.

**Agency Commission**

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

**General Advertising**

Advertising of alcoholic beverages other than beer  
not accepted.  
Maximum contract one year.  
All rates guaranteed for one year from effective date  
of any rate increase.  
The following rates are for national advertising and  
include music copyright fees.  
ASCAP, SESAC and BMI licenses.  
1/2 hr. 1/4 hr. 10 min. 5 min. (\*) (†) (‡)  
1 time..... 72.00 48.00 32.00 18.00 12.00 10.00 4.00  
(\*) One minute transcribed or 100 words.  
(†) 20 seconds transcribed or 50 words.  
(‡) 10 seconds transcribed or 20 words; minimum  
10 spots per week, no frequency discount.

**FREQUENCY DISCOUNT**

26 times.....	5%	156 times.....	15%
52 times.....	10%	260 times.....	20%

**WEEKLY IMPACT ANNOUNCEMENT PACKAGES**

(Fixed position)

**Impact Package No. 1**

1-minute transcribed or approximately 100 words:  
12 times per week..... 8.00 36 times per week..... 6.00  
18 times per week..... 7.50 42 times per week..... 5.50  
24 times per week..... 7.00 48 times per week..... 5.00  
30 times per week..... 6.50

**Impact Package No. 2**

20-second transcribed or approximately 50 words:  
12 times per week..... 7.00 36 times per week..... 5.00  
18 times per week..... 6.50 42 times per week..... 4.50  
24 times per week..... 6.00 48 times per week..... 4.00  
30 times per week..... 5.50

Additional discounts for larger packages quoted on  
request. For combination of minute, and 20-second  
schedules, combine the two schedules to arrive at  
the proper frequency discount. Rates for one day  
or week-end impact packages quoted on request.

**Continuing Discounts**

Contracts renewed for the same schedule without in-  
terruption beyond a 52 week period take the same  
earned time rate as prevailing during the preceding  
52 weeks.

When a contract is continued without interruption  
beyond a 52 week period, but the schedule is reduced  
in frequency, the time rate will become that which  
would have been earned during the preceding 52  
weeks had the reduced schedule prevailed throughout.  
Contracts renewed for the same schedule or a re-  
duced schedule beyond a 52 week period and subse-  
quently cancelled or interrupted prior to completion  
of such subsequent contract fiscal year, will take the  
rate for the completed portion of such renewed con-  
tract which will be the same as that earned for the  
preceding 52 week period. No short rate will be  
charged. However, a resumption of advertising after  
the interruption will be on the basis of a new fiscal  
year and the frequency discount will be allowed as  
earned.

**SPECIAL FEATURES**

News Service—AP and local news. Regular time rates  
apply.

**Cut-In Announcements**

Rates on request.

**POLITICAL**

Regular rates apply.

**TRANSCRIPTIONS**

Library Service—World.

**KVOO**

(Established 1925)



Rates effective September 1, 1955. (Card No. 12.)

Card received July 18, 1955.

Revisions received March 21, 1957.

Owned and operated by the Southwestern Sales Corp.

**Personnel**

President—Harold C. Stuart.  
Vice Pres. & Gen'l Mgr.—Gustav K. Brandborg.

**Representatives**

Edward Petry & Company, Inc.

**Mailing Instructions**

Mailing address: P. O. Box 1349, Tulsa, Okla.  
Business Office and Studio: 3701 S. Peoria, Tulsa,  
Okla., Riverside 2-5561.  
Transmitter—11 miles east of Tulsa, Okla., on U.S.  
Highway 66.

**Wave—Power—Time**

Operating power—50,000 watts.  
Frequency—1170 kilocycles.  
Directional—nighttime only.  
Licensed to operate unlimited time on a nationally  
cleared channel.  
Operates on Central Time.  
Daylight Saving Time not observed.

**Agency Commission**

15% to recognized advertising agencies on station  
time. No cash discount. Bills due and payable when  
rendered.

**General Advertising**

For combination rates see NBC Radio Network.  
Accepts AAAA copyrighted contract with certain ex-  
ceptions; modified contract forms available.  
ASCAP, SESAC and BMI licenses.  
No contract written for longer than one year.  
No contract accepted longer than 30 days in advance  
of starting date except during June, July and August  
when accepted 60 days in advance.  
All rates guaranteed for six months from date of first  
broadcast, with or without interruption.  
At station's option, cancellation of contracts cannot  
become effective until two weeks after contracted start-  
ing date.  
Discounts for quantity allowed on number of broad-  
casts given within a contract year. Announcements  
and program periods of five minutes or more cannot  
be combined to earn discounts.

**CLASS "A"**

(7:00 a.m. to 9:00 a.m. and 5:00 p.m. to  
6:30 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	192.50	115.50	77.00	46.75	32.50	29.00
52 times.....	182.87	109.72	73.15	44.41	30.87	27.55
104 times.....	173.25	103.95	69.30	42.07	29.25	26.10
156 times.....	163.62	98.17	65.45	39.74	27.62	24.65
260 times.....	154.00	92.40	61.60	37.40	26.00	23.20
312 or more times.....	144.37	86.62	57.75	35.06	24.37	21.75

**CLASS "B"**

(6:00 a.m. to 7:00 a.m.; 9:00 a.m. to 5:00  
p.m. and 6:30 p.m. to 11:00 p.m.)

1 time.....	175.00	105.00	70.00	42.50	27.00	24.00
52 times.....	166.25	99.75	66.50	40.38	25.65	22.80
104 times.....	157.50	94.50	63.00	38.25	24.30	21.60
156 times.....	148.75	89.25	59.50	36.13	22.95	20.40
260 times.....	140.00	84.00	56.00	34.00	21.60	19.20
312 or more times.....	131.25	78.75	52.50	31.88	20.25	18.00

**CLASS "C"**

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

1 time.....	100.00	60.00	40.00	30.00	15.00	15.00
52 times.....	95.00	57.00	38.00	28.50	14.25	14.25
104 times.....	90.00	54.00	36.00	27.00	13.50	13.50
156 times.....	85.00	51.00	34.00	25.50	12.75	12.75
260 times.....	80.00	48.00	32.00	24.00	12.00	12.00
312 or more times.....	75.00	45.00	30.00	22.50	11.25	11.25

(\*) One minute transcription or 125 words.

(†) 30-second transcription (no live tie-in) or 50  
words live.

Any advertiser using 624 or more announcements  
within a contractual year will be entitled to an ad-  
ditional 5% discount.

**ANNOUNCEMENT PACKAGES**

Fixed position but not guaranteed—not available  
between 7:00 a.m. and 9:00 a.m.

1 minute:	Total
5 per week flat weekly (20.00 each).....	100.00
10 per week flat weekly (18.00 each).....	180.00
15 per week flat weekly (17.00 each).....	255.00
20 per week flat weekly (16.00 each).....	320.00
30 per week flat weekly (14.00 each).....	420.00
40 per week flat weekly (12.00 each).....	480.00

**Station breaks:**

5 per week flat weekly (16.00 each).....	80.00
10 per week flat weekly (15.00 each).....	150.00
15 per week flat weekly (14.00 each).....	210.00
20 per week flat weekly (13.00 each).....	260.00
30 per week flat weekly (11.00 each).....	330.00
40 per week flat weekly ( 9.00 each).....	360.00

**Quickies:**

10 per week flat weekly (11.00 each).....	110.00
15 per week flat weekly (10.00 each).....	150.00
20 per week flat weekly ( 9.00 each).....	180.00

(This listing continued on next page)

# OKLAHOMA

## Tulsa—KVOO—Continued

Special Nighttime Package  
(6:30 p.m. to 11:00 p.m.)

One-minute announcements, flat, per week:	Total
10 times.....	120.00
15 times.....	165.00
20 times.....	200.00

Regular rate card announcements may be counted toward the minimum requirement for package announcements, but packages cannot earn frequency for rate card announcements.

### WEEKEND AUTOFACT PACKAGE PLANS (Noon Friday to noon Monday)

20 1-minute announcements:	Per week	39 weeks.....	Per week
1 week.....	300.00	52 weeks.....	220.00
13 weeks.....	250.00		210.00
26 weeks.....	240.00		

Run-of-schedule:  
3 times on Friday, 8 times on Sunday.  
7 times on Saturday, 2 times on Monday.  
Not combinable with other packages or regular announcements. 50% of each spot to be devoted to public service information on weather, temperature, road, traffic and other conditions affecting motorists; balance of the time either transcribed or live devoted to advertiser's message.

### SPECIAL FEATURES

News Service—UPI.  
Newscast Rates:  
"Today's First Headlines"—6:00 a.m. to 6:15 a.m., Monday through Saturday. Month to month: 1,050.00 per month; six month non-cancellable contract, 900.00 per month. Three days per week: 540.00 per month; six months non-cancellable contract, 480.00 per month.  
"Rotating Daytime News"—Monday through Saturday

15 minute newscasts at 6:30 a.m., 7:45 a.m., 12:00 noon and 5:45 p.m. Month to month rate: 1,200.00 per month. Six months non-cancellable contract: 1,100.00 per month.  
"Five Minute News"—Monday through Saturday, 5:00 p.m. to 5:05 p.m. Month to month: 720.00 per month. Six months non-cancellable contract: 600.00 per month.  
"10:00 O'Clock News"—Sunday through Saturday, 10:00 p.m. to 10:15 p.m. Month to month rate: 1,200.00 per month. Six months non-cancellable contract: 1,100.00 per month.  
Advertisers using news service on month to month basis will be allowed the six months non-cancellable rate beginning with the seventh month, but no retro-active discount.

Farm Programs:  
"Rural Route 1170"—6:45 a.m. to 7:00 a.m., Monday through Saturday. Month to month: 1,250.00 per month. Six months non-cancellable contract: 1,000.00 per month.

"Farm Profit Bureau"—12:45 p.m. to 1:00 p.m., Monday through Friday. Month to month: 1,250.00 per month. Six months non-cancellable contract: 1,000.00 per month. Additional farm programs are available at regular station rates plus talent.

Sports Programs:  
"Five Minute Sports"—5:05 p.m. to 5:10 p.m. Monday through Saturday. Month to month: 650.00 per month. Six months non-cancellable contract, 575.00 per month.

"Fifteen Minutes Sports"—10:15 p.m. to 10:30 p.m., Monday through Saturday. Month to month: 1,000.00 per month. Six months non-cancellable contract: 875.00 per month. Three days per week: Month to month; 600.00 per month. Six months non-cancellable contract; 500.00 per month.

### TRANSCRIPTIONS

Library Service—Standard, Thesaurus.  
Closing Time  
Deadline 1:00 p.m. daily for day following except noon deadline Saturday for Sunday and Monday.

# VINITA

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

## KVIN

(Established 1954)



Rates effective December 1, 1955.  
Rates received February 9, 1955.  
Owned and operated by Vinita Broadcasting Co.  
Personnel  
General Manager—George S. Lanham.  
Sales Manager—Jerry Webber.  
Program Director—Merle Weisinger.  
Representatives Continental Radio Sales.  
Mailing Instructions  
Business Office, Studio and Transmitter—601 Foreman St., Vinita, Okla. Phone 407. TWX 7441-76.  
Wave—Power—Time  
Operating power—500 watts days.  
Frequency—1470 kilocycles.  
Non-directional.  
Licensed to operate to local sunset.  
Operates on Central Standard Time.  
Operating schedule: 5:30 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  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, SESAC and BMI licenses.  
1 tl. 26 tl. 52 tl. 100 tl. 156 tl. (\*)  
1/2 hour..... 25.00 23.75 22.50 21.25 19.75 17.50  
1/4 hour..... 15.00 14.25 13.50 12.75 11.25 10.50  
10 minutes 12.00 11.40 10.80 10.20 9.00 8.40  
5 minutes 8.00 7.60 7.20 6.80 6.00 5.60  
Station break 4.40 4.20 3.95 3.75 3.30 3.10  
1 minute transcribed.. 4.05 3.85 3.65 3.45 3.00 2.85  
30 seconds transcribed or 100 words live..... 3.70 3.50 3.35 3.15 2.75 2.60  
15 seconds transcribed or 50 words live..... 3.00 2.85 2.70 2.55 2.25 2.10  
(\*) 312 or more times.

### SPECIAL FEATURES

News Service—UPI.  
News every hour; headlines every half-hour.  
POLITICAL  
Regular rates and discounts apply.

# WEWOKA

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

See "Tri-City," Okla.

# WOODWARD

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

## KSIW

(Established 1947)



Rate card undated; received December 4, 1947.  
Owned and operated by Woodward Broadcasting Co.

Personnel  
Manager—Edward A. Ryan.  
Representatives  
John E. Pearson Company.  
Mailing Instructions  
Business Office and Studio—Cedar and 22nd Sts., P. O. Box 508, Woodward, Okla., telephone 1450.  
Transmitter—Woodward, Okla.  
Wave—Power—Time  
Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to 10:15 p.m. week days; 7:00 a.m. to 10:15 p.m. Sundays.  
Agency Commission  
15% to recognized agencies on station time; no cash discount. No commission on talent or political broadcasts. Bills due and payable when rendered.  
General Advertising  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Discounts allowed retroactively on total number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts. Two or more program units of 15 minutes or more broadcast on the same day for the same sponsor within the same time bracket may be combined to earn the 1/2 hour or one hour rate.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	40.00	24.00	18.00	8.00	5.25	3.50
13 times.....	38.00	22.80	15.20	7.60	4.99	3.33
26 times.....	36.00	21.00	14.40	7.20	4.73	3.15
52 times.....	34.00	20.40	13.60	6.80	4.47	2.98
104 times.....	32.00	19.20	12.80	6.40	4.21	2.80
156 times.....	30.00	18.00	12.00	6.00	3.95	2.63
208 times.....	28.00	16.60	11.20	5.60	3.69	2.45
260 or more times.....	26.00	15.20	10.40	5.20	3.43	2.28

(\*) One minute transcription or 100 words live.  
(†) One-half minute transcription or 50 words live.  
SPECIAL FEATURES  
Weather, temperature, market reports—rates on request.

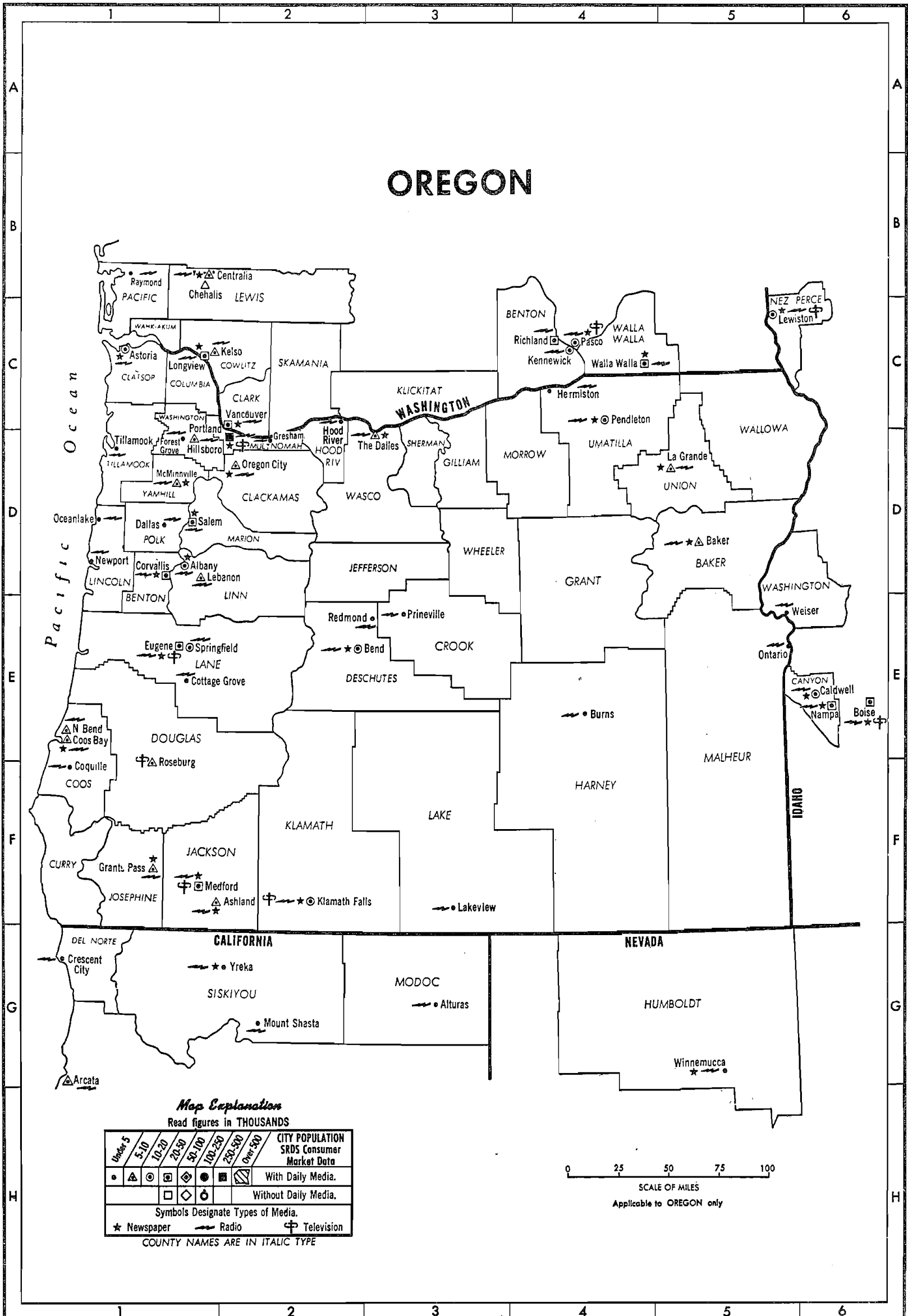
# What Advertising in SRDS Publications Means to You

Advertisements in SRDS are valuable . . .  
. . . to all media which invest in them as a means to promote sales of space and time.  
. . . to all buyers of media who need on-the-spot information in addition to the listing data.  
. . . to all SRDS subscribers, by making it possible to furnish a unique service at surprisingly low cost. All listings in SRDS are at no cost to insure inclusion of all information. Frequent bulletins, between issues, report important changes—a plus service rendered to all subscribers.

4GXF-114



# OREGON

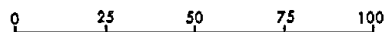


**Map Explanation**

Read figures in THOUSANDS

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

COUNTY NAMES ARE IN ITALIC TYPE



SCALE OF MILES  
Applicable to OREGON only

# SRDS Consumer Market Data

## STATE, COUNTY, CITY, METROPOLITAN AREA DATA

**CITIES AND COUNTIES**

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

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 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			Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Filling Station (\$000)	Farm Popu- lation 1/1/58 (000)	Gross Farm Income 1957 (000)
						Food (\$000)	Drug (\$000)	General Mdse. (\$000)						
<b>OREGON STATE</b> TOTALS.....	1,806.9	583.35	3,047,300	5,224	2,225,000	574,979	63,900	247,116	97,753	98,918	410,634	202,878	226.3	487,043
BAKER D-5.....	14.7	4.83	23,897	4,948	19,447	4,435	700	1,907	942	588	4,948	2,076	4.1	10,337
BENTON E-1.....	36.8	10.64	65,332	6,140	32,896	8,566	912	2,614	1,338	1,420	6,328	4,152	4.9	7,186
Corvallis.....	21.9	5.60	35,595	6,356	28,086	6,972	785	2,226	1,338	1,300	6,203	2,870	.....	.....
CLACKAMAS D-2.....	100.6	32.18	141,715	4,404	74,151	21,057	2,658	3,965	2,036	2,943	17,564	7,832	22.6	23,928
CLATSOP C-1.....	31.4	10.49	62,875	5,994	36,420	10,099	899	2,281	1,975	2,004	5,944	2,860	2.4	2,171
COLUMBIA C-1.....	24.2	7.79	32,056	4,115	19,257	5,639	700	1,981	365	766	3,412	2,571	7.6	5,399
COOS F-1.....	64.8	20.96	109,635	5,231	69,699	20,655	2,694	5,339	2,490	2,418	15,691	6,506	6.0	6,863
CROOK E-3.....	10.1	2.93	18,490	6,311	12,296	3,137	428	549	470	229	4,316	1,324	1.7	6,502
GRANT F-1.....	11.7	4.06	18,088	4,455	10,925	3,759	311	1,045	104	194	1,402	2,054	1.8	2,631
DESCHUTES E-2.....	25.2	8.05	34,915	4,337	30,698	7,762	1,216	2,057	1,373	1,037	6,852	3,880	4.4	4,722
DOUGLAS E-1.....	77.3	23.68	124,943	5,276	81,857	25,038	1,808	5,626	3,964	3,215	16,425	9,751	8.9	8,183
GILLIAM D-3.....	2.7	.85	8,221	9,672	5,665	793	185	58	134	88	1,281	672	.9	10,701
GRANT D-4.....	9.8	3.04	18,258	6,006	9,678	2,445	378	971	352	187	3,132	525	1.9	3,569
HARNEY F-4.....	8.0	2.47	11,973	4,847	10,132	2,205	223	541	164	168	2,618	1,686	1.5	5,658
HOOD RIVER D-2.....	13.8	4.36	20,751	4,759	17,674	5,046	431	1,260	715	779	2,145	1,705	5.3	18,703
JACKSON F-1.....	70.7	23.20	111,516	4,807	90,732	23,128	2,309	7,938	2,782	4,109	18,168	7,738	10.2	14,084
Medford.....	23.1	7.98	44,526	5,580	57,450	11,210	1,765	6,648	2,474	3,024	14,709	3,783	.....	.....
JEFFERSON D-3.....	6.8	1.95	11,997	6,152	9,136	2,044	396	399	237	296	2,117	814	2.6	14,441
JOSEPHINE F-1.....	33.6	11.12	49,184	4,423	40,563	10,164	1,345	3,375	876	1,549	8,167	4,430	5.7	4,789
KLAMATH F-2.....	43.8	13.94	76,880	5,515	66,368	16,071	1,550	6,534	4,102	2,147	12,136	7,057	5.3	25,491
LAKE F-3.....	7.1	2.22	12,568	5,661	10,457	3,079	507	642	247	112	2,588	892	1.8	5,615
LANE E-1.....	156.9	48.76	327,479	6,716	190,653	54,039	4,816	18,937	8,887	10,529	34,018	19,473	16.3	18,479
Eugene.....	47.9	15.33	131,943	8,607	113,939	24,966	3,123	15,525	7,052	7,890	21,748	8,874	.....	.....
Eugene Metro Area.....	156.9	48.76	327,479	6,716	190,653	54,039	4,816	18,937	8,887	10,529	34,018	19,473	.....	.....
LINCOLN D-1.....	26.9	9.08	38,876	4,281	28,751	9,354	665	821	831	867	4,220	6,931	2.6	4,035
LINN D-2.....	68.9	21.22	93,962	4,428	64,415	16,605	2,152	4,162	2,121	4,228	12,873	6,706	13.2	27,083
MALHEUR E-5.....	22.7	6.45	30,093	4,666	31,049	5,687	836	2,453	752	2,582	5,271	2,759	12.2	36,963
MARION D-2.....	109.0	32.59	158,055	4,850	134,685	28,486	5,038	12,768	8,188	5,940	26,114	14,823	19.8	36,357
Salem <sup>2</sup> .....	47.7	15.16	78,088	5,151	99,129	18,555	4,589	11,283	7,611	4,577	22,444	10,241	.....	.....
Salem Metro Area.....	133.4	40.10	192,883	4,810	154,247	34,479	6,417	14,133	8,452	7,375	28,852	17,598	.....	.....
MORROW D-4.....	5.0	1.56	10,843	6,951	6,715	1,646	113	146	227	85	1,218	852	2.0	13,653
MULTNOMAH D-2.....	563.2	192.04	1,033,290	5,381	837,258	209,754	20,395	140,851	43,792	38,702	131,883	53,388	5.5	14,015
Portland.....	424.9	147.94	824,418	5,573	780,428	187,718	18,032	139,369	42,854	36,785	125,043	48,106	.....	.....
Portland Metro Area.....	839.8	279.42	1,463,268	5,237	1,061,987	275,693	28,264	154,725	49,859	49,301	178,806	75,563	.....	.....
POLK D-1.....	24.4	7.51	34,828	4,638	19,562	5,993	1,379	1,365	264	1,435	2,738	2,775	7.6	15,912
SHERMAN D-3.....	2.2	.72	5,447	7,565	3,645	785	.....	134	.....	.....	353	609	1.2	13,650
TILLAMOOK D-1.....	21.0	6.71	36,767	5,479	22,898	5,747	785	1,652	705	778	4,182	2,648	3.5	7,361
UMATILLA D-4.....	41.4	12.89	63,511	4,927	63,708	15,689	1,907	3,546	2,357	2,433	13,184	6,270	7.7	38,520
UNION D-5.....	19.7	6.41	26,886	4,194	21,133	5,758	902	1,446	1,314	1,477	3,773	2,972	3.9	11,742
WALLOWA C-5.....	7.1	2.28	11,504	5,046	9,169	2,059	521	683	326	241	1,920	1,001	2.7	8,180
WASCO D-3.....	27.5	9.00	36,814	4,090	35,085	7,189	1,350	3,075	931	1,493	9,030	2,734	3.3	13,384
WASHINGTON C-1.....	83.8	26.72	137,862	5,160	69,932	21,680	2,047	3,460	1,370	2,582	15,434	6,330	14.5	22,358
WHEELER D-3.....	3.7	1.12	5,753	5,137	1,507	408	92	89	18	.....	441	362	.7	2,887
YAMHILL D-1.....	30.4	9.53	42,036	4,411	36,784	8,978	1,252	2,446	1,004	1,297	8,748	3,720	10.0	21,491

(2) Includes portion in Polk County.

### RETAIL SALES — AUTOMOTIVE STORES

Based on the 1954 Census of Business Retail Trade, Automotive Stores include these categories: motor vehicle dealers, tire, battery and accessory dealers, motorcycle dealers, aircraft dealers (for private use only), boat dealers, passenger automobile trailer dealers, and related automobile product dealers.

Establishments primarily selling trucks and motorized industrial equipment are excluded from this category, since they are considered (by the Census) as wholesalers.

# 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
<b>STATE TOTAL</b>	<b>583,350</b>	<b>569,320</b>	<b>1.1645</b>
Baker	4,830	4,690	.0096
Benton	10,640	10,450	.0214
Clackamas	32,180	31,280	.0640
Clatsop	10,490	10,200	.0209
Columbia	7,790	7,570	.0155
Coos	20,960	20,370	.0417
Crook	2,930	2,850	.0058
Curry	4,060	3,950	.0081
Deschutes	8,050	7,900	.0162
Douglas	23,680	23,020	.0471
Gilliam	850	820	.0017
Grant	3,040	2,930	.0060
Harney	2,470	2,380	.0049
Hood River	4,360	4,240	.0087
Jackson	23,200	22,550	.0461
Jefferson	1,950	1,900	.0039
Josephine	11,120	10,810	.0221
Klamath	13,940	13,550	.0277
Lake	2,220	2,160	.0044
Lane	48,760	47,400	.0969
Lincoln	9,080	8,830	.0181
Linn	21,220	20,630	.0422
Malheur	6,450	6,270	.0128
Marion	32,590	31,680	.0648
Morrow	1,560	1,510	.0031
Multnomah	192,040	188,540	.3856
Polk	7,510	7,300	.0149
Sherman	720	700	.0014
Tillamook	6,710	6,520	.0133
Umatilla	12,890	12,530	.0256
Union	6,410	6,240	.0128
Wallowa	2,280	2,220	.0045
Wasco	9,000	8,750	.0179
Washington	26,720	26,240	.0537
Wheeler	1,120	1,080	.0022
Yamhill	9,530	9,260	.0189

## OREGON

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

### STATE NETWORKS

#### Oregon Trail Network

Rates received August 23, 1957.  
Business Office—Box 540, Ontario, Ore.  
Owned and operated by Inland Radio, Inc., Ontario, Ore.  
**Personnel**  
General Manager—Gordon Capps.  
**Representatives**  
W. S. Grant Co., Inc.  
Northwest—Art Moore and Associates, Inc.

Comprised of:  
KSRV—Ontario KBKR—Baker KLBK—La Grande  
**Agency Commission**  
15% on net station time to recognized agencies; no cash discount.  
**General Advertising**  
Rates are predicated on fulfillment of contract within a 12 month period, except Saturation Package. Rates are for day or night.  
NOTE: Oregon Trail Network stations operate on one rate only; rates apply for day or night.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	81.50	49.00	28.00	14.00	9.00	6.75
13 times.....	66.50	38.25	22.00	13.25	8.50	6.50
26 times.....	63.50	36.25	20.75	12.50	8.10	6.10
52 times.....	59.50	34.25	19.25	11.90	7.50	5.75
104 times.....	55.50	32.25	18.50	11.65	7.25	5.50
156 times.....	51.50	31.25	18.00	11.25	7.05	5.25
260 times.....	47.50	28.25	17.25	10.85	6.85	5.10
312 times.....	43.50	26.25	16.50	10.60	6.65	5.00

**SATURATION PACKAGE**  
75 30-second announcements (used in a 30 day period)..... 380.00  
150 30-second announcements (used in a 30 day period)..... 700.00  
Time Signals or ID's (10 seconds)—50% of applicable one minute rate.  
**Closing Time**  
All programs close one day in advance of broadcast.

#### Tri-Mart Radio Network

Rates effective July 1, 1957. (Card No. 2.)  
Card received July 10, 1957.  
Business Office—P. O. Box 689, Corvallis, Ore. Plaza 3-6633.  
**Representatives**  
Chicago & New York—Everett-McKinney, Inc.  
California—Headley Reed Company.  
Seattle & Tacoma—Hugh Feltis and Associates.  
Portland—H. S. Jacobson.

Comprised of:  
KSLM—Salem KORE—Eugene KFLY—Corvallis  
**Agency Commission**  
15% to recognized agencies; no cash discount.  
**General Advertising**  
All contracts to be fulfilled within 12-month period. Rates shown are for station time only. Following rates apply only when identical schedule ordered on all three stations. Copy, transcriptions, instructions to be sent direct to each station.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.	10 sec.
1 time.....	120.40	77.20	55.20	32.80	17.32	13.88	8.66
13 times.....	111.60	73.20	51.60	31.20	16.72	13.40	8.37
26 times.....	105.20	70.80	48.40	29.60	16.12	12.92	8.06
52 times.....	98.00	68.40	46.00	28.00	15.52	12.44	7.77
104 times.....	90.00	66.00	43.60	26.80	14.92	11.96	7.34
156 times.....	82.00	62.00	39.60	25.20	14.32	11.48	7.17
260 times.....	76.40	59.60	36.80	24.00	13.72	11.00	6.86
520 times.....	.....	.....	.....	.....	11.92	9.56	5.96
1000 times.....	.....	.....	.....	.....	10.12	8.12	5.06
2000 times.....	.....	.....	.....	.....	8.12	6.68	4.06

**SPOT ANNOUNCEMENT PACKAGES**

	1 min.	30 sec.	10 sec.
Per week:	.....	.....	.....
10 times.....	117.20	91.60	58.65
20 times.....	218.20	168.80	109.20
30 times.....	303.60	231.60	152.40
40 times.....	364.80	273.60	182.70

**Discounts**  
KSLM and KORE combined single station rate... 10%  
KSLM and KFLY or KORE and KFLY combined single station rate..... 10%

## ALBANY

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

### KWIL

(Established 1941)



Rates effective January 1, 1959. (Card No. 5.)  
Rates received November 28, 1958.  
Owned and operated by Albany Radio Corp.  
**Personnel**  
Pres. & Gen'l Mgr.—Larry Gordon.  
Station Manager—Warren E. Stoffer.  
**Representatives**  
Oregon, Washington—Art Moore and Associates, Inc.  
California—William A. Ayres Company.  
**Mailing Instructions**  
Mailing Address—P. O. Box 485, Albany, Ore.  
Business Office, Studio and Transmitter—4 miles east of Albany on Highway 20.  
Executive and Sales Office—Albany Hotel, Albany, Ore.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—790 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate full 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 advertising agencies on net station time charges; no cash discount.  
**General Advertising**  
For combination rates see listings of Mutual Broadcasting System and Don Lee Broadcasting System (Northwest Group).  
Rates include charges by owners of music copyrights.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.	10 sec.
1 time.....	40.00	24.00	16.00	9.00	6.00	4.50	3.00
13 times.....	38.00	22.80	15.20	8.55	5.70	4.30	2.85
26 times.....	36.00	21.60	14.40	8.10	5.40	4.05	2.70
52 times.....	34.00	20.40	13.60	7.65	5.10	3.85	2.55
156 times.....	32.00	19.20	12.80	7.20	4.80	3.60	2.40
260 times.....	28.00	16.80	11.20	6.30	4.20	3.15	2.10
312 times.....	26.00	15.60	10.40	5.85	3.90	2.95	1.95

**PACKAGE RATES**  
(Run-of-schedule)

	1 min.	30 sec.	10 sec.
Per week:	.....	.....	.....
10 times.....	5.70	57.00	4.30
15 times.....	5.40	81.00	4.05
20 times.....	5.10	102.00	3.85
25 times.....	4.80	120.00	3.60
30 times.....	4.50	135.00	3.40
40 times.....	4.20	168.00	3.15
50 times.....	3.90	195.00	2.95

**Per month:**  
25 times..... 5.10 127.50 3.85 96.25 2.55 63.75  
50 times..... 4.80 240.00 3.60 180.00 2.40 120.00  
75 times..... 4.20 315.00 3.15 236.25 2.10 157.50  
100 times..... 3.90 390.00 2.95 295.00 1.95 195.00

**SPECIAL FEATURES**  
News Service—AP.  
**TRANSCRIPTIONS**  
Library Service—World.

(Call letters not received)  
(C. P. 25 w. days; 990 kc.)  
Albany Broadcasting Co.  
1016 Washington St.  
Albany, Ore.

## ASHLAND

Jackson County—Map Location F-1  
See SRDS consumer market map and data at beginning of the State.

### KWIN

(Established 1946)



Rates effective April 1, 1957.  
Rates received March 26, 1957.  
Owned and operated by Rogue Valley Broadcasters, Inc.  
**Personnel**  
President—Douglas D. Kahle.  
Station Manager—Elliott Motschenbacher.

## OREGON

**Representatives**  
John E. Pearson Company.  
Northwest—Art Moore and Associates, Inc.  
**Mailing Instructions**  
Business Office, Studio and Transmitter—1160 Helman St., P. O. Box 227, Ashland, Ore., telephone Murdock 2-4381.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Pacific Time.  
Operating schedule: 6:30 a.m. to 10:00 p.m. Monday through Saturday; Sunday 7:00 a.m. to 10:30 p.m.

**Agency Commission**  
15% to recognized agencies on station time; no cash discount.  
**General Advertising**  
For combination rates see Don Lee Broadcasting System (Northwest [Oregon] Group) and Mutual Broadcasting System.  
Single rate applicable all hours.

**GENERAL RATES**

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	30.00	18.00	12.00	7.50	4.75
26 times.....	27.00	16.20	10.80	6.75	4.50
52 times.....	25.50	15.30	10.20	6.35	4.25
104 times.....	24.00	14.40	9.60	6.00	4.00
156 times.....	22.50	13.50	9.00	5.60	3.75
260 times.....	21.00	12.60	8.40	5.25	3.25
520 times.....	19.50	11.70	7.80	4.85	3.00

**SPECIAL WEEKLY PACKAGES**  
Announcements—1 minute or less:  
Per week: 1 wk. 2 wks. 3 wks.  
5 times, each..... 4.25 4.00 3.75  
10 times, each..... 4.00 3.75 3.50  
15 times, each..... 3.75 3.50 3.25  
20 times, each..... 3.50 3.25 3.00  
30 times, each..... 3.25 3.00 2.75  
40 times, each..... 3.00 2.75 2.50

**SPECIAL FEATURES**  
News Service—UPI and local. Regular rates apply. (D)

## ASTORIA (2 AM)

Clatsop County—Map Location C-1  
See SRDS consumer market map and data at beginning of the State.

### KAST

(Established 1925)



Rates effective January 1, 1959.  
Rates received November 28, 1958.  
Owned and operated by Astoria Broadcasting Co.  
**Personnel**  
Pres. & Gen'l Mgr.—Robert B. Chessman.  
Business Manager—Mrs. Mary Ristola.  
**Representatives**  
Northwest—Art Moore and Associates, Inc.  
California—William A. Ayres Company.

**Mailing Instructions**  
Business Office, Studio and Transmitter—1006 West Marine Drive, Astoria, Ore. Fairfax 5-2911  
**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1370 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Pacific Time.  
Operating schedule: Daily 6:00 a.m. to 12:00 midnight.

**Agency Commission**  
Agency commission 15% on net charges for station facilities to recognized advertising agencies. Bills rendered monthly. No cash discount.  
**General Advertising**  
For combination rates see Mutual Broadcasting System and Don Lee Broadcasting System.  
Affiliated with Keystone Network.  
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.....	30.00	18.00	12.00	10.00	7.50	5.00
13 times.....	28.50	17.10	11.40	9.50	7.15	4.75
26 times.....	27.00	16.20	10.80	9.00	6.80	4.50
52 times.....	25.50	15.30	10.20	8.50	6.45	4.25
104 times.....	24.00	14.40	9.60	8.00	6.10	4.00
156 times.....	22.50	13.50	9.00	7.50	5.75	3.75
260 times.....	21.00	12.60	8.40	7.00	5.40	3.50
312 times.....	19.50	11.70	7.80	6.50	5.05	3.25

**PACKAGE RATES**  
(Run-of-schedule)

	1 min.	30 sec.	10 sec.
Per week:	.....	.....	.....
10 times.....	4.75	47.50	3.55
15 times.....	4.50	67.50	3.40
20 times.....	4.25	85.00	3.20
25 times.....	3.75	93.75	2.80
30 times.....	3.60	108.00	2.70
40 times.....	3.50	140.00	2.60
50 times.....	3.25	162.50	2.45

**Per month:**  
25 times..... 4.25 106.25 3.20 80.00 2.15 53.75  
50 times..... 3.75 187.50 2.80 140.00 1.90 95.00  
75 times..... 3.50 262.50 2.60 195.00 1.75 131.25  
100 times..... 3.25 325.00 2.45 245.00 1.65 165.00

**SPECIAL FEATURES**  
News Service—UPI.

### KVAS

(Established 1950)

Rates effective March 1, 1954.  
Rates received March 1, 1954.  
Rev. (Pkg. rates) rec'd January 2, 1958.  
Owned and operated by Lower Columbia Broadcasting Co.

**Personnel**  
President—Wm. Tracy Moore.  
General Manager—Daniel P. Keough.  
(This listing continued on next page)



# OREGON

## Astoria—K V A S—Continued

Business Manager—T. R. Williams.  
Commercial Mgr.—Kent S. Freeman, Jr.

### Representatives

New York—Chicago—Hal Holman Company.  
California—Tracy Moore & Associates, Inc.  
Seattle—Fred Siegner & Assoc.  
Portland—H. S. Jacobson.

### Mailing Instructions

Business Office, Studio and Transmitter—1418 Commercial St., Astoria, Ore., Fairfax 5-6221.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1230 kilocycles.

### Non-directional.

Operates on Pacific Time.

Licensed to operate unlimited time.

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

### Agency Commission

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

### General Advertising

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	35.00	21.00	14.00	7.50
13 times.....	33.15	19.95	13.20	7.15
26 times.....	31.50	18.90	12.60	6.80
52 times.....	29.75	17.85	11.90	6.45
104 times.....	28.00	16.80	11.20	5.75
260 times.....	26.25	15.75	10.50	5.40
312 times.....	22.75	13.65	9.10	4.70

### PACKAGE RATES

1-minute announcements, per week:

1 announcement.....	4.00
3 announcements.....	11.40
5 announcements.....	18.00
10 announcements.....	34.00
15 announcements.....	48.00
20 announcements.....	60.00

### SPECIAL FEATURES

News Service—UPI, no extra charge.

Local and regional sports available.

### POLITICAL

Regular rates apply. Payable in advance.

## BAKER

Baker County—Map Location D-5

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

## KBKR

(Established 1939)



Rates received March 13, 1947.

Owned and operated by Oregon Trail Broadcasting Co., Inc.

### Personnel

General Manager—Kenneth B. Lockwood.

### Representatives

W. S. Grant Company, Inc.

Northwest—Art Moore and Associates, Inc.

### Mailing Instructions

Business Office and Studios—2030 Auburn Ave., Baker, Ore., Jackson 3-4431.

Transmitter—Two miles N. E. of Baker on "H" St.

### Wave—Power—Time

Operating power—250 watts.

Frequency—1490 kilocycles.

### Non-directional.

Licensed to operate unlimited time.

Operates on Pacific Time.

### Agency Commission

15% to recognized advertising agencies on net station time; no cash discount. Accounts payable 20th of month following service.

### General Advertising

For combination rates see Oregon Trail Network and Keystone Network. The following rates apply to national advertising.

Rates include music copyright fees. Rates are predicated upon fulfillment of contract within a 12 month period.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	30.00	18.00	10.75	5.50	3.75
13 times..	28.50	17.00	10.25	5.25	3.50
26 times..	27.00	16.25	9.75	5.00	3.25
52 times..	25.00	15.25	9.25	4.75	3.10
104 times..	24.50	15.00	9.00	4.65	3.05
156 times..	24.00	14.50	8.75	4.50	3.00
260 times..	23.50	14.00	8.50	4.35	2.95
312 times..	22.50	13.50	8.25	4.25	2.85

(\*) Announcements of one minute or less either live or transcribed.

### Closing Time

All programs close one day in advance of broadcast.

## BEND

Deschutes County—Map Location E-2

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

## KBND

(Established 1938)



Rates effective July 1, 1957. (Card No. 7.)

Card received June 3, 1957.

Owned and operated by Central Oregon Broadcasting Company.

### Personnel

General Manager—Frank H. Logan.

### Representatives

McGavren-Quinn Co.

Oregon, Washington—Art Moore and Associates, Inc.

### Mailing Instructions

Business Office and Studio—Coble Bldg., Bend, Ore., telephone 848.

Transmitter—Butler Market Road, Bend, Ore.

### Wave—Power—Time

Operating power—5,000 watts days, 1,000 watts nights.

Frequency—1110 kilocycles.

Directional—nighttime only.

Licensed to operate full time.

Operates on Pacific Time.

Operating schedule: 6:00 a.m. to 11:00 p.m.; 8:00 a.m. to 11:00 p.m. Sundays.

### Agency Commission

15% on net station time and talent to recognized advertising agencies; no cash discount. Bills due and payable when rendered.

### General Advertising

For combination rates see Mutual Broadcasting System, Don Lee Broadcasting System (Northwest [Oregon] Group) and Keystone Network.

It includes music copyright fees.

BMI, ASCAP and SESAC licenses.

No blanket contracts accepted. No contracts accepted for longer than one year.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	50.00	30.00	20.00	12.00	6.50
13 times..	46.70	28.50	18.70	11.35	6.25
26 times..	43.50	26.00	17.40	10.70	5.85
52 times..	40.10	24.50	16.10	10.00	5.45
156 times..	36.70	23.00	14.60	9.35	5.05
260 times..	33.40	21.50	13.70	8.65	4.65
312 times..	30.10	20.00	12.20	8.00	4.25

(\*) Station break—100 words or one minute transcribed.

### SPOT PACKAGE RATES

25 spots in 30 days.....	127.50
50 spots in 30 days.....	225.50
100 spots in 30 days.....	425.00

### SPECIAL FEATURES

News Service—UPI leased wire. Rates on request.

Participations and special programs—rates on request.

### POLITICAL

Regular rates apply; payable in advance.

## BURNS

Harney County—Map Location F-4

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

## KRNS

(Established 1957)

Rates effective November 1, 1958.

Rates received November 11, 1957.

Owned and operated by James Ward and Howard McDonald.

### Personnel

Co-Managers—Howard McDonald & James Ward.

### Representatives

Northwest—Art Moore and Associates, Inc.

### Mailing Instructions

Business Office and Studio—244 N. Broadway, P. O. Box 271, Burns, Ore. Phone 7300.

Transmitter—1 mi. south of city limits on Egan Ave., Ore.

### Wave—Power—Time

Operating power—250 watts.

Frequency—1230 kilocycles.

Operating schedule: 6:30 a.m. to 6:30 p.m. Monday through Thursday; 6:30 a.m. to 10:00 p.m. Friday and Saturday; 9:00 a.m. to 6:00 p.m. Sunday.

### Agency Commission

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

### General Advertising

Affiliated with Keystone Network.

Accepts AAAA copyrighted contracts.

BMI and ASCAP licenses.

No per inquiry advertising accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	35.00	25.00	15.00	7.50	4.00
13 times..	33.00	23.00	14.00	7.00	3.50
26 times..	31.00	21.00	13.00	6.50	3.00
52 times..	29.00	19.00	12.00	6.00	2.50
312 times..	27.00	17.00	11.00	5.50	2.00

### SATURATION PACKAGES

(Best times available)

Per month:	
25 announcements.....	75.00
50 announcements.....	125.00
100 announcements.....	200.00

### SPECIAL FEATURES

News every hour, 5 minutes before the hour, no extra charge. Portable remote studio, rates on request.

Sports available.

### POLITICAL

Regular rates apply. Cash in advance.

### Closing Time

24 hours in advance of broadcast.

## COOS BAY-NORTH BEND

(3 AM)

Coos County—Map Location F-1

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.

## KFIR

(Established 1951)



Rates effective August 15, 1955. (Card No. 2.)

Card received August 22, 1955.

Owned and operated by Bay Broadcasting Co.

### Personnel

President—Josephine Edwards.

Manager—Jack Hampton.

Traffic Manager—Mrs. Margaret Jacoby.

### Representatives

Northwest—Hugh Feltis and Associates.

Portland—H. Quenton Cox & Associates.

National—W. S. Grant Company, Inc.

### Mailing Instructions

Business Office and Studio—P. O. Box 905, North Bend, Ore., Skyline 9-7351.

Transmitter—Glasgow, Ore.

### Wave—Power—Time

Operating power—250 watts.

Frequency—1340 kilocycles.

### Non-directional.

Licensed to operate unlimited time.

Operates on Pacific Time.

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

### Agency Commission

15% to recognized agencies on time only; no cash discount. Bills rendered last day of month; payable when rendered.

### General Advertising

Affiliated with CBS Radio Network.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

No per inquiry business accepted.

Current advertisers receive 26 weeks rate protection from effective date of any rate change, providing service is continuous.

Programs and announcements used in a year may be combined to earn frequency discount.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time....	40.00	24.00	16.00	12.00	8.00	5.25
13 times..	38.00	22.80	15.20	11.40	7.60	5.00
26 times..	36.00	21.60	14.40	10.80	7.20	4.75
52 times..	34.00	20.40	13.60	10.20	6.80	4.50
75 times..	32.00	19.20	12.80	9.60	6.40	4.20
104 times..	30.00	18.00	12.00	9.00	6.00	3.95
156 times..	28.00	16.80	11.20	8.40	5.60	3.65
260 times..	26.00	15.60	10.40	7.80	5.20	3.45
312 or more times.....	24.00	14.40	9.60	7.20	4.80	3.15

(\*) One minute or less, live or transcribed. 20% additional charge for news broadcasts.

### ANNOUNCEMENT PACKAGES

(To be used in 7 days)

10 announcements.....	40.00	Total
15 announcements.....	56.25	
20 announcements.....	70.00	
30 announcements.....	97.50	

### SPECIAL FEATURES

News Service—UPI.

Three mobile units.

### POLITICAL

One time rates apply; no frequency discounts. Cash in advance.

### TRANSCRIPTIONS

Library Service—World.

### Closing Time

24 hours in advance of broadcast.

## KOOS

COOS BAY

(Established 1928)

Rates effective August 15, 1954.

**Coos Bay-North Bend—Continued**

**KYNG  
COOS BAY**

(Established 1956)

Rates effective December 21, 1956. (Card No. 1.)  
Rates received February 1, 1957.

Owned and operated by KYNG Radio Inc.

**Personnel**

General Manager—P. F. Waters.

**Representatives**

Northwest—H. S. Jacobson.

**Mailing Instructions**

Business Office and Studio—P. O. Box 657, Coos Bay, Ore.  
Transmitter—Eastside, Ore.

**Wave—Power—Time**

Operating power—1,000 watts.  
Frequency—1420 kilocycles.  
Non-directional.

Licensed to operate daytime only.  
Operates on Pacific Standard Time.  
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 in 10 days.

**General Advertising**

Rates include music copyright fees.  
ASCAP and BMI licenses.

	1 hr.	1/2 hr.	1/4 hr.	1 min.
1 time.....	48.00	29.00	19.00	6.30
52 times.....	45.00	27.00	18.00	5.85
104 times.....	42.00	25.00	16.80	5.55
156 times.....	39.00	23.40	15.60	5.15
260 times.....	36.00	21.60	14.40	4.80
312 times.....	33.00	19.80	13.20	4.40

**PACKAGE RATES**

25 announcements within 7 days..... 120.00  
50 announcements within 30 days..... 220.00

**SATURATION SPOTS**

Minimum 10 per day, each..... 4.00

**SPECIAL FEATURES**

News Service—UPI. Service charge 20%.

**POLITICAL**

Regular rates apply; payable in advance.

**Closing Time**

5 days in advance of broadcast.

**COQUILLE**

Coos County—Map Location F-1

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

**KWRO**

(Established 1948)

Rates received May 8, 1957.

Owned and operated by KWRO, Inc.

**Personnel**

General Manager—Leonard F. Epling.

**Representatives**

Portland—Seattle—Art Moore and Associates, Inc.  
San Francisco & Los Angeles—William A. Ayres, Co.

**Mailing Instructions**

Business Office and Studio—P. O. Box 396, Oerding Hts., Coquille, Ore., telephone 3961.  
Transmitter—Coquille, Ore., on U. S. Highway 101.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—630 kilocycles.  
Non-directional.

Licensed to operate daytime only.  
Operates on Pacific Standard Time.  
Operating schedule: Sundays 8:00 a.m. to sunset; week days 6:00 a.m. to sunset.

**Agency Commission**

15% to recognized advertising agencies on net station time; no cash discount. Bills due and payable when rendered.

**General Advertising**

The following rates are for national advertising.  
BMI, ASCAP and SESAC licenses.  
Affiliated with Keystone Network.

	1 hr.	1/2 hr.	1/4 hr.	1 min.
1 time.....	36.00	21.75	14.25	6.00
13 times.....	33.75	20.25	13.50	5.60
26 times.....	31.50	18.75	12.60	5.30
52 times.....	29.25	17.55	11.70	4.90
104 times.....	27.00	17.20	10.80	4.60
156 times.....	24.75	14.85	9.89	4.20
260 times.....	22.50	13.50	9.00	3.80
312 times.....	20.25	12.15	8.10	3.50

**PACKAGE RATES**

Per week:	-1 minute-		-30 seconds-		-10 seconds-	
	Each	Total	Each	Total	Each	Total
10 times.....	5.60	56.00	4.20	42.00	2.80	28.00
15 times.....	5.30	79.50	3.95	59.25	2.65	45.75
20 times.....	4.90	98.00	3.65	73.00	2.45	49.00
25 times.....	4.20	105.00	3.15	78.75	2.10	52.50
30 times.....	4.00	120.00	3.00	90.00	2.00	60.00
40 times.....	3.80	152.00	2.85	114.00	1.90	76.00
50 times.....	3.50	175.00	2.60	130.00	1.75	87.50

Per month:	1 hr.	1/2 hr.	1/4 hr.	1 min.
25 times.....	4.50	112.50	3.35	83.75
50 times.....	4.00	200.00	3.00	150.00
75 times.....	3.85	287.50	2.90	217.50
100 times.....	3.25	325.00	2.45	245.00

**SPECIAL FEATURES**

News Service—UPI. Regular rates apply.

**POLITICAL**

Regular rates apply. Cash in advance.

**Closing Time**

Broadcast copy and program material must be received by station 48 hours in advance of schedule time of program.

**CORVALLIS (2 AM)**

Benton County—Map Location E-1  
See SRDS consumer market map and data at beginning of the State.

**KFLY**

(Established 1954)



Rates effective November 1, 1958. (Card No. 2.)  
Card received October 27, 1958.

Owned and operated by Midland Broadcasting Company.

**Personnel**

Pres. & Gen'l Mgr.—Dave Hoss.  
Farm Director—Lee Boner.

**Representatives**

Everett—McKinney, Inc.  
Seattle & Tacoma—Hugh Felts and Associates.  
Portland—H. S. Jacobsen.  
California—Headley Reed Company.

**Mailing Instructions**

Business Office and Studio—Hotel Benton, Corvallis, Ore. Plaza 3-6633.  
Mailing Address—P. O. Box 689, Corvallis, Ore.  
Transmitter—Highway 99W, north of Corvallis, Ore.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1240 kilocycles.  
Non-directional.

Operates on Pacific Standard Time.  
Licensed to operate unlimited time.  
Operating schedule: 6:00 a.m. to midnight, Monday through Saturday; 8:00 a.m. to 11:00 p.m. Sunday.

**Agency Commission**

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

**General Advertising**

Affiliated with the Tri-Mart Radio Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
All discounts are predicated upon the fulfillment of contracts within a 12 month period.

	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.	10 sec.
1 time.....	27.00	17.00	8.50	5.00	4.00	3.00
13 times.....	25.00	16.00	8.00	4.80	3.80	2.90
26 times.....	24.00	15.00	7.50	4.70	3.70	2.80
52 times.....	23.00	14.00	7.00	4.60	3.60	2.70
104 times.....	22.00	13.00	6.50	4.50	3.50	2.60
156 times.....	21.00	12.00	6.00	4.40	3.40	2.50
260 times.....	20.00	11.00	5.00	4.30	3.30	2.40
520 times.....	.....	.....	.....	4.20	3.20	2.30
1,000 times.....	.....	.....	.....	4.00	3.00	2.10
2,000 times.....	.....	.....	.....	3.50	2.50	1.60

**SPOT ANNOUNCEMENT PACKAGES**

Per week:	- 1 minute -		- 30 seconds -		- 10 sec. ID -	
	Each	Total	Each	Total	Each	Total
10 times.....	4.50	45.00	3.50	35.00	2.50	25.00
20 times.....	4.25	85.00	3.25	65.00	2.40	48.00
30 times.....	4.00	120.00	3.00	90.00	2.30	69.00
40 times.....	3.75	150.00	2.75	110.00	2.20	88.00
50 times.....	3.50	175.00	2.50	125.00	2.10	105.00

**SPECIAL FEATURES**

News Service—UPI. No extra charge.

**KOAC**

(Established 1922)

Owned and operated by Oregon State System of Higher Education.  
Frequency—550 kilocycles.

Does not sell time.

**KLOO**

(Established 1947)

Rates effective May 1, 1957.

Rates received May 27, 1957.

Owned and operated by Benton Broadcasters, Inc.

**Personnel**

General Manager—Robert Beattie.  
Program Director—Dale Allison.  
Chief Engineer—Don Wilkonson.

**Representatives**

Joseph Hershey McGillvra, Inc.

**Mailing Instructions**

Business Office and Studio—P. O. Box 731, Corvallis, Ore., Plaza 3-3822.  
Transmitter—Corvallis, Ore.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1340 kilocycles.  
Non-directional.

Licensed to operate full time.  
Operates on Pacific Standard Time.  
Operating schedule: 6:00 a.m. to midnight Monday through Saturday; 8:00 a.m. to midnight Sunday.

**Agency Commission**

15% to recognized agencies on net time, excluding talent cost. Bills rendered monthly.

**General Advertising**

The following rates are for station time only.  
Blanket BMI and ASCAP music licenses.  
Rates are for national and local.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	37.50	22.00	15.00	8.50	4.25
13 times.....	35.00	19.50	14.50	8.00	4.00
26 times.....	32.50	18.50	13.50	7.50	3.75
52 times.....	30.00	17.50	12.50	7.00	3.45
78 times.....	28.50	17.00	11.50	6.50	3.15
104 times.....	26.00	16.50	11.00	6.00	2.95
156 times.....	24.50	16.00	10.50	5.50	2.75
260 times.....	22.00	15.50	10.00	5.00	2.60
312 times.....	20.00	15.00	9.50	4.50	2.40

**OREGON**

**PACKAGE RATES**

Run-of-schedule:  
25 announcements in 7 days..... 70.00  
50 announcements in 30 days..... 125.00  
100 announcements in 30 days..... 200.00

**SPECIAL FEATURES**

News Service—AP.  
Talent available for sports-casts in all major athletic events.

**POLITICAL**

Political advertising is accepted on regular station policies and rates, payable in advance.

**COTTAGE GROVE**

Lane County—Map Location E-1  
See SRDS consumer market map and data at beginning of the State.

**KOMB**

(Established 1953)

Rates effective April 1, 1957.  
Rates received April 3, 1957.  
Owned and operated by Orlo M. Bagley.

**Personnel**

Manager—Peter J. Ryan.

**Representatives**

West Coast—William A. Ayres Company.  
Eastern—Devney, Incorporated.

**Mailing Instructions**

Business Office and Studio—P. O. Box 606, Cottage Grove, Ore. Whitney 2-2468.  
Transmitter—Cottage Grove, Ore.

**Wave—Power—Time**

Operating Power—250 watts.  
Frequency—1400 watts.  
Non-directional.

Licensed to operate day time.  
Operates on Pacific Standard Time.  
Operating schedule: 6:00 a.m. to 6:00 p.m. week-days; 8:00 a.m. to noon Sunday.

**Agency Commission**

15% to recognized agencies on net time excluding talent costs; no cash discount. Bills rendered monthly.

**General Advertising**

Accepts AAAA copyrighted contract.  
Following rates for station time only.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time.....	40.00	24.00	16.00	8.00	4.50
13 times.....	37.00	22.00	15.00	7.50	4.25
26 times.....	34.00	20.80	14.00	7.00	4.00
52 times.....	31.00	19.00	13.00	6.50	3.75
78 times.....	29.00	18.00	12.00	6.00	3.55
104 times.....	27.00	16.50	11.00	5.50	3.35
156 times.....	25.00	15.00	10.00	5.00	3.15
260 times.....	23.00	14.00	9.50	4.50	2.50
312 or more times.....	21.00	13.00	9.00	4.00	2.30

**PACKAGE RATES**

25 announcements within 30 days..... 72.00  
50 announcements within 30 days..... 135.00

**SPECIAL FEATURES**

News Service—UPI.  
Talent available for sports-casts in all major athletic events.

**POLITICAL**

Regular rates apply, payable in advance.

**DALLAS**

Polk County—Map Location D-1  
See SRDS consumer market map and data at beginning of the State.

**KPLK**

(Established 1955)

Rates effective September 1, 1956. (Card No. 2.)  
Card received August 13, 1956.

Owned and operated by Polk County Broadcasters, Inc.

**Personnel**

# OREGON

## Dallas—K P L K—Continued

BASIC RATES						
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	Spot Ann.
1 time.....	24.00	14.40	9.60	7.20	4.80	2.40
13 times.....	22.00	13.20	8.80	6.60	4.40	2.20
26 times.....	21.00	12.60	8.40	6.30	4.20	2.10
52 times.....	20.00	12.00	8.00	6.00	4.00	2.00
156 times.....	19.00	11.40	7.60	5.70	3.80	1.90
312 times.....	18.00	10.80	7.20	5.40	3.60	1.80

Monthly Rates on One Year Contracts	
Six days per week:	Per Month
One five-minute program.....	93.60
One quarter-hour program.....	187.20
Three days per week:	Per Month
One five-minute program.....	49.40
One quarter-hour program.....	98.80

### SPECIAL FEATURES

News Service—AP. No extra charge.

### POLITICAL

Cash in advance.

### Closing Time

24 hours in advance of broadcast.

## ENTERPRISE

Wallowa County—Map Location C-5

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

(Call letters not received)

(C.P. 250 watts, 1340 kc., spec. hours)

Eastern Oregon Radio Co.

c/o Radio Station KODL

The Dalles, Oregon.

(C.P. is for Enterprise)

## EUGENE

(including Springfield)

(5 AM)

Lane County—Map Location E-1

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.

## KASH

EUGENE

(Established 1947)

Rates effective October 1, 1954.

Rates received October 4, 1954.

Owned and operated by Radio Air Ways, Inc.

### Representatives

Dorald Cooke, Inc.

### Mailing Instructions

Business Office, Studio and Transmitter—Day Island Rd., P. O. Box 1600, Eugene, Ore., DI 5-3357, TWX EG 143.

### Wave—Power—Time

Operating power—1,000 watts.

Frequency—1600 kilocycles.

Directional—nighttime only.

Licensed to operate full time.

Operates on Pacific Time.

Operating schedule: 5:00 a.m. to 12:00 midnight.

### Agency Commission

15% to recognized agencies on station time only. No commission on talent. 2% cash discount for payment within 10 days after due. Bills due and payable when rendered.

### General Advertising

Accepts AAAA copyrighted contract.

Rates include music copyright fees.

BMI, ASCAP and SESAC licenses.

Announcements and programs cannot be combined to earn larger discounts.

Length of commercial copy:	Programs	News
5 minutes.....	1:45 min.	1:20 min.
10 minutes.....	2:00 min.	1:45 min.
15 minutes.....	2:30 min.	2:15 min.
25 minutes.....	2:45 min.	
30 minutes.....	3:00 min.	
60 minutes.....	6:00 min.	

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	60.00	38.00	22.00	15.00	7.50
13 times.....	56.00	35.60	20.40	13.60	7.00
26 times.....	52.00	33.20	18.80	12.30	6.50
52 times.....	48.00	30.80	17.20	11.50	6.00
78 times.....	44.00	28.40	15.60	10.40	5.50
156 times.....	40.00	26.00	14.00	9.30	5.00
312 times.....	36.00	23.60	12.40	8.20	4.50

(\*) Announcements, 100 words or less.

### DISCOUNTS

Allowed retroactively on the number of broadcasts given within a year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast with or without interruption. No contract to exceed one year's duration.

Two or more program units of 15 minutes or more, broadcast the same day for the same sponsor, 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. Accredited agencies may combine time purchased by more than one advertiser to earn greater discount.

### SPECIAL FEATURES

News—Leased wire service available.

Rates on request.

## KEED SPRINGFIELD

(Established 1954)

Rates effective February 1, 1956.

Rates received February 20, 1956.

Owned and operated by KEED, Inc.

### Personnel

Pres. & Gen'l Mgr.—Glen M. Stadler.

Vice-President—Helene N. Stadler.

Manager—Rod Louden.

Sec.-Treas.—Dr. Walter A. Stadler.

### Representatives

West—O'Connell-Palmer Company.

East—Radio-TV Representatives, Inc.

### Mailing Instructions

Business Office and Studios—P. O. Box 696, Springfield, Ore.

Other Studios—385 Willamette St., Eugene, Ore.

Transmitter—2080 Laura St., Springfield, Ore.

### Wave—Power—Time

Operating power—1,000 watts days.

Frequency—1050 kilocycles.

Non-directional.

Licensed to operate to local sunset.

Operates on Pacific Standard Time.

Operating schedule: \_\_\_\_\_.

### Agency Commission

15% to recognized agencies; no cash discount. Bills rendered monthly; payable in 10 days.

### General Advertising

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

Beer and wine advertising accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	60.00	36.00	20.00	12.00	6.00
13 times.....	57.00	34.00	19.00	11.50	6.00
26 times.....	54.00	32.00	18.00	11.00	6.00
52 times.....	51.00	30.00	17.00	10.50	6.00
104 times.....	48.00	28.00	16.00	10.00	6.00
156 times.....	45.00	26.00	15.00	9.50	6.00
260 times.....	41.00	23.50	13.75	8.75	6.00
365 times.....	36.00	20.00	12.00	8.00	5.00
500 times.....	.....	.....	.....	.....	4.50
1000 times.....	.....	.....	.....	.....	4.00

### PACKAGE PLAN

1 minute or less:	
15 spots per week.....	75.00
20 spots per week.....	95.00
25 spots per week.....	112.50

### TRANSCRIPTIONS

Library Service—Thesaurus.

### SPECIAL FEATURES

News Service—UPI. No extra charge.

"Early KEEDbirds" with Bobaloug Bob Litten.

"Sisters of the Suds" with Rod Louden.

"Oregon Afternoons" with Ron Ogle.

"Cool Keed Club" with Jack Boone.

"Sunday Classics" with Bob Litten.

## KERG

EUGENE

(Established 1949)

## CBS Radio Network



Rates effective October 1, 1954. (Card No. 3.)  
Card received August 26, 1954.

Owned and operated by Guard Publishing Co., publishers of Eugene Register-Guard.

### Personnel

General Manager—Robert C. LaBonte.

### Representatives

Weed Radio Corporation.

Seattle—Fred Siegner & Associates.

### Mailing Instructions

Business Office and Studio—13th & Willamette, P. O. Box 506, Eugene, Ore., Diamond 5-4304.

Transmitter—Route 2, Eugene, Ore.

### Wave—Power—Time

Operating power—5,000 watts days, 1,000 watts nights.

Frequency—1280 kilocycles.

Directional—nighttime only.

Licensed to operate unlimited time on regional channel.

Operates on Pacific Standard Time.

Operating schedule: Sundays 6:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

### Agency Commission

15% to recognized agencies on net charges for station time; no cash discount. Bills due and payable when rendered.

### General Advertising

Affiliated with CBS Radio Network

Accepts AAAA copyrighted contract.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

Discounts predicated upon fulfillment of contract within 12 months' period dating from first broadcast.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 Station
1 time.....	75.00	45.00	28.00	15.00	9.00
13 times.....	72.00	44.50	27.75	14.75	8.75
26 times.....	69.00	44.00	27.50	14.50	8.50
52 times.....	66.00	43.50	27.25	14.25	8.25
78 times.....	63.00	43.00	27.00	14.00	8.00
104 times.....	60.00	42.00	26.50	13.50	7.75
156 times.....	54.00	41.00	26.00	13.00	7.50
260 times.....	50.00	40.00	24.00	12.00	7.25
512 times.....	48.00	39.00	23.50	11.50	7.00

### PROMOTION PACKAGE ANNOUNCEMENTS

	1 min.	Station breaks	10 sec.
10 spots weekly.....	60.00	45.00	30.00
20 spots weekly.....	110.00	82.50	55.00
30 spots weekly.....	150.00	112.50	75.00
40 spots weekly.....	180.00	135.00	90.00

Only 1-minute and station breaks may be combined for frequency discounts.

**RADIO SHORTS**  
50% of regular announcement rate. Limited to 16 words in length, not to exceed eight seconds. Cannot be combined with one minute or station break announcements to earn frequency discount. Not sold on guaranteed time.

**SPECIAL FEATURES**  
News Service—AP and local news—rates on request.  
**POLITICAL**  
Regular rates apply to candidates for State of Oregon and national offices.

## KORE EUGENE

(Established 1927)



Rates effective June 1, 1957. (Card No. 11.)  
Card received May 31, 1957.

Owned and operated by Lane Broadcasting Co.

### Personnel

President—Lee Bishop.

### Representatives

Everett—McKinney, Inc.

Seattle—Hugh Feltis and Associates.

Portland—H. S. Jacobson.

California—Headley Reed Company.

### Mailing Instructions

Business Office and Studio—South Willamette, P. O. Box 1032, Eugene, Ore., Diamond 4-4214.

### Wave—Power—Time

Operating power—250 watts.

Frequency—1450 kilocycles.

Non-directional.

Licensed to operate on local channel.

Operates on Pacific Standard Time.

Daylight Saving Time not observed.

Operating schedule: 5:30 a.m. to 12:00 midnight

week days; 7:00 a.m. to 12:00 midnight Sundays.

### Agency Commission

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

### General Advertising

For combination rates see listing of Don Lee Broadcasting System (Northwest [Oregon] Group), Mutual Broadcasting System and Tri-Mart Radio Network.

Accepts AAAA copyrighted contract.

Rates include music copyright fees.

BMI, ASCAP and SESAC licenses.

All discounts are predicated upon the fulfillment of contracts within 12-month period.

Rates are for station time only.

The following rates apply to all hours.

### SPOT ANNOUNCEMENT PACKAGES

Per week:

10 times..... 55.00 44.00 27.50

20 times..... 105.00 84.00 52.50

30 times..... 150.00 120.00 75.00

40 times..... 180.00 144.00 90.00

### Each:

1 time..... 8.50 6.80 4.25

13 times..... 8.25 6.60 4.13

26 times..... 8.00 6.40 4.00

52 times..... 7.75 6.20 3.88

104 times..... 7.50 6.00 3.75

156 times..... 7.25 5.80 3.63

260 times..... 7.00 5.60 3.50

520 times..... 6.00 4.80 3.00

1,000 times..... 5.00 4.00 2.50

2,000 times..... 4.00 3.20 2.00



**Eugene—KUGN—Continued**

BMI, ASCAP and SESAC licenses. Programs and announcements may not be combined to earn the lower rate. Discounts allowed retroactively on the number of broadcasts given within one year with or without interruption. The following rates include station time, 60%; services, 40%.

Length of commercial copy:	—Programs—			
	Day and Evening			
5 minutes.....	1:15 minutes			
10 minutes.....	2:10 minutes			
15 minutes.....	3:00 minutes			
25 minutes.....	4:00 minutes			
30 minutes.....	4:15 minutes			
45 minutes.....	5:45 minutes			
60 minutes.....	7:00 minutes			
	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time.....	50.00	32.00	18.00	9.00
13 times.....	49.00	31.00	17.00	8.75
25 times.....	48.00	30.00	16.00	8.50
52 times.....	46.00	29.00	15.00	8.25
156 times.....	42.00	27.00	13.00	7.75
260 times.....	41.00	26.00	12.00	7.50
312 times.....	40.00	25.00	11.00	7.25

**SPECIAL PACKAGE RATES**

(Distributed in best possible times, but not specified)

25 spots to be used in 7 days.....	175.00
50 spots to be used in 30 days.....	350.00
100 spots to be used in 30 days.....	600.00

(\*) Per package if less than 10 purchased.

10% extra spots if schedule runs also on KBZY, Salem, and KUMA, Pendleton, Oregon.

**Radio Shorts**

80% of regular announcement rate, limited to 16 words and not to exceed 8 seconds. Cannot be combined with one-minute or station break announcements to earn frequency discount. Not sold on guaranteed time.

**SPECIAL FEATURES**

News Service—AP and local news bureau. Rates on request.

**POLITICAL**

Regular rates apply. Copy must be submitted 24 hours in advance of broadcast.

**TRANSCRIPTIONS**

Instantaneous reference recording. Disc, tape or wire recording available. One air check furnished free on request to program or spot advertiser, additional air checks, up to 15 minutes, 5.00; over 15 minutes, 10.00.

**Closing Time**

Copy and program material must be received 24 hours in advance of air time.

**FOREST GROVE**

Washington County—Map Location C-1

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

**KRWC**

(Established 1950)

Rates effective ———. Rates received May 19, 1958. Owned and operated by Christian Broadcasting Co.

**Personnel**

Pres. & Gen'l Mgr.—F. Demcy Mylar. Station Manager—Robert W. Ball. Program Manager—Jerry Johnson. Commercial Manager—Robert W. Ball.

**Representatives**

Continental Radio Sales. San Francisco—William A. Ayres Co. Portland—H. S. Jacobson.

**Mailing Instructions**

Business Office and Studio—P. O. Box 346 Forest Grove, Ore. Elgin 7-2144. Transmitter—Route 2, Sunset Drive, Forest Grove, Ore.

**Wave—Power—Time**

Operating power—1,000 watts days. Frequency—1570 kilocycles. Non-directional. Licensed to operate daytime only. Operates on Pacific Standard Time. Operating schedule: 5:45 a.m. to local sunset.

**Agency Commission**

15% to recognized agencies on time only; no cash discount. Bills rendered last day of each month, payable within 30 days.

**General Advertising**

Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Station breaks take the one minute rate. Programs and announcements subject to censorship by station. No alcoholic beverage or tobacco advertising accepted. No advertising on Sunday with the exception of certain nationally released religious programs.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time.....	55.66	33.36	22.24	11.12	5.56
13 times.....	52.82	31.69	21.13	10.56	5.14
26 times.....	50.04	30.02	20.02	10.01	4.87
52 times.....	47.26	28.36	18.90	9.45	4.52
104 times.....	44.48	26.83	17.79	8.90	4.17
156 times.....	41.70	25.02	16.68	8.34	3.82
260 times.....	38.92	23.35	15.57	7.78	3.34
312 times.....	36.14	21.68	14.46	7.23	3.06
624 times.....					2.78

**SPOT PACKAGE RATES**

Per month:	Each	Total
130 times (5 daily).....	2.15	280.09
104 times (4 daily).....	2.29	238.52
78 times (3 daily).....	2.43	189.74
52 times (2 daily).....	2.64	137.33
26 times (1 daily).....	2.92	75.89

Per week:	Each	Total
30 times (5 daily).....	2.64	79.23
24 times (4 daily).....	2.92	70.06
18 times (3 daily).....	3.20	57.55
12 times (2 daily).....	3.48	41.70
6 times (1 daily).....	3.82	22.94

**SATURATION PACKAGE**

Per day:	Each	Total
50 times.....	1.74	15 times..... 2.22
30 times.....	1.88	10 times..... 2.43
20 times.....	2.02	5 times..... 2.78

**SPECIAL FEATURES**

News Service—AP.

**TRANSCRIPTIONS**

Library Service—Standard, Sesac.

**Closing Time**

48 hours in advance of broadcast.

**GRANTS PASS (2AM)**

Josephine County—Map Location F-1  
See SRDS consumer market map and data at beginning of the State.

**KAJO**

(Established 1957)

Rates effective August 15, 1957. Rates received February 3, 1958. Owned and operated by Grants Pass Broadcasting Co.

**Personnel**

General Manager—Jim Wilson. Commercial Manager—Jim Jackson.

**Representatives**

W. S. Grant Company, Inc.

**Mailing Instructions**

Business Office—P. O. Box 230, Grants Pass, Ore. Greenwood 6-6608. Transmitter—Roguelea Lane.

**Wave—Power—Time**

Operating power—1,000 watts days. Frequency—1270 kilocycles. Nondirectional. Operates on Pacific Standard Time. Operating schedule: 6:00 a.m. to local sunset.

**Agency Commission**

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

**General Advertising**

Accepts AAAA copyrighted contract. No beer or cigarette advertising accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	42.00	30.00	18.00	11.40	7.00
13 times.....	39.60	26.40	15.85	10.60	6.85
26 times.....	32.95	23.80	14.30	9.50	6.65
52 times.....	31.65	21.15	12.70	8.40	6.45
104 times.....	26.40	16.20	9.50	7.20	6.30
312 times.....	23.15	14.70	8.50	6.50	4.95

(\*) 1 minute or less.

**ANNOUNCEMENT PACKAGES**

50 spots used in a 30 day period.....	260.00
25 spots used in a 30 day period.....	140.00
25 spots used in a 10 day period.....	120.00
10 spots used in a 24 hour period.....	60.00

**Combination Rates**

Sold in combination with KBOY, Medford and/or KLAD, Klamath Falls. The following discounts apply: Approximately the same schedule on 2 stations.... 10% Approximately the same schedule on all 3 stations ..... 15%

**SPECIAL FEATURES**

News Service—UPI and local. News service charge per month, 140.00. Programs include 5-minute news on the hour and 5-minute weathercasts at 25 past the hour. Religious record after each newscast.

**Closing Time**

24 hours before broadcast.

**KGPO**

—FM—

(Established 1948)

Owned and operated by Southern Oregon Broadcasting Company. Affiliated with KUIN, Grants Pass, Ore.

**Wave—Power—Time**

Effective radiated power—3,100 watts. Frequency—96.9 megacycles; channel 245, Class B. Antenna height—1190 feet above average terrain.

**General Advertising**

Until further notice time not available for commercial sponsorship.

**KUIN**

(Established 1939)

Rates effective September 1, 1948. (Card No. 3-A.) Owned and operated by the Southern Oregon Broadcasting Company.

**Personnel**

Manager—Myron Ball.

**Representatives**

Northwest—Art Moore and Associates, Inc.

**Mailing Instructions**

Business Office and Studios—Redwood Highway, P. O. Box 148, Grants Pass, Ore. Greenwood 6-4477. Transmitter—Redwood Highway, P. O. Box 148, Grants Pass, Ore.

**Wave—Power—Time**

Operating power—250 watts. Frequency—1340 kilocycles. Non-directional. Licensed to operate unlimited time on local channel. Operates on Pacific Time. Operating Schedule: 6:00 a.m. to 11:05 p.m. weekdays; 7:00 a.m. to 11:00 p.m. Sunday.

**Agency Commission**

Agency commission 15% on net station time and talent to accredited advertising agencies. On approved credit accounts payable 10th of month following service. No cash discount. Bills rendered on the 1st of each month.

**General Advertising**

For combination rates see Mutual Broadcasting System.

**OREGON**

The following rates are for national and local advertising. Rates include music copyright fees. Discounts predicated upon fulfillment of contract within 12 month period dating from first broadcast. Programs are 30 seconds less than indicated.

**CLASS "A"**

	(6:00 p.m. to 10:00 p.m.)			
	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	40.00	24.00	16.00	12.80
26 times.....	38.00	22.80	15.20	12.16
52 times.....	36.00	21.60	14.40	11.52
156 times.....	34.00	20.40	13.60	10.88
260 times.....	32.00	19.20	12.80	10.24
520 times.....	30.00	18.00	12.00	9.60

**CLASS "B"**

	(All other times)			
	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	27.00	16.20	10.80	8.64
26 times.....	25.65	15.39	10.26	8.21
52 times.....	24.30	14.58	9.72	7.78
156 times.....	22.95	13.77	9.18	7.34
260 times.....	21.60	12.96	8.64	6.91
520 times.....	20.25	12.15	8.10	6.48

(\*) Announcements. Class "A" announcement rates apply from 5:59:30 p.m. to 9:59:30 p.m.

**SPECIAL FEATURES**

News Service—AP.

**POLITICAL**

Subject to regular station rates. Payable in advance. No dramatization of issues.

**Closing Time**

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

**GRESHAM**

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

**KGRO**

(Established 1956)

Rates effective September 28, 1956. Rates received October 21, 1957.

Owned and operated by Gresham Broadcasting Co.

**Personnel**

President—Tom B. Purcell. General Manager—Alex de Schweinitz.

**Representatives**

None.

**Mailing Instructions**

Business Office and Studio—P. O. Box 32, Gresham, Ore. Mohawk 5-4143. Transmitter—1230 Melody Lane, Gresham, Ore.

**Wave—Power—Time**

Operating power—250 watts days, 100 watts nights. Frequency—1230 kilocycles. Nondirectional.

Operating schedule: 6:00 a.m. to 10:00 p.m. weekdays; 8:00 a.m. to 10:00 p.m. Sunday.

**Agency Commission**

15% on time only; no cash discount. Bills due and payable 10th 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.	Ann.
1 time.....	35.00	20.00	12.00	7.00	3.50
26 times.....	32.50	18.00	11.50	6.50	3.00
52 times.....	30.00	17.00	11.00	6.00	2.75
156 times.....	27.50	16.00	10.50	5.50	2.50
312 times.....	25.00	15.00	10.00	5.00	2.00

**PACKAGE RATES**

10 spots per day.....	25.00
50 spots per week.....	100.00
100 spots per month.....	175.00

**SPECIAL FEATURES**

News Service—AP.

Remote broadcasts—rates on request.

**Participating Programs**

"For Women Only"—11:00 a.m. to 11:15 a.m. Monday through Friday. "1230 Danceland"—7:30 p.m. to 10:00 p.m. Monday through Thursday.

**Closing Time**

24 hours in advance of broadcast.

**HERMISTON**

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

**KOHU**

(Established 1955)

Rates effective ———. (Card No. 3.) Rates received October 6, 1958. Owned and operated by Carl F. Knierim and Sarah Knierim.

**Personnel**

General Manager—Carl F. Knierim. Commercial Manager—Sarah Knierim. Program Manager—Eleanor Davis.

**Representatives**

Portland—H. S. Jacobson. Seattle—Hugh Felts and Associates.

**Mailing Instructions**

Business Office, Studio and Transmitter—Hermiston, Ore. Jordan 7-6500.

**Wave—Power—Time**

Operating power—1,000 watts days. Frequency—1570 kilocycles. Non-directional.

Licensed to operate daytime only. Operates on Pacific Standard Time.

Operating schedule: ———.

(This listing continued on next page)



# OREGON

## Hermiston—KOHU—Continued

### Agency Commission

15% to recognized agencies on time only; 2%—ten days. Bills rendered first of month following broadcast; 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...	40.00	24.00	16.50	9.00	4.50
26 times..	38.00	22.00	15.50	8.00	4.00
52 times..	32.00	21.00	14.00	7.00	3.50
156 times..	28.00	20.00	13.00	6.50	3.25
260 times..	26.00	19.00	12.00	6.00	3.00
312 times..	23.00	18.00	11.00	5.50	2.75

### POLITICAL

Regular rates apply; cash in advance.

### SPECIAL FEATURES

News Service—UPI. Rates on request. Remote and special broadcast rates on request. Use of studio is free. Leased wire news service every hour on the hour.

### Closing Time

24 hours in advance of broadcast.

# HILLSBORO

Washington County—Map Location C-1

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

## KUIK

(Established 1954)

Rates effective December 1, 1958. (Card No. 7.)

Card received December 2, 1958.

Owned and operated by Greater Washington County Broadcasters, Inc.

### Personnel

Pres. & Gen'l Mgr.—Jerry B. Dennon.  
Vice-Pres. & Sales Mgr.—John P. Gillis.

### Representatives

Duncan A. Scott & Company.  
Northwest—Art Moore and Associates, Inc.  
New York—Roy V. Smith Associates.

### Mailing Instructions

Business Office and Studio—155 S. 2nd, Hillsboro, Ore. Midway 8-4181.  
Transmitter: Highway 219, 3/4 miles East of Hills-

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1360 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% 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, SESAC licenses.  
Accepts AAAA copyrighted contract.  
The following rates apply to both local and national advertising.

	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	15.50	8.00	3.50	3.00
26 times.....	14.50	7.50	3.00	2.50
52 times.....	13.50	7.00	2.75	2.25
156 times.....	12.50	6.50	2.50	2.00
312 times.....	9.50	6.00	2.00	1.55

Hourly and 30-minute rates available on request.  
10-second spots available at 50% of applicable one-minute rate.

### SATURATION PACKAGES

1 minute or 30 seconds, run-of-schedule:		
10 in 1 week.....	27.50	50 in 1 month..... 110.00
15 in 1 week.....	41.25	75 in 1 month..... 132.75
25 in 1 month.....	55.00	100 in 1 month..... 165.00

### SPECIAL FEATURES

News Packages—AP and local.			
1 in 1 week.....	5.50	21 in 1 week.....	95.00
7 in 1 week.....	35.00	28 in 1 week.....	115.00
14 in 1 week.....	64.00		

### Weather/News/Bulletin Board

1 in 1 week.....	4.00	50 in 1 month.....	120.00
10 in 1 week.....	30.00	75 in 1 month.....	145.00
15 in 1 week.....	43.00	100 in 1 month.....	170.00
25 in 1 month.....	60.00		

### POLITICAL

Regular rates and discounts apply.

### RELIGIOUS

Rates and policy on request.

### Closing Time

24 hours in advance of broadcast.

# HOOD RIVER

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

## KIHR

(Established 1950)

Rates effective January 1, 1957.  
Rates received February 6, 1957.  
Owned and operated by Oregon-Washington Broadcasters, Inc.

### Personnel

Pres. & Gen'l Mgr.—C. J. McCredie.  
Program Manager—Mar Jean Stave.  
Sports Director—Bob Johnson.

### Representatives

The Meeker Company, Inc.  
Portland, Seattle—Art Moore and Associates, Inc.

### Mailing Instructions

Business Office and Studio—22nd St., P. O. Box 207, Hood River, Ore., telephone 8561.  
Transmitter—22nd St., Hood River, Ore.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1340 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Pacific Standard Time.  
Operating schedule: Sundays 8:00 a.m. to 10:30 p.m., week days 6:00 a.m. to 11:00 p.m.

### Agency Commission

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

### General Advertising

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
No per inquiry advertising accepted.

	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time.....	21.00	15.00	10.00	4.00
13 times.....	20.50	14.25	9.00	3.75
26 times.....	19.90	13.50	8.00	3.50
52 times.....	19.30	12.75	7.00	3.30
256 times.....	17.40	12.30	6.50	3.00
260 times.....	16.90	10.75	6.00	2.80
312 times.....	16.00	10.00	5.50	2.65

### PACKAGE RATES

(Best possible times but not specified)

Within 7 days:	
25 announcements.....	75.00
Within 30 days:	
50 announcements.....	150.00
100 announcements.....	290.00

### SPECIAL CAMPAIGN PACKAGES

Ten announcements, run-of-schedule, one day per week; minimum of 26 weeks, per announcement.. 2.50  
Minimum of 39 weeks, per announcement..... 2.40

### SPECIAL FEATURES

News Service—AP. Newscast rates on request.

### POLITICAL

Regular rates apply; payable in advance.

### Closing Time

12 hours in advance of broadcast.

# KLAMATH FALLS (3AM)

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

## KFJI

(Established 1923)

Rates effective January 1, 1957. (Card No. 6.)  
Rates received December 10, 1956.

Owned and operated by KFJI Broadcasters, Inc.

### Personnel

Com'l Mgr. & Manager—Robert H. Bartlett.  
Program Director—Gordon Bambrick.

### Representatives

The Meeker Company, Inc.  
Northwest—Art Moore and Associates, Inc.

### Mailing Instructions

Business Office and Studio—111 S. 4th St., P. O. Box 692, Klamath Falls, Ore., Tuxedo 2-2551.  
Transmitter—Radio Hill, Klamath Falls, Ore.

### Wave—Power—Time

Operating power—5,000 watts days; 1,000 watts nights.  
Frequency—1150 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time on cleared local channel.  
Operates on Pacific Standard Time.  
Operating schedule: 24 hours except Sunday 2:00 a.m. to 7:30 a.m. and 10:30 p.m. to 5:00 a.m. Monday.

### Agency Commission

Agency commission 15% on net station time and talent to accredited advertising agencies. On approved credit, accounts payable 20th of month following service. No cash discount.

### General Advertising

For combination rates see Don Lee Broadcasting System. (Northwest [Oregon] Group) and Mutual Broadcasting System.  
Accepts AAAA copyrighted contract.  
Single rate applicable all hours.  
Present advertisers protected until end of current contract.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	75.00	45.00	28.00	18.00	9.00
13 times.....	72.00	44.50	27.75	17.10	8.75
26 times.....	69.00	44.00	27.50	16.20	8.50
52 times.....	66.00	43.50	27.25	15.30	8.25
104 times.....	60.00	42.00	26.50	14.40	8.00
156 times.....	54.00	41.00	26.00	13.50	7.75
260 times.....	50.00	40.00	24.00	12.60	7.50
312 times.....	48.00	39.00	22.50	11.50	7.25

### PACKAGE RATES

Package of run-of-schedule spots must be used in 30 days from start of contract.

	Each	Total
25 10-second spots.....	4.00	100.00
50 10-second spots.....	3.75	187.50
25 1-minute spots.....	6.50	162.50
50 1-minute spots.....	6.00	300.00

### SPECIAL FEATURES

Rates in local participating shows on request.  
Rates for sports and other special events on request.  
RELIGIOUS  
Rates and policy on request.

## KFLW

(Established 1946)

# CBS Radio Network

Rates effective January 1, 1956.  
Rates received January 23, 1956.  
Owned and operated by Stulor Corp.

### Personnel

General Manager—Stu Wilson.

### Representatives

Weed Radio Corporation.

### Mailing Instructions

Business Office and Studio—327 Main St., Klamath Falls, Ore. Tuxedo 2-4656.  
Transmitter—Herald Bldg., Klamath Falls, Ore.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Pacific Standard Time.  
Operating schedule: 6:00 a.m. to 11:00 p.m.

### Agency Commission

15% to all recognized advertising agencies on net station time; no cash discount.

### General Advertising

For combination rates see CBS Radio Network.  
Accepts AAAA copyrighted contract.  
No per inquiry advertising accepted.

	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	36.00	21.60	14.40	7.20
13 times.....	33.00	19.80	13.20	6.60
26 times.....	30.00	17.85	11.90	6.00
52 times.....	26.40	15.85	10.60	5.65
156 times.....	21.15	12.70	8.40	5.40
260 times.....	17.50	10.50	8.00	5.10
520 times.....	15.85	9.50	7.20	4.80

### FLOATING ANNOUNCEMENT PACKAGES

One minute or less:	Each	Total
10 spots (in 1 week).....	5.80	58.00
20 spots (in 2 weeks).....	5.45	109.00
30 spots (in 1 month).....	5.35	160.50
40 spots (in 1 month).....	4.55	182.00

### SPECIAL FEATURES

News Service—UPI.

### POLITICAL

Regular rates and discounts apply; cash in advance.

## KLAD

(Established 1955)

Rates effective April 1, 1958. (Card No. 3.)  
Card received April 14, 1958.

Owned and operated by K-Lad Broadcasters.

### Personnel

General Manager—Gene Ricsen.

### Representatives

W. S. Grant Company, Inc.  
Portland—H. S. Jacobson.  
Seattle—Hugh Feitis and Associates.

### Mailing Instructions

Business Office and Studio—P. O. Box 979, Midland Rd., Klamath Falls, Ore. Tu 4-7794.  
Transmitter—Klamath Falls, Ore.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—900 kilocycles.  
Non-directional.  
Operates on Pacific Standard Time.  
Licensed to operate daytime only.  
Operating schedule: Sunrise to local sunset.

### Agency Commission

15% to recognized agencies; no cash discount. Bills rendered 10th of month.

### General Advertising

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Accepts AAAA copyrighted contract.  
No PI business accepted.  
Discount of 10% granted on the frequency discounts of each station when advertiser orders equal amount of time on both K-LAD, Klamath Falls, and K-BOY, Medford, 15% discount granted when advertiser ordered equal time on K-LAD, K-BOY and KAJO, Grants Pass, Oregon.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	60.00	40.00	25.00	15.00	8.50
13 times.....	57.00	38.00	23.75	14.25	8.00
26 times.....	54.00	36.00	22.50	13.50	7.50
104 times.....	51.00	34.00	21.25	12.75	7.00
260 times.....	48.00	32.00	20.00	12.00	6.50
312 times.....	45.00	30.00	18.75	11.25	6.00

### ANNOUNCEMENT PACKAGES

(To be used in a 30-day period)

1-minute or less:	Each	Total
50 announcements.....	5.80	290.00
25 announcements.....	6.40	160.00

### 5-MINUTE NEWSCASTS

Every hour at 25 minutes after the hour:		
1 time.....	15.00	104 times..... 12.75
13 times.....	14.25	260 times..... 12.00
52 times.....	13.50	312 times..... 11.25

(This listing continued on next page)

**Klamath Falls—K L A D—Continued**

Combination Rates  
Sold in combination with KAJO, Grants Pass and/or KBOY, Medford.  
The following discounts apply:  
Approximately the same schedule on 2 stations... 10%  
Approximately the same schedule on all 3 stations... 15%  
**SPECIAL FEATURES**  
News Service—UPI. No newscast longer than 5 minutes.  
**POLITICAL**  
Regular rates and discounts apply. Cash in advance.

**LA GRANDE**

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

**K L B M**

(Established 1928)



Rates effective September 1, 1957.  
Rates received July 19, 1957.  
Owned and operated by Inland Radio, Inc.  
**Personnel**  
Manager—Ken Lillard.  
**Representatives**  
W. S. Grant Company, Inc.  
Oregon-Washington—Art Moore and Associates, Inc.  
**Mailing Instructions**  
Business Office and Studio—Sacajawea Hotel, La Grande, Ore.  
Transmitter—On Cove Ave., one mile east of La Grande, Ore.  
**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Pacific Time.  
**Agency Commission**  
15% to recognized advertising agencies on net station time; no cash discount. Accounts payable 20th of month following service.  
**General Advertising**  
For combination rates see Oregon Trail Network and Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates are for national advertising and include music copyright fees.  
Rates are predicated on fulfillment of contract, within a 12 month period except saturation packages.  
Rates are for any time, day or night.

	1	1/2	1/4	5	1	30
	hr.	hr.	hr.	min.	min.	sec.
1 time.....	30.00	18.00	10.75	5.25	3.25	2.45
13 times....	28.50	17.00	10.00	5.00	3.00	2.25
26 times....	27.00	16.25	9.50	4.75	2.75	2.10
52 times....	25.00	15.00	8.50	4.50	2.50	1.90
104 times...	24.50	14.75	7.50	4.25	2.40	1.80
156 times...	24.00	14.25	7.00	4.15	2.35	1.75
260 times...	23.50	13.50	6.50	4.00	2.25	1.70
312 times...	22.50	12.50	6.00	3.85	2.15	1.65

**SATURATION PACKAGE**  
75 30-second announcements (used in a 30 day period)..... 120.00  
150 30-second announcements (used in a 30 day period)..... 225.00  
Time Signals or ID's (10 seconds)—50% of applicable one minute rate.  
**Closing Time**  
All programs close one day in advance.

**LAKEVIEW**

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

**KQIK**

(Established 1956)

Rates received November 20, 1956.  
Owned and operated by Pacific Northwest Radio, Inc.  
**Personnel**  
President—A. E. Freeman.  
General Manager—Donald S. Anderson.  
Commercial Manager—Wallace Lund.  
**Representatives**  
Art Moore & Associates, Inc.  
**Mailing Instructions**  
Business Office and Studio—411 N. First St., Lakeview, Ore., Whitehall 7-2164.  
**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1230 kilocycles.  
Licensed to operate full time.  
Operates on Pacific Standard Time.  
Operating schedule: 6:30 a.m. to 10:00 p.m. weekdays; 9:00 a.m. to 5:00 p.m. Sunday.  
**Agency Commission**  
15% to recognized agencies on net time only. Bills rendered monthly.  
**General Advertising**  
Affiliated with Keystone Network.  
Alcoholic beverage advertising accepted.

	1 hr.	1/2 hr.	1/4 hr.	1 min.
1 time.....	40.00	30.00	16.00	5.00
13 times....	36.00	21.60	14.40	4.80
26 times....	32.40	19.50	12.96	4.60
52 times....	29.20	17.55	11.67	4.40
104 times...	26.30	15.85	10.51	4.20
260 times...	23.70	14.27	9.46	4.00
312 times...	21.40	12.85	8.52	3.50

**ANNOUNCEMENTS**  
To be used in 30-day period:  
25 announcements..... 87.50  
50 announcements..... 162.50  
100 announcements..... 300.00  
To be used in 7-day period:  
25 announcements..... 82.50  
50 announcements..... 150.00  
100 announcements..... 270.00  
10-second announcements—50% of minute rate.  
30-second announcements—75% of minute rate.

**SPECIAL FEATURES**

Participating Programs  
"Mary Blaine Time"—10:30 a.m. to 10:45 a.m.  
"At Your Command"—4:30 p.m. to 5:30 p.m. Monday through Saturday.  
**POLITICAL**  
Regular rates apply. Cash in advance.

**LEBANON**

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

**KGAL**

(Established 1950)



Rates effective March 1, 1957.  
Rates received February 25, 1958.  
Owned and operated by Gordon Allen.  
**Personnel**  
President—W. Gordon Allen.  
Station Manager—Don Wellman.  
Albany Studio Mgr.—George Lichtenthaler.  
**Representatives**  
Eastern—Hal Holman Company.  
Western—O'Connell-Palmer Company.  
Portland—H. S. Jacobson.  
Seattle—Irving Lusk.  
**Mailing Instructions**  
Business Office and Studio—P. O. Box 387, Lebanon, Ore., Alpine 8-2134.  
Albany Studio—Saint Francis Hotel, Albany, Oregon Wa 8-9255.  
Transmitter—Lebanon, Ore.  
**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: 5:45 a.m. to 11:00 p.m.  
**Agency Commission**  
15% to recognized agencies; no cash discount.  
**General Advertising**  
ASCAP, BMI and SESAC licenses.  
No P. I. business accepted.

	1	1/2	1/4	10	5	1	30
	hr.	hr.	hr.	min.	min.	min.	sec.
1 time.....	42.50	26.25	15.00	10.75	7.50	5.00	3.75
13 times....	33.75	23.10	13.20	10.55	7.05	4.70	3.55
26 times....	31.50	22.05	12.60	9.90	6.60	4.40	3.30
52 times....	30.00	21.00	12.00	9.45	6.30	4.20	3.15
156 times...	28.50	17.85	11.10	9.00	6.00	4.00	3.00
312 times...	27.00	16.75	10.20	8.30	5.55	3.70	2.80
624 times...	26.00	15.65	9.30	7.65	5.20	3.50	2.70

**Combination Rates**  
May be purchased with KGAY, Salem and KEED, Eugene at a 15% discount in announcements. See station groups for combination rates.  
**SPECIAL FEATURES**  
News Service—UPI and local news.

**McMINNVILLE**

Yamhill County—Map Location D-1  
See SRDS consumer market map and data at beginning of the State.

**KMCM**

(Established 1949)

Rates effective April 1, 1956, (Card No. 4)  
Card received May 3, 1956.  
Owned and operated by Yamhill Broadcasters, Inc.  
**Personnel**  
General Manager—Glaseo P. Branson.  
Program Director—Craig Singletary.  
**Representatives**  
Continental Radio Sales.  
Oregon-Washington—Art Moore and Associates, Inc.  
**Mailing Instructions**  
Business Office and Studio—P. O. Box 207, McMinnville, Ore.  
Other studios—Linfield College Campus, McMinnville, Ore.  
Transmitter—Lafayette Ave., McMinnville, Ore.  
**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1260 kilocycles.  
Directional—nighttime only.  
Licensed to operate unlimited time.  
Operates on Pacific Time.  
Operating schedule: 6:30 a.m. to 6:30 p.m. Monday through Saturday; 7:30 a.m. to 6:30 p.m. Sunday.  
**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Bills rendered last day of month; payable within 10 days.  
**General Advertising**  
Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates include copyright fees.  
ASCAP, BMI and SESAC licenses.  
No contract accepted for more than one year. Unfulfilled contracts will be back billed at earned rates

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	39.00	24.00	16.00	9.50
13 times....	35.10	21.60	14.40	8.55
26 times....	33.15	20.40	13.60	8.10
52 times....	31.20	19.20	12.80	7.60
104 times...	27.30	16.80	11.20	6.65
156 times...	23.40	14.40	9.60	5.70
312 times...	19.50	12.00	8.00	4.75

**CLASS "A"**  
(6:45 a.m. to 8:00 a.m., 11:45 a.m. to 1:00 p.m. and after 6:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	39.00	24.00	16.00	9.50
13 times....	35.10	21.60	14.40	8.55
26 times....	33.15	20.40	13.60	8.10
52 times....	31.20	19.20	12.80	7.60
104 times...	27.30	16.80	11.20	6.65
156 times...	23.40	14.40	9.60	5.70
312 times...	19.50	12.00	8.00	4.75

**CLASS "B"**  
(all other times)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	35.00	20.00	14.00	8.50
13 times....	31.50	18.00	12.60	7.65
26 times....	29.75	17.00	11.90	7.23
52 times....	28.00	16.00	11.20	6.80
104 times...	24.50	14.00	9.80	5.95
156 times...	21.00	12.10	8.40	5.10
312 times...	17.50	10.00	7.00	4.25

**OREGON**

**ANNOUNCEMENTS**  
CLASS "A"

50 to 75 words:			
1 time.....	4.15	104 times.....	3.13
13 times....	3.95	156 times.....	2.91
26 times....	3.74	312 times.....	2.71
52 times....	3.54	624 times.....	2.49
78 times....	3.32		

CLASS "B"

50 to 75 words:			
1 time.....	3.85	104 times.....	2.89
13 times....	3.66	156 times.....	2.70
26 times....	3.47	312 times.....	2.51
52 times....	3.27	624 times.....	2.31
78 times....	3.08		

100-word announcements and one-minute transcriptions, regular announcement rates plus 10%.  
**WEEKLY FREQUENCY DISCOUNTS**  
For period consisting of one or more announcements on each of six consecutive week days:  
13 wks. 26 wks. 52 wks.  
Class "A"..... 3.00 2.75 2.50  
Class "B"..... 2.75 2.50 2.25

**SPECIAL FEATURES**

News Service—UPI and local news; 25% extra. 100 word announcements or one minute transcriptions in participating news periods 40% above regular rates.  
**TRANSCRIPTIONS**  
Library Service—Lang-Worth.  
**Closing Time**  
Forty-eight hours in advance of broadcast.

**MEDFORD (3 AM; 1 FM)**

Jackson County—Map Location F-1  
See SRDS consumer market map and data at beginning of the State.

**KBOY**

(Established 1954)



Rates effective April 1, 1958. (Card No. 3)  
Card received April 28, 1958.  
Owned and operated by Clarence E. Wilson.  
**Personnel**  
Gen'l & Sta. Mgr.—C. E. Wilson.  
Commercial Manager—Winston Marks.  
**Representatives**  
W. S. Grant Company, Inc.  
Portland—H. S. Jacobson.  
**Mailing Instructions**  
Business Office and Studio—P.O. Box 1109, Medford, Ore., Spring 3-5355.  
Transmitter—Barnett Rd., Medford, Ore.  
**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—730 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Pacific Standard Time.  
Operating schedule: local sunrise to sunset.  
**FM Facilities**  
Effective radiated power—1,000 watts.  
Frequency—95.3 megacycles.  
Antenna height—325 feet above average terrain.  
Operating schedule: \_\_\_\_\_  
**Agency Commission**  
15% on time only; no cash discount. Bills payable 10th of month following broadcast.  
**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
No P. I. business accepted.  
BMI, ASCAP, and SESAC licenses.  
Present advertisers protected until end of current contract.

	5 min.	1 min.	5 min.	1 min.
1 time.....	15.00	8.50	104 times..	12.75 7.00
13 times....	14.25	8.00	260 times..	12.00 6.50
52 times....	13.50	7.50	312 times..	11.25 6.00

**ANNOUNCEMENTS**

		Each	Total
50 announcements.....	5.80	5.80	290.00
25 announcements.....	6.40	6.40	160.00

**NEWSCASTS**

5 minutes every hour on the half-hour:			
1 time.....	15.00	104 times.....	12.75
13 times....	14.25	260 times.....	12.00
52 times....	13.50	312 times.....	11.25

**Combination Rates**

Sold in combination with KAJO, Grants Pass and/or KLAD, Klamath Falls.  
The following discounts apply:  
Approximately the same schedule on 2 stations... 10%  
Approximately the same schedule on all 3 stations... 15%

**SPECIAL FEATURES**

News Service UPI. No extra charge.  
**Closing Time**  
12 hours before broadcast.

**KMED**

(Established 1922)

**NBC Radio Network**



Rates effective February 1, 1955. (Card No. 11.)  
Rates received February 28, 1955.  
Owned and operated by Radio Medford, Inc.  
**Personnel**  
General Manager—Ray Johnson.  
**Representatives**  
The Meeker Company, Inc.  
Regional—Art Moore and Associates, Inc.  
Southeast—Dora-Clayton Agency, Inc.  
(This listing continued on next page)

**OREGON**

**Medford—K M E D—Continued**

**Mailing Instructions**  
Business Office and Studio—P. O. Box 1306, Rose Lane, Medford, Ore., Phone SP 3-7373.  
Transmitter—Tloss Lane, two miles northwest of Medford, Ore.

**Wave—Power—Time**  
Operating power—5,000 watts days; 1,000 watts nights.  
Frequency—1440 kilocycles.  
Non-directional.  
Licensed to operate full time on regional channel.  
Operates on Pacific Time.  
Operating schedule: 6:00 a.m. to 12:00 midnight week days; 7:30 a.m. to 11:00 p.m. Sundays.

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

**General Advertising**  
For combination rates see NBC 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 BMI, ASCAP and SESAC music copyright fees. All rates are guaranteed for one year from date of first broadcast for continuous performance. No contracts accepted for longer than one year. Rates subject to change without notice.

Length of commercial copy—NAB Standards.	1 hr.	1/2 hr.	1/4 hr.	(*)
1 time.....	70.00	40.00	25.00	10.00
13 times.....	66.50	38.00	23.75	9.50
26 times.....	63.00	36.00	22.50	9.00
52 times.....	59.00	34.00	21.25	8.50
78 times.....	56.00	32.00	20.00	8.00
156 times.....	52.50	30.00	18.75	7.50
260 times.....	49.00	28.00	17.50	7.00
312 times.....	45.50	26.00	16.25	6.50

(\*) One minute or less.  
10 minute rate, 75% of the 15 minute rate.  
5 minute rate, 50% of the 15 minute rate.

**ANNOUNCEMENT PACKAGES**  
50 announcements in 30 day period..... 300.00  
25 announcements in 30 day period..... 175.00  
25 announcements in 10 day period..... 150.00  
10 announcements in 24 hour period..... 75.00  
Run-of-schedule. Time signals and 10 second ID's available at 50% of applicable one minute rate.

**SPECIAL FEATURES**  
Rates on request.  
News Service—UPI.  
News service charge—25% of net station time.

**TRANSCRIPTIONS**  
Instantaneous reference recordings and delayed broadcasts:  
15 minutes or less..... 6.50  
30 minutes..... 12.50  
Special programs of phonograph records or transcriptions available at 25% net station time.

**KWIN**  
**ASHLAND**  
(Established 1946)



(This is a duplicate of the listing appearing under Ashland, Oregon.)  
Rates effective April 1, 1957.  
Rates received March 26, 1957.  
Owned and operated by Rogue Valley Broadcasters, Inc.

**Personnel**  
President—Douglas D. Kahle.  
Station Manager—Elliott Motschenbacher.

**Representatives**  
John E. Pearson Company.  
Northwest—Art Moore and Associates, Inc.

**Mailing Instructions**  
Business Office, Studio and Transmitter—1160 Helman St., P. O. Box 227, Ashland, Ore. Telephone Murdock 2-4381.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Pacific Time.  
Operating schedule: 6:00 a.m. to midnight Monday through Saturday; Sunday 7:00 a.m. to 10:30 p.m.

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

**General Advertising**  
For combination rates see Don Lee Broadcasting System (Northwest [Oregon] Group) and Mutual Broadcasting System.  
Single rate applicable all hours.

GENERAL RATES	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time..	30.00	18.00	12.00	7.50	4.75
26 times	27.00	16.20	10.80	6.75	4.50
52 times	25.50	15.30	10.20	6.35	4.25
104 times	24.00	14.40	9.60	6.00	4.00
156 times	22.50	13.50	9.00	5.60	3.75
260 times	21.00	12.60	8.40	5.25	3.25
520 times	19.50	11.70	7.80	4.85	3.00

**SPECIAL WEEKLY PACKAGES**  
Announcements—1 minute or less:  
Per week: 1 wk. 2 wks. 3 wks.  
5 times, each..... 4.25 4.00 3.75  
10 times, each..... 4.00 3.75 3.50  
15 times, each..... 3.75 3.50 3.25  
20 times, each..... 3.50 3.25 3.00  
30 times, each..... 3.25 3.00 2.75  
40 times, each..... 3.00 2.75 2.50

**SPECIAL FEATURES**  
News Service—UPI and local. Regular rates apply.  
(D)

**KYJC**

(Established 1947)

**ABC - - CBS Radio Networks**



Rates effective March 1, 1949. (Card No. 2.)  
Owned and operated by the Medford Printing Company, publisher of Medford Mail Tribune.

**Personnel**  
General Manager—Tom MacLeod.  
Program Director—Monte Morris.

**Representatives**  
Grant Webb & Company.  
Portland—H. Quentin Cox & Associates.  
Seattle—Hugh Feltis & Associates.

**Mailing Instructions**  
Business Office and Studio—Barnett Road, Medford, Ore., telephone 2-5277.  
Transmitter—Medford, Ore.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1230 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Pacific Time.  
Operating schedule: 6:00 a.m. to 12:00 midnight week days; 7:00 a.m. to 11:00 p.m. Sundays.

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

**General Advertising**  
Affiliated with ABC Radio and CBS Radio Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.

(6:00 a.m. to 11:00 p.m.)	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	36.00	21.60	14.40	7.20	5.00
26 times..	34.20	20.50	13.70	6.85	4.75
52 times..	33.30	20.00	13.30	6.65	4.60
156 times..	32.40	19.45	12.95	6.45	4.50
260 times..	31.50	18.95	12.60	6.30	4.35
312 times..	30.60	18.35	12.25	6.10	4.25
364 times..	28.80	17.30	11.55	5.85	4.00

(\*) 100 words or less.

**SPOT PACKAGE RATES**  
50 spots in 30 days..... 215.00  
25 spots in 30 days..... 115.00

**SPECIAL FEATURES**  
News Service—UPI.  
Participating spot rate on request.

(Call letters not received)  
(C. P. 5,000 w. days; 1300 kc.)  
K. C. Laurance  
Rt. 1, P. O. Box 293  
Gold Hill, Oregon

(Call letters not received)  
(C.P.-FM—95.3 mc; 648 watts)  
Clarence E. Wilson  
P. O. Box 1109  
Medford, Ore.

**NEWPORT**

Lincoln County—Map Location D-1  
See SRDS consumer market map and data at beginning of the State.

**KNPT**

(Established 1948)

Rates effective June 1, 1948. (Card No. 1.)  
Rates received May 31, 1956.

Owned and operated by Yaquina Radio, Inc.  
**Personnel**  
President—Tom Becker.  
Vice-President—Silvia Becker.  
Secretary-Treasurer—A. H. Becker.  
Manager—Bob Spangler.

**Representatives**  
Regional—Art Moore and Associates, Inc.  
California—William Ayres.  
East Coast—Continental Radio Sales.

**Mailing Instructions**  
Business Office, Studio and Transmitter—1940 N. Coast Highway, Newport, Ore., telephone 560, 561, 1160.  
Business Office and Remote Studio—Lincoln Hotel, Toledo, Ore., phone 3-3200.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1310 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Pacific Standard Time.  
Operating schedule: 6:00 a.m. to 10:00 p.m. week days; 8:00 a.m. to 10:00 p.m. Sundays.

**Agency Commission**  
15% to recognized agencies on net station time; no cash discount. Accounts payable on 20th of month following service.

**General Advertising**  
Affiliated with Keystone Network.  
Rates include copyright fees. Liquor advertising not accepted; beer and wine accepted.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)	(†)
1 time....	35.00	21.00	14.00	10.50	7.00	5.25	3.50
13 times..	33.25	19.95	13.30	9.98	6.65	4.99	3.33
26 times..	31.50	18.90	12.60	9.45	6.30	4.73	3.15
52 times..	29.75	17.85	11.90	8.93	5.95	4.47	2.98
78 times..	28.00	16.80	11.20	8.40	5.60	4.20	2.80
104 times..	26.25	15.75	10.50	7.88	5.25	3.94	2.68
156 times..	24.50	14.70	9.80	7.35	4.90	3.68	2.45
260 times..	22.75	13.65	9.10	6.83	4.55	3.42	2.28
312 or more times..	21.00	12.60	8.40	6.30	4.20	3.15	2.10

(\*) One minute transcription or 100 words live or specified time.  
(†) One-half minute transcription, 50 words live.

**SPECIAL FEATURES**  
News Service—UPI.  
News on the hour every hour with 5 minutes of news. 30 minute segment at 12:00 noon and 6:00 p.m.  
News, time signals, women's features and other special features—rates on request.

**POLITICAL**  
Regular rates apply. Cash in advance.  
**Closing Time**  
All programs close one day in advance.

**NORTH BEND**

Coos County—Map Location F-1  
See SRDS consumer market map and data at beginning of the State.

**See Coos Bay-North Bend**

**OCEANLAKE**

Lincoln County—Map Location D-1  
See SRDS consumer market map and data at beginning of the State.

**KBCH**

(Established 1955)



Rates effective May 1, 1955.  
Rates received August 4, 1955.  
Owned and operated by Lincoln Electronics, Inc.

**Personnel**  
General Manager—Bill Comer.  
Station Manager—William B. Comer.  
Traffic Manager—Hazel L. Smith.

**Representatives**  
Oregon—Art Moore and Associates.  
East Coast—Continental Radio Sales.

**Mailing Instructions**  
Business Office and Studio—Box 358, Oceanlake, Ore., telephone 3891.  
Transmitter—Corney Columbus & Knob View Ave., Oceanlake, Ore.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.  
Operates on Pacific Standard Time.  
Licensed to operate unlimited time.  
Operating schedule: 6:55 a.m. to 10:00 p.m. Monday through Saturday; noon to 6:00 p.m. Sundays.

**Agency Commission**  
15% on time only; no cash discount. Bills rendered 1st of month.

**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	21.00	14.00	7.00	4.65
13 times..	33.30	19.95	13.30	6.60	4.40
26 times..	31.50	18.95	12.60	6.30	4.20
52 times..	29.80	17.85	11.95	5.90	3.85
78 times..	28.00	16.80	11.20	5.60	3.70
104 times..	26.30	15.80	10.50	5.30	3.50
156 times..	24.50	14.70	9.80	4.90	3.30
260 times..	22.80	14.20	9.10	4.60	3.00
312 times..	21.00	12.60	8.45	4.20	2.80

(\*) One minute or 150 words.

**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 for programs.

**ONTARIO**

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

**KSRV**

(Established 1946)



Rates effective September 1, 1957.  
Rates received August 23, 1957.  
Owned and operated by Oregon Trail Network.

**Personnel**  
Manager—Gordon L. Capps.

**Representatives**  
W. S. Grant Company, Inc.  
Northwest—Art Moore and Associates, Inc.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 540, Ontario, Ore.  
Transmitter—Ontario, Ore.

(This listing continued on next page)



**Ontario—K S R V—Continued**

**Wave—Power—Time**  
 Operating power—1,000 watts.  
 Frequency—1380 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate unlimited 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 time only; no cash discount. Accounts payable 20th of month following service.

**General Advertising**  
 For combination rates see Oregon Trail Network. Affiliated with Keystone Network. Rates are predicated on fulfillment of contract, within a 12 month period, except saturation packages. Rates are for day or night.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	35.00	21.00	11.00	5.50	3.75	2.85
13 times.....	27.00	15.50	8.75	5.25	3.50	2.65
26 times.....	26.00	14.75	8.25	5.00	3.25	2.45
52 times.....	25.00	14.00	7.75	4.75	3.10	2.35
104 times.....	13.25	7.50	4.65	3.05	2.30	
156 times.....	12.50	7.25	4.50	3.00	2.25	
260 times.....	11.75	7.00	4.35	2.95	2.20	
312 times.....	11.00	6.75	4.25	2.85	2.15	

**PACKAGE RATES**  
 75 30-second announcements (used in a 30 day period)..... 140.00  
 150 30-second announcements (used in a 30 day period)..... 250.00  
 Time Signals or ID's (10 seconds)—50% of applicable one minute rate.

**OREGON CITY**

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

**See Portland**

**PENDLETON (3 AM)**

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

**KUBE**  
 (Established 1955)



Rates effective July 1, 1957. (Rate Card No. B.)  
 Rates received July 9, 1957.  
 Owned and operated by Umatilla Broadcasting Enterprises, Inc.

**Personnel**  
 Pres. & Comm'l Mgr.—John M. Carroll.  
 Vice-Pres. & Sta. Mgr.—R. E. Thomlinson.  
 Station Manager—Jack Webb.

**Representatives**  
 Northwest—William J. Wagner & Associates.  
 Los Angeles & San Francisco—O'Connell-Palmer Company.  
 Portland—H. Quenton Cox & Associates.

**Mailing Instructions**  
 Business Office and Studio—P. O. Box 301, 236 S. E. First St., Pendleton, Ore. Cr. 6-1961.  
 Transmitter—2 miles east of Pendleton, Ore.

**Wave—Power—Time**  
 Operating power—1000 watts.  
 Frequency—1050 kilocycles.  
 Licensed to operate daytime only.  
 Non-directional.  
 Operating schedule: local sunrise to sunset. PST.

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

**General Advertising**  
 Contracts and copy subject to station approval. ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	48.75	30.00	18.00	10.50	5.50
13 times.....	46.30	28.50	17.10	9.90	5.00
26 times.....	44.00	27.10	16.20	9.30	4.50
52 times.....	41.70	25.70	15.35	8.75	4.25
104 times.....	39.80	24.40	14.40	8.00	4.00
156 times.....	37.90	23.00	13.50	7.30	3.75
312 times.....	36.00	21.50	12.50	6.50	3.50
624 or more times.....	34.20	20.20	11.60	5.80	3.25

**BULK PACKAGE**  
 (Run-of-schedule to be used in 30 day period)  
 One minute:  
 25 spots..... 100.00  
 50 spots..... 187.50  
 100 spots..... 350.00  
 20% discount for 30 seconds or less.

**SPECIAL FEATURES**  
 News service—AP. Local news.  
**POLITICAL**  
 Regular rates apply. Payable in advance.

**KUMA**

(Established 1955)



Rates effective January 1, 1957.  
 Rates received December 26, 1956.  
 Owned and operated by Pendleton Broadcasting Co., A Fisher Station.

**Personnel** President—C. O. Fisher.  
 Vice Pres. & Gen'l Mgr.—Ted A. Smith.  
 Sales Manager—Robert Rynnion.

**Representatives**  
 The Meeker Company, Inc.  
 Portland and Seattle—Art Moore and Associates, Inc.

**Mailing Instructions**  
 Business Office—P. O. Box 278, Pendleton, Ore., CR 6-1511.  
 Studios—1815 S. W. Emigrant, Pendleton, Ore.  
 Transmitter—2 miles East of Pendleton, Ore.

**Wave—Power—Time**  
 Operating power—5,000 watts.  
 Frequency—1290 kilocycles.  
 Directional.  
 Operates on Pacific Standard Time.  
 Operating schedule: week days 5:30 a.m. to midnight; Sunday 7:00 a.m. to 11:00 p.m.

**Agency Commission**  
 15% to recognized agencies on station time charges; No cash discount.

**General Advertising**  
 Operated in conjunction with KUGN, Eugene, Ore. and KBZY, Salem, Ore.  
 10% bonus if schedule used on all 3 Fisher stations. Rates include use of all station music and special effects library.

	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	33.00	22.00	13.00	6.00
13 times.....	31.25	20.40	12.25	5.50
26 times.....	30.00	19.80	11.50	5.00
52 times.....	28.60	18.20	10.50	4.50
156 times.....	26.90	16.60	9.50	4.00
260 times.....	26.25	15.20	8.75	3.75
312 times.....	25.00	14.25	8.25	3.50

**SPOT PACKAGE PLANS**  
 (Run-of-schedule) Each

25 spots in 7 days.....	4.00
50 spots in 30 days.....	4.00
100 spots in 30 days.....	3.75

**SPECIAL FEATURES**  
 News Service—UPI.  
 Full-time local news bureau; two-way remote car.

**POLITICAL**  
 Regular rates apply. Payable in advance.

**KWRC**

(Established 1941)

Rates effective April 1, 1952. (Card No. 5.)  
 Card received March 3, 1952.  
 Owned and operated by Western Radio Corp.

**Personnel**  
 President—V. B. Kenworthy.  
 Acting Manager—Robert Maszk.

**Representatives**  
 Seattle—Hugh Feltis & Associates.  
 Portland—H. S. Jacobson.  
 San Francisco—William A. Ayres Company.

**Mailing Instructions**  
 Business Office—P. O. Box 178, Pendleton, Ore.  
 Studio—S. W. Sixth St., Pendleton, Ore.  
 Transmitter—at end of S. W. Sixth St., Pendleton, Ore. Crestview 6-1311.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1240 kilocycles.  
 Non-directional.  
 Licensed to operate full time on local channel.  
 Operates on Pacific Time.  
 Operating schedule: 6:00 a.m. to 10:15 p.m. week-days, 6:00 a.m. to 10:05 p.m. Saturday, 9:00 a.m. to 9:00 p.m. Sunday.

**Agency Commission**  
 15% to recognized agencies on time only; no cash discount. Commissions payable provided payment is made by the 20th of the month following service.

**General Advertising**  
 Affiliated with Keystone Network. Accepts AAAA copyrighted contract. The following rates are for national and local advertising and include music copyright fees. No contracts accepted for longer than one year.

	1 tl.	13 tl.	26 tl.	52 tl.	156 tl.	312 tl.
1 hour.....	45.00	42.75	40.50	38.25	36.00	33.75
1/2 hour.....	27.50	26.10	24.75	23.40	20.65	19.10
1/4 hour.....	15.15	14.45	13.75	13.05	12.35	10.90
10 minutes.....	12.10	11.75	11.15	10.60	9.95	9.00
5 minutes.....	9.95	9.45	8.95	8.45	7.75	6.90
1 minute or less.....	4.80	4.60	4.40	4.20	4.00	3.50

**SPECIAL FEATURES**  
 News Service—UPI. Rates on request.  
 Sports, special events, announcements on sports, news or special events—rates on request.

**POLITICAL**  
 Regular rates apply.

**Closing Time**  
 Contracts close one week in advance of first broadcast. Copy must be in 24 hours prior to broadcast. Announcements and transcriptions close 24 hours in advance, talks 48 hours in advance of first broadcast.

**OREGON**

**PORTLAND**

(including Oregon City, Vancouver, Wash.)  
 (11 AM; 4 FM)

Portland, Multnomah Co., Ore.—Map Location D-2  
 Oregon City, Clackamas Co., Ore.—Map Location D-2  
 Vancouver, Clark County, Wash.—Map Location B-4  
 See SRDS consumer market map and data at beginning of the State.

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

**KBPS**

(Established 1923)

Owned by Portland Public Schools, operated technically by Benson Polytechnic School students.  
 Frequency—1450 kilocycles.  
 Does not sell time.

**KEX**

(Established 1926)



A Westinghouse Owned Station

Rates effective August 1, 1957.  
 Rates received August 1, 1957.  
 Owned and operated by Westinghouse Broadcasting Company, Inc.

**Personnel**  
 President—Don McGannon.  
 General Manager—Herbert L. Bachman.  
 Sales Manager—R. E. Rudolph.  
 Program Manager—Don Stelleg.  
 Sales Promotion Manager—Clark B. Kelsey, Jr.

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

**Mailing Instructions**  
 Business Office and Studio—1230 S. W. Main St., Portland 5, Ore., Capitol 2-1881, TWX PD 133.  
 Transmitter—Clackamas, Ore.

**Wave—Power—Time**  
 Operating power—50,000 watts.  
 Frequency—1190 kilocycles.  
 Directional—same pattern, all hours.  
 Licensed to operate full time.  
 Operates on Pacific Standard Time.  
 Operating schedule: 24 hours daily except sign-off 12:00 midnight Sunday to sign-on 5:30 a.m. Monday.

**Agency Commission**  
 15% to recognized agencies on net charges for station time. No cash discount. Bills due and payable when rendered. Without prior credit approval, cash in advance required.

**General Advertising**  
 Rates include music copyright fees on locally originated programs only. ASCAP, BMI and SESAC licenses. No periods are sold in bulk for resale. Advertisers on participating broadcast periods are required to make individual contracts subject to card rates and regulations. Alcoholic beverage advertising: beer, light wine. All products or services and the advertising copy thereof are subject to station approval before broadcast. Current advertisers as of August 1, 1957, will receive rate protection for 26 weeks for extension or expansion if advertising is continuous. In the event of revision of station rates or discounts, any continuous broadcasts under the advertiser's contract may be extended at the rates and discounts herein shown without penalty of short rate or loss of discounts on previous broadcasts for a period of not more than 26 weeks from the effective date of such revision.

After the first contractual year, an advertiser may continue his schedule into the next year at the frequency discount applicable to a 52-week projection of the schedule in force during the crossover week, provided this discount is no greater than the discount earned in the preceding year, in which case the earned discount would apply. In the event an advertiser reduces his schedule during a second or succeeding year, the reduced schedule would receive the frequency discount applicable to a 52-week projection of that schedule. In the event an advertiser interrupts his schedule during a second or succeeding year, any subsequent schedules within that year would receive the frequency discount applicable to the actual number of announcements run during that year. Multi brands may be combined for frequency discount purposes on card rate announcements. Multi brands may be combined to earn weekly package plan rates only when such brands are bought on a single broadcast order. Rates are subject to change without notice. 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.

**PROGRAMS CLASS "A"**

(6:00 a.m. to 6:30 a.m. and 10:00 a.m. to 10:00 p.m. daily)

	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	90.00	49.95	40.00	35.00
26 times.....	85.50	47.50	38.00	33.25
52 times.....	81.00	45.00	36.00	31.50
156 times.....	76.50	42.50	34.00	29.75
260 times.....	72.00	40.00	32.00	28.00
520 times.....	67.50	37.50	30.00	26.25
1,000 times.....	63.00	35.00	28.00	24.50

For "Keep Time" announcements (6:30 a.m. to 10:00 a.m.) see Sales Action Plans.

(This listing continued on next page)

# OREGON

## Portland—KEX—Continued

### ANNOUNCEMENTS

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

	1 min.	30 sec.	10 sec.
1 time.....	24.00	17.00	8.50
26 times.....	22.80	16.20	8.10
52 times.....	21.60	15.30	7.70
156 times.....	20.40	14.50	7.20
260 times.....	19.20	13.60	6.80
520 times.....	18.00	12.80	6.40
1000 times.....	16.80	11.90	6.00

**CLASS "B"**  
(5:30 a.m. to 6:00 a.m. and 10:00 p.m. to midnight)

	12.00	8.00	4.00
1 time.....	12.00	8.00	4.00
1,000 times.....	10.00	7.00	3.50
2,000 times.....	8.00	6.00	3.00
3,000 times and over.....	6.00	5.00	2.50

Announcements—One minute, 60 seconds transcribed; 125 words live.  
Stationbreaks—Up to 30 seconds transcribed; 60 words live and 10 seconds transcribed; 15 words live.  
Live announcements and stationbreaks in excess of word limitations above may be accepted if the broadcast of such copy can be accommodated within the respective time limitations in accordance with good broadcast practice.  
For "Keep Time" announcements (6:30 a.m. to 10:00 a.m.) see Sales Action Plans.

### SALES ACTION PLANS

"Keep Time" with Barney Keep—6:30 a.m. to 10:00 a.m.—Monday through Saturday.

5-minute programs:

1 time.....	43.75	260 times, each.....	35.00
26 times, each.....	41.60	520 times, each.....	32.80
52 times, each.....	39.40	1000 times, each.....	30.60
156 times, each.....	37.20		

Announcements, per week:

	Per broadcast	
1 min.	30 sec.	10 sec.
1 time.....	30.00	20.00 10.00
6 times.....	27.50	18.30 9.70
13 times.....	25.00	16.50 8.30
21 or more times.....	22.50	15.00 7.50

"Keep Time" announcements scheduled at station option on a staggered basis between 6:30 a.m. to 9:30 a.m. and 9:30 a.m. to 10:00 a.m.

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

	24.00	17.00	8.50
1 time.....	24.00	17.00	8.50
6 times.....	22.00	15.60	7.80
13 times.....	20.00	14.20	7.10
21 times.....	18.00	12.80	6.40
30 times.....	16.00	11.40	5.70
40 or more times.....	14.00	10.00	5.00

"Lee Smith Show"—midnight to 5:30 a.m. Per announcement, 3.00.  
13 or more a week, each, 2.50. Not combinable with any other service for discount purposes.

### DISCOUNTS

Class "A" and "B" announcements (minutes, 30 and 10 seconds) combine to earn frequency discounts. Sales action package announcements do not combine with announcements to earn frequency discounts. Card rate announcements may be added to sales action package announcements to qualify for a sales action plan rate.

### SPECIAL FEATURES AND SERVICES

News Service—UPI.  
All news programs subject to 5.00 net service charge for each 5-minute newscast.  
Sing 'N Sell Community Service Jingles: Miniature program features on weather, sports, traffic and trips, around the town, and boating. Each announcement permits 30-second jingle, up to 1-minute commercial, and 30-second live community service information. Available with minimum purchase of 13 per week at regular Sales Action Plan rates. No more than 3 announcements may be scheduled in "Keep Time".  
Weather Service Jingle Package of 13 announcements per week, every hour on the half hour rotating between 6:30 a.m. and 8:30 p.m. Monday through Friday. An advertiser may purchase this package using either stationbreaks or 1-minute announcements coupled with 30-second jingle and 30-second weather information. Available at Sales Action Plan rates and a maximum of three "Keep Time" announcements per week is guaranteed in this package.

### MERCHANDISING PLANS

Rates and details on request.  
Participating Programs  
Home Forum—"Coffee With Kay West"—10:05 a.m. to 10:20 a.m. Monday through Friday, available to non-competitive products. Commercial continuity prepared by women's program director from material supplied by client.

Cost per participation:

	1 day	2 days	3 days	4 days	5 days
1-12 weeks.....	37.50	35.25	33.50	31.75	30.00
13 weeks.....	35.15	32.50	31.80	30.15	28.50
26 weeks.....	33.30	31.70	30.15	28.55	27.00
52 weeks.....	29.60	28.20	26.80	25.40	24.00

"Coffee With Kay West" units may be combined with other announcement services to compute frequency discounts for other announcement services or sales action plans, but other announcement services may not be combined with "Coffee With Kay West" units to earn greater frequency discounts on the latter.

"Danceland"—10:15 p.m. to midnight five days per week.

1 hour and 45 minutes.....	375.00
1 hour.....	250.00
1/2 hour.....	150.00
1/4 hour.....	80.00

"Farm Time" with Farm Director Ben Bulsman and D. J. Lee Smith—5:30 a.m. to 6:00 a.m. five days per week.

1/2 hour.....	150.00
1/4 hour.....	80.00

Program formats and talent quotations—rates on request.

Foreign Language  
Foreign language broadcasts not acceptable.

**POLITICAL**  
Time is sold for political broadcasts on the basis of rigid conformity with the Federal Communications Act and with the Federal Communications Commission rules and regulations pertaining to political broadcasting and to all other pertinent statutes, rules and regulations, both federal and state. Regular rates apply.

### TRANSCRIPTIONS

Library Service—Associated.  
Instantaneous reference recordings: Reasonable requests for air checks will be honored without charge. Others available at 5.00 for each program, 15 minutes or less, and at 10.00 for each 30 minute program.

**Closing Time**  
The closing date is two weeks in advance of initial program, and program material must be submitted at least one week in advance of broadcast date. No changes within two days preceding broadcast.

## KEX-FM

(Established 1948)

Rates effective August 1, 1957. (Card No. 1.)  
Card received October 2, 1957.

**Personnel**  
President—Don McGannon.  
General Manager—Herbert L. Bachman.  
Sales Manager—Robert E. Rudolph.  
Program Manager—Don Stelleges.

**Mailing Instructions**  
Business Office and Studio—1230 S. W. Main St., Portland 5, Ore., Capitol 2-1881, TWX PD 133.  
Transmitter—Clackamas, Ore.

**Wave—Power—Time**  
Effective radiated power—57,000 watts.  
Frequency—92.3 megacycles; Class B.  
Antenna ht.—955 feet above average terrain.  
Licensed to operate unlimited time.  
Operating schedule: 5:00 p.m. to midnight daily.

**Agency Commission**  
15% on time only; no cash discount. Bills due and payable when rendered.

**General Advertising**  
ASCAP, BMI and SESAC licenses.  
Rates include music copyright fees.  
Alcoholic beverage advertising: beer and light wine.  
All products and/or services and the advertising continuity thereof are subject to Westinghouse acceptance before broadcast.  
Program formats and talent quotations will be submitted on request.

Programs originating outside of the studio are subject to special charges, given on request.  
Live announcements and station breaks in excess of word limitations may be accepted if the broadcast of such copy can be accommodated within the respective time limitations in accordance with good broadcast practice. Only commercial advertising compatible with station programming accepted. No spot announcements sold within symphonies, concertos, operas, or long musical works. Length of commercial time within program segments varies according to musical feature. No periods are sold in bulk for resale.  
Advertisers on participating broadcast periods are required to make individual contracts subject to card rates and regulations.

In the event of revision of station rates or discounts, any continuous broadcasts under the advertiser's contract may be extended at the rates and discounts herein shown without penalty of short rate or loss of discounts on previous broadcasts for a period of not more than 26 weeks from the effective date of such revision.

### PROGRAMS

**CLASS "A"**

	1	1/2	1/4	5 min.
	hr.	hr.	hr.	News
1 time.....	50.00	30.00	20.00	10.00
26 times.....	47.50	28.50	19.00	9.50
52 times.....	45.00	27.00	18.00	9.00
156 times.....	42.50	25.50	17.00	8.50
260 times.....	40.00	24.00	16.00	8.00

### ANNOUNCEMENTS

1-minute or less, flat, 6.00.  
1-minute, 60 seconds transcribed; 125 words live.  
Stationbreaks, 30 seconds transcribed; 60 words live, 10-seconds transcribed; 15 words live.

### SUBSCRIBER—SPONSOR PLAN

26 Subscriber Sponsors share equally, Monday through Saturday, in all programming. Each "shareholder," through his participation, acquires a proprietary interest in the entire broadcast schedule. (Sunday schedules are pre-empted from the plan.)  
The total number of subscriber sponsors will at no time exceed 26. Subscriber sponsorships will be accepted, initially, on a firm contract period of 13 weeks.

Each subscriber sponsor will receive a total of 81 programs and segments during the 13 week period:  
12 5-minute newscasts.  
9 10-minute program segments.  
57 15-minute segments.  
3 85-minute symphony broadcasts.

Under the KEX-FM Subscriber Sponsor Plan, the cost to each participating "shareholder" is uniform, per week..... 65.00

Each subscriber sponsor will be allocated a predetermined rotation schedule of his programming for each week of his contract period. All sponsors segments will be rotated to include every time period from sign-on to sign-off during 13 week contract period. Each subscriber sponsor will receive a copy of the predetermined rotation schedule. This will be set forth on a daily basis for the entire contract period. The advertiser will be guaranteed at least 55-minutes protection from competitive accounts.

### SPECIAL FEATURES

News Service—UPI.

### POLITICAL

Regular rates apply.

### TRANSCRIPTIONS

15 minutes or less, per program.....	5.00
30 minutes, per program.....	10.00

## KGON

OREGON CITY  
(Established 1947)

## NBC Network



Rates effective January 15, 1957. (Card No. 11.)  
Card received March 4, 1957.

Owned and operated by Clackamas Broadcasters, Inc.  
**Personnel**

General Manager—Irwin S. Adams.  
Program Manager—Sonora B. Hoffman.

### Representatives

Weed Radio Corporation.  
Seattle—Wm. J. Wagner & Associates.

### Mailing Instructions

Business Office and Studio—P. O. Box 5865, Portland 22, Ore. Olive 4-5475; Oregon City 5249.  
Transmitter—On Hwy, 99E between Portland and Oregon City.

### Wave—Power—Time

Operating power—10,000 watts.  
Frequency—1520 kilocycles.  
Directional.

Licensed to operate full time on clear channel.

Operates on Pacific Standard Time.  
Operating schedule: 24 hours daily.

### Agency Commission

15% to recognized agencies on time only; 2% cash discount on bills paid by 10th day of month following broadcast. Bills payable when rendered.

### General Advertising

Affiliated with NBC Radio Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP and BMI licenses.

Beer and wine accounts acceptable except on Sundays. Right reserved to limit the length and frequency of all broadcasts. Maximum contract period one year. Rates specified are applicable to all new broadcast series ordered on and after January 15, 1957. Contracts made prior thereto will be completed at the rates specified in such contracts except that advertisers with such contracts may then or thereafter elect to change to the rates specified on this card for the unexpired portion of such contracts. In the absence of such election the rates specified on this card will not apply until after January 15, 1957, to renewals or extensions on contracts existing on that date, for the same series continuously used. Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate. For time periods not designated rates may be had on request.

Length of commercial copy: Programs News

5 minutes.....	1:45 min.	1:30 min.
15 minutes.....	2:30 min.	2:15 min.
30 minutes.....	3:00 min.	
60 minutes.....	6:00 min.	

—Day and Evening—

	1	1/2	1/4	5	1	Station
	hr.	hr.	hr.	min.	min.	break
1 time.....	100.00	60.00	40.00	20.00	10.00	7.00
13 times.....	95.00	57.00	38.00	19.00	9.50	6.65
26 times.....	90.00	54.00	36.00	18.00	9.00	6.30
52 times.....	85.00	51.00	34.00	17.00	8.50	5.95
104 times.....	80.00	48.00	32.00	16.00	8.00	5.60
156 times.....	75.00	45.00	30.00	15.00	7.50	5.25
260 times.....	70.00	42.00	28.00	14.00	7.00	4.90
312 times.....	65.00	39.00	26.00	13.00	6.50	4.55

Shorts (10-seconds or less)—one-half respective rate for frequency.

### WEEKLY PACKAGE PLAN

One minute or less:  
10 spots, each..... 7.00 25 spots, each..... 5.50  
15 spots, each..... 6.50 50 spots, each..... 5.00  
20 spots, each..... 6.00

### SPECIAL PROMOTION PACKAGES

Weekly Saturation Package (within 7 days):  
(Minutes or less)  
25 spots, total cost..... 162.50  
50 spots, total cost..... 300.00  
100 spots, total cost..... 500.00

Monthly Announcement Package:  
(Minutes or less)  
25 spots, total cost..... 175.00  
50 spots, total cost..... 325.00  
100 spots, total cost..... 600.00  
200 spots, total cost..... 1,000.00

### DISCOUNTS

Net frequency rates shown are based on the total number of programs or announcements used within one year for the same advertiser. However, programs and announcements may not be combined for frequency rate. Participation announcements may be combined with other announcements and/or station breaks to determine the frequency rates of each. If a contract is renewed for the same schedule, without interruption, beyond a 52 week period, the same earned time rate will be allowed for such continuous weekly service as the rate earned for the preceding 52 week period. However, should the schedule of the renewed contract be reduced or cancelled before completing the contract fiscal year, a short rate charge will be made in accordance with the applicable frequency rate for the number of programs or announcements used within the current fiscal year; or advertiser may elect to re-earn frequency rate each fiscal year.

### SPECIAL FEATURES

News Service—UPI.  
Spots on Mutual's "Game of the Day" or other seasonal sports available:

1 time.....	15.00	104 times.....	12.00
13 times.....	14.25	156 times.....	11.25
26 times.....	13.50	260 times.....	10.50
52 times.....	12.75	312 times.....	9.75

(This listing continued on next page)

**Portland—K G O N—Continued**

**Participating Programs**  
 "Bob McNulty Show"—6:05 a.m. to 9:00 a.m. Monday through Friday.  
 "NBC Bandstand"—10:05 a.m. to 11:00 a.m. Monday through Friday.  
 "Inbound"—with Dale Howard—4:30 p.m. to 6:00 p.m. Monday through Friday.  
 "NBC Life and the World"—6:45 p.m. to 7:00 p.m. Monday through Friday.  
 "NBC Nightline"—7:30 p.m. to 9:00 p.m. Monday through Thursday.  
 "Mostly Music"—with Dale Howard—9:15 p.m. to 10:30 p.m. daily.  
 "On-The Line" with Lee Fiksdal—10:30 p.m. to 2:00 a.m. Monday through Friday.  
 "Music 'Til Dawn" with Larry Paul—midnight Sunday to 6:00 a.m. and 2:00 a.m. to 6:00 a.m. balance of the week.

**Foreign Languages**  
 Not available on current schedule.  
**POLITICAL**  
 Regular rates apply.  
**TRANSCRIPTIONS**  
 Library Service—World, Standard.  
**Closing Time**  
 Copy must be submitted 24 hours in advance of broadcast.

**KGW**  
 (Established 1922)  
**THE JOHN BLAIR STATION**



Rates effective September 1, 1957. (Card No. 28.)  
 Card received August 1, 1957.  
 Owned and operated by King Broadcasting Company dba Pioneer Broadcasting Company.

**Personnel**  
 Station Mgr. & Nat'l Sales Mgr.—Fred Von Hofen.  
 Program Manager—Robert E. Franklin.  
 Prom. & Publicity Dir.—William R. Nutt.

**Representatives**  
 John Blair & Company.

**Mailing Instructions**  
 Business Office and Studio—Broadcast House, 1139 S.W. 13th Avenue, Portland, Ore. Capitol 3-6364.  
 TWX PD 48.  
 Transmitter—North Portland, Ore.

**Wave—Power—Time**  
 Operating power—5,000 watts.  
 Frequency—620 kilocycles.  
 Directional—same pattern, all hours.  
 Operates on Pacific Standard Time.  
 Licensed to operate unlimited time.  
 Operating schedule: 24 hours daily except Sunday.

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

**General Advertising**  
 Associated with KGW-TV, KING-AM, FM & TV, Seattle, KREM-AM, FM & TV, Spokane.  
 For combination rates see ABN Radio.  
 Accepts AAAA copyrighted contract.  
 The rate published hereon is guaranteed for a period of one year from date of first broadcast, providing broadcasting is consecutive. Two or more program units of 5 minutes or more broadcast the same day for the same sponsor may be combined to earn the 1/4 hour, the 1/2 hour or one hour rate, whichever applies.  
 Advertising of alcoholic beverages other than beer and wine not accepted.  
 Time rates include music copyright fees.  
 BMI, ASCAP and SESAC licenses.  
 Length of commercial copy:      Nights      Days  
 15 minutes..... 2:30 min.      3:00 min.  
 30 minutes..... 3:00 min.      4:15 min.  
 60 minutes..... 6:00 min.      7:00 min.

**GENERAL ADVERTISING RATES**  
 (Without Talent)

Rate include station production services as available, station transcriptions, libraries and records. Rates also include news service and editing charges in the purchase of newscasts. Total package commissionable to recognized agencies.  
 Programs, announcements, and announcement packages not combinable for frequency discounts. Discounts apply to the total number of programs or announcements used within one year. Broadcasts continued beyond 52 weeks will continue to earn the same rate as the preceding 52 weeks. Current advertisers will be granted 52 weeks' rate protection; in event of rate increase an account must have a schedule running at the time of the rate increase and it must be continuous in order to maintain this protection.

**ANNOUNCEMENTS**

(6:00 a.m. to 9:00 a.m.; 4:00 p.m. to 6:00 p.m. Monday through Saturday)		
One minute announcements or less:	Each	Per week
6 per week, staggered, 1 per day.....	20.00	120.00
Less than 6 per week, staggered,		
1 per day.....	22.00	
Specified Position 6:00 a.m. to		
9:00 a.m.....	25.00	
(9:00 a.m. to 4:00 p.m. Monday through Friday)		
6 per week.....	18.00	108.00
Less than 6 per week.....	20.00	
(After 9:00 p.m. Monday through Friday; after 9:00 a.m. Saturday (except 4:00 p.m. to 6:00 p.m.) and all day Sunday)		
6 per week.....	12.00	72.00
Less than 6 per week.....	15.00	

**IMPACT PLANS**  
 (6:00 a.m. to 6:00 p.m. Monday through Friday and 6:00 a.m. to 9:00 a.m. Saturday)

Flat		
One minute announcements or less:	Each	Per week
12 participations per week.....	15.00	180.00
24 participations per week.....	14.00	336.00
48 participations per week.....	12.00	576.00
96 participations per week.....	10.00	960.00
(After 6:00 p.m. Monday through Friday; after 9:00 a.m. Saturday and all day Sunday)		
12 participations per week.....	10.00	120.00
24 participations per week.....	9.00	216.00
48 participations per week.....	8.00	384.00
96 participations per week.....	6.00	576.00

Day and night Impact Plans may be scheduled in any combination of day and night at the applicable unit announcement cost for each type of service so long as a minimum of 12 announcements per week is used.  
 ID's (10 seconds)—50% of the applicable one minute rate. ID's may not be combined with any other broadcasting for purposes of establishing frequency discounts on the ID's or other broadcasting.

**PROGRAMS**  
 (6:00 a.m. to 6:00 p.m. Sunday through Saturday)

1 time.....	1/2 hr.	1/4 hr.	5 min.
26 times.....	60.00	40.00	30.00
52 times.....	57.00	38.00	23.50
104 times.....	54.00	36.00	27.00
156 times.....	51.00	34.00	25.50
260 times.....	48.00	32.00	24.00
312 times.....	45.00	30.00	22.50

(All other times)  
 50% of above rates apply.

**MERCHANDISING**  
 KGW "Supermarketdising" in 107 supermarkets, independent stores, plus three local super market chains. Merchandise calls, stock checks, point of purchase and sales assistance available.  
 Supermarketdising service available on the total time purchase of 5 weeks at 150.00 per week.  
 "Luncheon Is Served"—Product is promoted at 25 to 30 luncheons per month before homemakers and club groups averaging 200 in attendance per luncheon. Products may be served, demonstrated or sampled. Qualify by spending 120.00 per week for 5 weeks in regular business. (Non-competing products only are used.)

**SPECIAL FEATURES**  
 News Service—AP and UPI, plus two short-wave equipped news cars, plus world-wide direct short-wave into newsroom.  
**Participating Programs**  
 "A M Mayhem" with Dick Novak—6:00 a.m. to 9:00 a.m. Monday through Saturday. Regular rates.  
 "Konnie G. Worth"—10:00 a.m. to noon. Monday through Friday. 2 minute capsules (1 minute news for women, plus 1 minute of live or transcribed copy.) Regular rates.  
 "Platter Pantry" with Don Porter—10:00 to 1:00 p.m. Monday through Saturday. Regular rates.  
 "Open House" with R. H. Peck—1:00 p.m. to 3:00 p.m. Monday through Saturday. Regular rates.  
 "Route 620" with Dick Novak—3:00 p.m. to 6:00 p.m. Monday through Saturday. Regular rates.  
 "Club 620" with R. H. Peck—7:00 p.m. to 9:30 p.m. Monday through Saturday. Regular rates.  
 "Night Owl Club"—Midnight to 6:00 a.m. Monday through Saturday. Rates on request.

**POLITICAL**  
 Programs and announcements. Manuscripts or commercial copy must be furnished 48 hours in advance of broadcast time.

**Closing Time**  
 Broadcast copy and program material must be received and approved by station management 24 hours in advance of broadcast time.

**KKEY**  
**VANCOUVER, WASH.**

(Established 1954)  
 Rates effective September 1, 1955.  
 Card received October 10, 1955.  
 Owned and operated by Western Broadcasting Co.

**Personnel**  
 President—Ralph C. Weagant.  
 General Manager—Ernest Crater.  
 Commercial Manager—Al Picinni.  
 Promotion Manager—Sam Jones.  
 Program Director—Ken DeBord.

**Representatives**  
 Charles Bernard Company.

**Mailing Instructions**  
 Business Office, Studio and Transmitter—5500 Fourth Plain Rd., Vancouver, Wash., Oxford 3-2565, Butler 9-2565.

**Wave—Power—Time**  
 Operating power—1,000 watts.  
 Frequency—1150 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% to recognized agencies on time only; 2% cash discount. Bills rendered 1st of month; payable 10 days.

**General Advertising**  
 All broadcasts including announcements of varying length within a contract year except announcement packages, may be cumulated to earn frequency discounts. Programs and announcements may not be combined to determine frequency discounts.  
 No periods sold in bulk for resale.  
 Advertisers with schedules current at time of any rate increase will receive 26 weeks' rate protection. If current contract extends without interruption beyond the foregoing 26 weeks protection period, then that advertiser will receive 52 weeks protection from date of rate increase. Maximum contract 1 year.  
 Beer and wine advertising accepted.

**OREGON**

	1 hr.	1/2 hr.	1/4 hr.	10 min.	1 min.
1 time.....	60.00	36.00	24.00	12.00	7.20
13 times.....	57.00	34.20	22.80	11.40	6.90
26 times.....	54.00	32.40	21.60	10.80	6.60
52 times.....	51.00	30.60	20.40	10.20	6.30
104 times.....	48.00	28.80	19.20	9.60	6.00
156 times.....	45.00	27.00	18.00	9.00	5.70
260 times.....	42.00	25.20	16.80	8.40	5.40
312 times.....	39.00	23.40	15.60	7.80	5.10

**50 word spot announcements:**

1 time.....	4.95	104 times.....	3.85
13 times.....	4.75	156 times.....	3.60
26 times.....	4.50	260 times.....	3.40
52 times.....	4.30	312 or more times.....	3.15
78 times.....	4.05		

**ANNOUNCEMENT PACKAGE RATES**

Per week:	1 min.	30 sec.	10 sec.
10 announcements.....	60.00	42.00	30.00
15 announcements.....	82.50	57.00	
20 announcements.....	100.00	70.00	55.00
25 announcements.....	120.00	83.00	
30 announcements.....	135.00	93.00	75.00
40 announcements.....	170.00	120.00	90.00
60 announcements.....	240.00	168.00	

**SPECIAL FEATURES**  
 News Service—UPI and local.  
 5-minute news every hour on the half-hour.  
 1-minute news and sports capsule every hour on the hour.

**Participating Programs**  
 "The Ken DeBord Show"—western music.  
**POLITICAL**  
 Same rate; paid in advance.

**Closing Time**  
 24 hours before broadcast.

**KLIQ**

(Established 1957)  
 Rates effective August 1, 1958. (Card No. 2.)  
 Card received June 30, 1958.  
 Owned and operated by KLIQ, Inc.

**Personnel**  
 General Manager—A. Richard Morgans.  
 Commercial Manager—Walter A. Kobek.  
 Program Manager—Hank Henry.  
 Promotion Director—Bruce Vanderhoof.

**Representatives**  
 John E. Pearson Company.

**Mailing Instructions**  
 Business Offices and Studio—Broadcast Square, Oaks Park, Portland 2, Ore. Belmont 4-8440.

**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—1290 kilocycles.  
 Operating schedule: 6:00 a.m. 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.  
 ASCAP, BMI and SESAC licenses.  
 Rates include music copyright fees.  
 No periods sold in bulk for resale.  
 Beer and light wine advertising accepted.  
 Programs and announcements may not be combined for discount purposes. Rate protection granted only to advertisers running a continuous schedule.

**SPOT ANNOUNCEMENTS**

	1 min.	30 sec.	10 sec.
1 time.....	10.00	9.00	5.00
50 times.....	9.50	8.50	4.75
100 times.....	9.00	8.00	4.50
200 times.....	8.50	7.50	4.00
400 times.....	7.50	6.50	3.50
600 times.....	6.50	5.50	3.00

**NEWS AND SPORTS**

	(*)	(†)	(‡)
1 time.....	15.00	12.00	11.00
26 times.....	13.00	11.00	10.50
52 times.....	12.00	10.00	9.50
156 times.....	10.00	9.00	8.50
312 times.....	9.00	8.00	7.50
620 times.....	8.00	7.00	6.50

(\*) 5 minute news.  
 (†) Capsule news.  
 (‡) Feature Sports.

**SPOT ANNOUNCEMENT PACKAGE**

Per week:	1 min.	30 sec.	10 sec.
10 times.....	7.50	6.50	3.25
25 times.....	7.00	6.00	3.00
50 times.....	6.50	5.50	2.75
75 times.....	6.00	5.00	2.50
Per month:			
50 times.....	7.50	6.50	3.25
100 times.....	7.00	6.00	3.00
150 times.....	6.50	5.50	2.75
200 times.....	6.00	5.00	2.50

Advertiser may combine 1 minute, 1/2 minute, 10 sec. to earn frequency.

**SPECIAL FEATURES**  
 News Service—UPI, local, and mobile equipped cars. Merchandising available. Rates and details on request.

**Participating Programs**  
 "Web Spinning" with Webb Russell—6:00 a.m. to 10:00 a.m. Monday through Saturday.  
 "Something for the Girls" with Joe Mitchell—10:00 a.m. to 1:00 p.m. Monday through Saturday.  
 "Coffee Break" with Hank Henry—1:00 p.m. to 2:00 p.m. Monday through Saturday.  
 "Car Tunes" with Bruce Vanderhoof—2:00 p.m. to sign-off. Monday through Saturday.  
 "Carousel" with Tom Decker—10:00 a.m. to 1:00 p.m. Sunday.  
 "Sunday in the Park" with Dale Pritchard—1:00 p.m. to sign-off. Sunday.

**POLITICAL**  
 Regular rates apply.  
**Closing Time**  
 24 hours in advance of broadcast.  
 (Portland continued on next page)



**OREGON**

Portland—Continued

**KOIN**

(Established 1924)



Rates effective September 15, 1957. (Card No. 12.)  
Rates received September 13, 1957.  
Owned and operated by Mount Hood Radio & Television Broadcasting Corporation.

**Personnel**

General Manager—Harry H. Buckendahl.  
Nat'l Adv. Manager—Robert R. Whitely.

**Representatives**

CBS Radio Spot Sales.

**Mailing Instructions**

Business Office and Studio—140 S. W. Columbia St.,  
Portland 1, Ore., Capitol 8-3333.  
Transmitter—Barnes Road Hill, outside city limits.

**Wave—Power—Time**

Operating power—5,000 watts.  
Frequency—970 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Pacific Standard Time.

**F M Facilities**

Effective radiated power—48,600 watts.  
Frequency—101.1 megacycles; Class B.  
Antenna height—1,394 feet above average terrain.

**Agency Commission**

Agency commission 15% on station time only to advertising agencies recognized by station manager provided payment is made by the 20th of month following service, otherwise no commission paid. No cash discount allowed.

**General Advertising**

For combination rates see listings of CBS Radio Network (Pacific Coast Group) and Columbia Pacific Network (Pacific Coast Group).  
FM operated in conjunction with AM.  
The following rates are for general advertising.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
No contracts accepted for longer than 52 weeks. Rates not guaranteed beyond 26 weeks following September 15, 1957. Schedules must run continuously week to week. No blanket contracts accepted. All contracts subject to the approval of station management and governmental regulations.  
Rates subject to change without notice.

**PROGRAMS**

1/2 hour..... (6:00 a.m. to 12:00 midnight)	75.00
1/4 hour.....	40.00
5 minutes (flexible), when available.....	32.50

**ANNOUNCEMENTS**

15 words or 8-second transcription..... (6:00 a.m. to 12:00 midnight)	10.00
50 words or 20-second transcription.....	20.00
100 words or 1 minute transcription.....	30.00

All announcements, day or night, between two sponsored network programs, 17 seconds transcription or 35 words live

**FREQUENCY DISCOUNT PLAN**

<b>(Per week)</b>	
<b>(6:00 a.m. to 12:00 midnight)</b>	
<b>Station breaks:</b>	
9 spots, each.....	18.00
12 spots, each.....	16.00
21 spots, each.....	14.00
<b>Minutes:</b>	
9 spots, each.....	27.00
12 spots, each.....	24.00
21 spots, each.....	21.00
<b>ID's 8-seconds 15 words, flexible:</b>	
9 spots, each.....	9.00
12 spots, each.....	8.00
21 spots, each.....	7.00

Saturation plans of minutes and/or station breaks will be offered with discounts of 10% for 9, 20% for 12 and 30% for 21 or more per week, fixed position. ID's are eligible for identical discounts when used on the 9, 12 and 21 plans except they cannot be combined with minutes or station breaks, and are flexible. Advertiser who desires 10 second transcribed or 20-word live announcements adds flat 2.00 to 8 second rate, and also are flexible. Single products only qualify for frequency discount plan.

"KOIN Klock" and "Newspaper of the Air" may be included in the saturation plans but not for discount purposes, but may count numerically for the purpose of creating a saturation plan.  
Day and night breaks and minutes may be combined with discounts allowed at the day and night rates.

**SPECIAL FEATURES**

News Service—UPI, AP.

**Participating Programs**

Participating programs are commissionable to advertising agencies in the gross amount, including talent. No phonograph records or amateur talent used.

"The Newspaper of the Air"—3:30 p.m. to 4:00 p.m. Monday through Friday; 1:00 p.m. to 1:30 p.m. Saturday.

Fifty word participation, including time and talent per week 100.00; 100 word participation, including time and talent, per week 150.00.

"The KOIN Klock"—6:15 a.m. to 7:15 a.m. Monday through Saturday. Fifty-word participation, including time and talent, per week 100.00; 100-word participation, including time and talent per week 150.00.

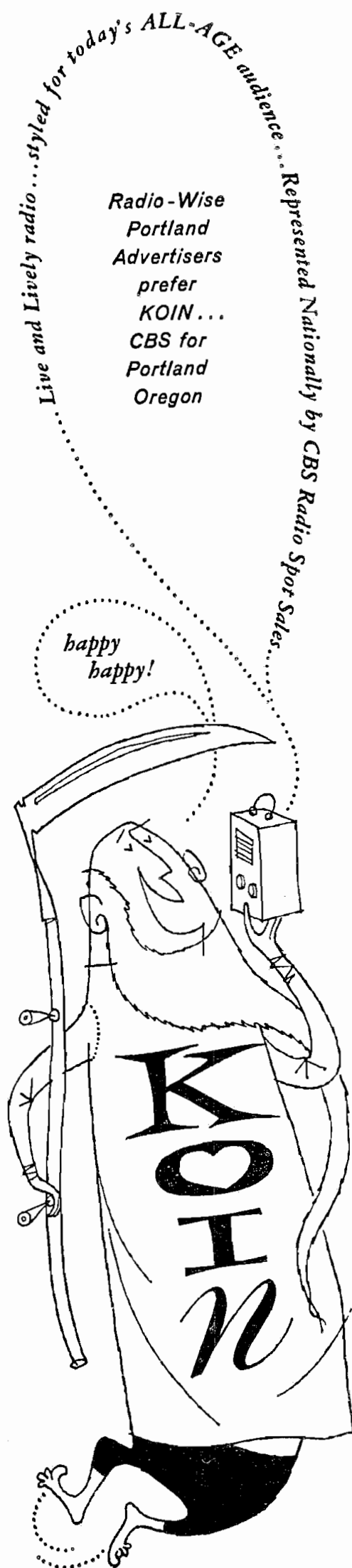
Participation in above programs three days a week every other day—three fifths of weekly rate.

**TRANSCRIPTIONS**

Library Services—World, Standard.

**Closing Time**

If program is to be included in publicity releases closing date is two weeks in advance of service. Final closing date one week in advance.



Live and Lively radio... styled for today's ALL-AGE audience... Represented Nationally by CBS Radio Spot Sales

Radio-Wise  
Portland  
Advertisers  
prefer  
KOIN...  
CBS for  
Portland  
Oregon

happy  
happy!

**KPAM**

(Established 1951)



Rates effective February 1, 1958.  
Rates received February 28, 1958.  
Owned and operated by Broadcasters Oregon, Limited.

**Personnel**

Manager—S. M. Goard.  
Assistant Manager—J. T. McGuire.  
Sales Manager—S. M. Goard.  
Program Director—D. G. Wirtz.

**Representatives**

The Meeker Company, Inc.

**Mailing Instructions**

Business Office and Studio—P. O. Box 1230, Portland 7, Ore., Capitol 8-0106.  
Transmitter—Portland, Ore.

**Wave—Power—Time**

Operating power—5,000 watts days.  
Frequency—1410 kilocycles.  
Non-directional.  
Operates on Pacific Standard Time  
Operating schedule: 6:00 a.m. to local sunset.

**F M Facilities—KPFM**

Effective radiated power—33,000 watts.  
Frequency—97.1 megacycles; Class B.  
Antenna height—1000 feet above average terrain.  
Licensed to operate full time.  
Operating schedule: 6:00 a.m. to 11:00 p.m.

**Agency Commission**

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

**General Advertising**

The following rates are for national broadcasting and include music copyright fees.  
FM operated in conjunction with AM, except at night. Rates are for station time only.  
Two or more program units of 1/4 hour or more broadcast on the same day, for the same advertiser, may be combined to earn the 1/2 hour rate.

**KPAM-KPFM**

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	56.25	33.75	22.50	11.25	7.50	5.00
13 times.....	53.50	32.00	21.50	10.75	7.10	4.75
28 times.....	50.75	30.50	20.25	10.25	6.75	4.50
52 times.....	48.00	28.75	19.25	9.75	6.40	4.25
312 times.....	42.25	25.50	17.00	8.50	5.65	3.75

**KPFM**

1 time.....	37.50	22.50	15.00	7.50	6.00	4.00
13 times.....	35.75	21.50	14.25	7.25	5.70	3.80
26 times.....	33.75	20.25	13.50	6.75	5.40	3.60
52 times.....	32.00	19.25	12.75	6.50	5.10	3.40
312 times.....	28.25	17.00	11.25	5.75	4.50	3.00

**MONTHLY PACKAGE**

	1-minute—	30-seconds—
	Each Per mo.	Each Per mo.
10 spots.....	5.50 55.00	4.50 45.00
20 spots.....	5.25 105.00	4.25 85.00
50 spots.....	5.00 250.00	4.00 200.00
100 spots.....	4.75 475.00	3.75 375.00

Packages are for combined stations, run-of schedule, Sundays excluded. 5 spots per day maximum.

**SPECIAL FEATURES**

News Service—AP rates on request.  
Announcements accepted for use with sustaining programs only with a maximum of three such announcements during any quarter hour program.

**POLITICAL**

Rates on request. All political charges payable in advance.

**Closing Time**

Copy must be submitted at least 24 hours in advance.

**KPDQ**

(Established 1947)



Rates effective November 15, 1956.  
Card received October 13, 1956.  
Rev. (basic rates) rec'd January 27, 1958.

Owned and operated by John W. Davis.

**Personnel**

Owner & Mgr.—John W. Davis  
Commercial Manager—Jim Hartman.  
Program Director—Dan MacDonald.  
Chief Engineer—Daniel McPeak.

**Representatives**

None.

**Mailing Instructions**

Business Office and Studio—4903 N. E. Sandy Blvd., Portland, Oregon. Atlantic 2-3232.  
Transmitter—Portland, Ore.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—800 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Pacific Standard Time.  
Operating schedule: Sunrise to local sunset.

**Agency Commission**

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

**General Advertising**

ASCAP, BMI, and SESAC licenses.  
The following rates are for national advertising. Unfilled contracts will be billed back at earned rate.  
Actual broadcasting periods: One hour, 59 minutes; 1/2 hour, 29 minutes; 1/4 hour, 14-1/2 minutes; 5 minute periods, 4-1/2 minutes.

(This listing continued on next page)

**Portland—K P D Q—Continued**

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	80.00	45.00	29.00	14.00	9.00
13 times....	77.00	44.00	28.50	13.50	8.50
26 times....	74.00	43.00	28.00	13.00	8.00
52 times....	71.00	42.00	27.50	12.50	7.50
104 times....	68.00	41.00	27.00	12.00	7.00
156 times....	65.00	39.00	26.00	11.50	6.50
208 times....	62.00	37.00	25.00	11.00	6.00
260 times....	58.00	35.00	24.00	10.00	5.50
312 times....	54.00	33.00	22.00	9.00	5.00

**SPECIAL PACKAGE RATE**  
(1-minute spots)

	Each	Total
30 times in 8 days.....	6.00	180.00
30 times in 30 days.....	6.50	195.00
50 times in 8 days.....	5.00	250.00
50 times in 30 days.....	6.00	300.00
100 times in 30 days.....	5.00	500.00
200 times in 45 days.....	4.00	800.00

20 and 30-second spots sell for 70% of 1-minute rate. All frequency discounts apply accordingly. For any other frequencies or discounts, station must be consulted.

**SPECIAL FEATURES**

News Service—AP.  
Newscasts, time signals, weather reports—rates on request.  
Participating Programs  
"The Dan MacDonald Show"—noon to 5:00 p.m. Tuesday through Friday; noon to sign-off Monday.  
"The Phil Boyer Show"—5:00 p.m. to sign-off Tuesday through Friday; sign-on to 2:00 p.m. Saturday and Sunday.  
"The Dan McPeake Show"—sign-on to noon Monday through Friday.

**POLITICAL**

Regular rates apply; cash in advance.  
Closing Time  
24 hours before broadcast.

**KPOJ**

(Established 1932)



Rates effective October 15, 1958. (Card No. 13.)  
Card received October 9, 1958.

Owned and operated by the Portland Oregon Journal.

**Personnel**

General Manager—R. M. Brown.  
Commercial Manager—Don Parr.  
Program Director—Vern Mueller.

**Representatives**

Edward Petry & Company, Inc.  
Seattle, Tacoma—Hugh Felts & Associates.

**Mailing Instructions**

Business Office and Studio—P. O. Box 31 (Zone 7),  
1019 S. W., 10th Ave., Portland, Ore., Ca 7-3484.  
Transmitter—Mt. Scott, Portland, Ore.

**Wave—Power—Time**

Operating power—5,000 watts.  
Frequency—1330 kilocycles.  
Directional—same pattern, all hours.  
Licensed to operate full time.  
Operates on Pacific Time.  
Operating schedule: 6:00 a.m. to 1:00 a.m.

**FM Facilities**

Effective radiated power—50,000 watts.  
Frequency—93.7 megacycles.  
Antenna height—1,100 feet above average terrain.  
All AM programs duplicated on FM.

**Agency Commission**

15% to recognized agencies on station time only, provided payment is made by 20th of month following service; no cash discount. Bills rendered monthly and due not later than 10th of month following broadcast.

**General Advertising**

Accepts AAAA copyrighted contract.  
BMI, ASCAP and SESAC licenses.  
Beer and light wine advertising accepted, except Sundays.

Programs and announcements may not be combined for discount purposes. Discounts apply to the total number of announcements or programs used within one year, except announcements purchased at announcement package rates. Class "A" and "B" packages may be combined with one another to earn weekly package discount rates; for example, 5 Class "A" announcements plus 10 Class "B" announcements earn the 15 time rate in each category. Minutes and stationbreaks only can combine for frequency. ID's may not be combined with other announcements. Regular rate announcements may earn frequency for package announcements, but not vice-versa. Broadcast schedules which continue beyond 52 weeks will continue to earn the same rate as that in the preceding 52 week period. Rates on request for units of time purchased in excess of one hour. Current advertisers will be granted 52 weeks rate protection in event of rate increase. An account must be active with a schedule running at the time of a rate increase to receive rate protection, and the schedule must be continuous thereafter to maintain this rate protection.

Length of commercial copy:	—Day and Evening—	
	Programs	News
5 minutes.....	1:45 min.	1:30 min.
10 minutes.....	2:30 min.	1:45 min.
15 minutes.....	3:00 min.	2:15 min.
30 minutes.....	4:30 min.	
60 minutes.....	9:00 min.	

	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	60.00	32.50	30.00	26.00
26 times....	58.50	31.69	29.25	25.35
52 times....	57.00	30.88	28.50	24.70
156 times....	55.50	30.06	27.75	24.05
260 times....	54.00	29.25	27.00	23.40
312 times....	52.50	28.43	26.25	22.75
624 times....	51.00	27.62	25.50	22.10

**PACKAGE RATES**

(6:30 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. rotating, Monday through Friday)

	Each	Total	Each	Total
Per week: -1 minute-				
10 times....	12.00	120.00	9.00	90.00
15 times....	11.00	165.00	8.25	123.75
20 times....	10.00	200.00	7.50	150.00

CLASS "B"  
(All other times, including Saturday and Sunday. Fixed position but not guaranteed.)

	Each	Total	Each	Total
Per week: -1 minute-				
10 times....	10.00	100.00	7.50	75.00
15 times....	9.50	142.50	7.25	108.75
20 times....	9.00	180.00	6.75	135.00
30 times....	8.50	255.00	6.50	195.00
40 times....	8.00	320.00	6.00	240.00
50 times....	7.50	375.00	5.75	287.50

**ANNOUNCEMENTS**  
(fixed position)

CLASS "A"

	1 min.	30 sec.	10 sec.
1 time.....	20.00	15.00	10.00
26 times....	19.00	14.25	9.50
52 times....	18.00	13.50	9.00
156 times....	16.00	12.00	8.00
260 times....	15.00	11.25	7.50
312 times....	14.00	10.50	7.00
624 times....	12.00	9.00	6.00

CLASS "B"

	1 min.	30 sec.	10 sec.
1 time.....	15.00	11.25	7.50
26 times....	14.50	10.75	7.25
52 times....	14.00	10.25	7.00
156 times....	13.00	9.50	6.50
260 times....	12.00	9.00	6.00
312 times....	11.00	8.50	5.50
624 times....	10.00	8.00	5.00

**SPECIAL FEATURES**

News Service—UPI and local Oregon Journal news.  
News service charge—10.00 per 1/4 hour broadcast over time cost.  
Mobile unit with complete studio and transmitting facilities available for special promotions—rates on request.  
Special events car with transmitting facilities—rates on request.

**Participating Programs**

"Rhythm Room" with Mark Allen—8:00 p.m. to 1:00 a.m. Monday through Saturday. 20 1-minute or 30 second announcements per week, 100.00.  
"The Chuck Bernard Show" with Patti Cooke as guest—9:00 a.m. to 10:00 a.m. Monday through Friday. Special women's program participations delivered live by KPOJ's Women's Director. Class "A" rates apply.

**TRANSCRIPTIONS**

Instantaneous reference recordings. One recording of announcement or new program supplied without charge providing announcement order covers minimum 26 times or program order covers minimum eight times. Additional recordings of five, 10 or 15 minute programs each 6.00; 30 minute programs, each 10.00.

**Closing Time**

Copy and program material required at least 36 hours before broadcast time.

**KVAN**

**VANCOUVER**

(Established 1939)

Rates effective January 1, 1958.  
Rates received December 30, 1957.  
Owned and operated by KVAN, Inc.

**Personnel**

President—Sheldon F. Sackett.  
Vice President—Jack Irvine.  
Gen'l & Com'l Mgr.—James A. Gunn.

**Representatives**

Adam Young, Inc.

**Mailing Instructions**

Mailing address—P. O. Box 1902, Portland 11, Oregon.  
Business Office and Studio—707 Main St., Vancouver, Wash., Portland telephone, Butler 5-4508.  
Transmitter—South Shore Smith Lake, Portland, Ore.

**Wave—Power—Time**

Operating power—1,000 watts.  
Frequency—910 kilocycles.  
Directional—nighttime only.  
Licensed to operate unlimited time on regional channel.  
Operates on Pacific Standard Time.  
Operating schedule: 24 hours weekdays; 8:00 a.m. to midnight Sunday.

**Agency Commission**

15% to recognized advertising agencies on time only, provided payment is made by the 20th of the month following service. No cash discount.

**General Advertising**

Accepts AAAA copyrighted contract.  
BMI, ASCAP and SESAC licenses.  
Accepts AAAA copyrighted contracts.  
Unfulfilled contracts will be billed back at earned rate.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	92.00	55.20	36.80	27.60	18.40
26 times....	87.40	52.44	34.96	26.22	17.48
52 times....	82.80	49.68	33.12	24.84	16.56
156 times....	78.20	46.92	31.28	23.46	15.64
260 times....	73.60	44.16	29.44	22.08	14.72
312 times....	69.00	41.40	27.60	20.70	13.80
780 times....	64.40	38.64	25.76	19.32	12.88
1300 times....	59.80	35.88	23.92	17.94	11.96

**ANNOUNCEMENTS**

CLASS "A"

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

	1 min.	20-30-sec.	10 sec.
1 time.....	12.00	9.00	6.25
26 times....	11.50	8.65	6.00
52 times....	11.00	8.25	5.75
104 times....	10.50	7.90	5.50
156 times....	10.00	7.50	5.25
260 times....	9.50	7.15	5.00
312 times....	9.00	6.75	5.00
500 times....	8.50	6.40	4.75
750 times....	8.00	6.00	4.50
1,000 times....	7.50	5.65	4.25

**OREGON**

CLASS "B"

(6:00 p.m. to 9:00 p.m.)

	1 min.	20-30 sec.	10 sec.
1 time.....	8.00	6.00	4.25
26 times....	7.75	5.80	4.00
52 times....	7.50	5.65	3.90
104 times....	7.25	5.45	3.75
156 times....	7.00	5.25	3.70
260 times....	6.75	5.05	3.65
312 times....	6.50	4.90	3.50
500 times....	6.25	4.70	3.40
750 times....	6.00	4.50	3.25
1,000 times....	5.75	4.30	3.15

CLASS "C"

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

	1 min.	20-30 sec.	10 sec.
1 time.....	6.00	4.50	3.25
26 times....	5.75	4.30	3.00
52 times....	5.50	4.15	2.90
104 times....	5.25	3.95	2.75
156 times....	5.00	3.75	2.70
260 times....	4.75	3.55	2.65
312 times....	4.50	3.40	2.50
500 times....	4.25	3.20	2.40
750 times....	4.00	3.00	2.25
1,000 times....	3.75	2.80	2.15

**SPOT SATURATION PACKAGES**

1-minute announcements, per week:

	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
12 times....	108.00	105.60	102.60	100.20	97.20
18 times....	153.00	149.40	145.80	142.20	137.70
24 times....	192.00	187.20	182.40	177.60	172.80
36 times....	270.00	262.80	257.40	250.20	243.00

20 or 30-second announcements, per week:

	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
12 times....	81.00	79.20	76.00	75.00	73.20
18 times....	115.20	112.50	109.80	107.10	103.50
24 times....	144.00	140.40	136.80	133.20	129.60
36 times....	203.40	198.00	192.60	187.20	181.80

10-second announcements, per week:

	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
24 times....	108.00	105.60	102.60	100.20	97.20
36 times....	153.00	149.40	145.80	142.20	137.70
48 times....	192.00	187.20	182.40	177.60	172.80
72 times....	270.00	262.80	257.40	250.20	243.00

Saturation Plan announcements may not be combined with other announcements to earn additional frequency discounts.

**SPECIAL FEATURES**

News Service—UPI.  
5-minute newscasts on the half-hour; 2-minute news-casts on the hour.

**Participating Programs**

"Party Line" with Leo Erickson—5:30 a.m. to 9:30 a.m. Monday through Saturday.  
"Party Line" with Bob Stevens—9:30 a.m. to noon.  
"Party Line" with Del Olney—noon to 4:00 p.m. Monday through Saturday.  
"Party Line" with Bob Stevens—4:00 p.m. to 6:30 p.m. Monday through Saturday.  
"Party Line Bandstand" with Bill Howlett—6:30 p.m. to midnight Monday through Saturday.  
"Top 40 Premier"—noon to 5:30 p.m. Sunday.

**TRANSCRIPTIONS**

Production copy that can be completed in the studio will be transcribed for client if requested. All prices commissionable:  
1 minute or less, each 7.50; 1/4 hour, each 15.00; 1/2 hour, each 25.00.

**Closing Time**

Copy must be submitted at least 24 hours in advance.

**KWJJ**

(Established 1925)

Rates effective March 1, 1955. (Card No. 16.)  
Revised card received April 29, 1955.  
Rev. rec'd February 4, 1957.

**Personnel**

Pres. & Gen'l Mgr.—Rod F. Johnson.  
Sales & Merch. Dir.—Ben T. Crosby.  
Traffic Manager—Jerry Speerstra.

**Representatives**

Forjoe & Company, Inc.

**Mailing Instructions**

Business Office and Studio—931 S.W. King Ave., Portland 5, Ore. Capitol 8-4393.  
Transmitter—North Portland, Oregon.

**Wave—Power—Time**

Operating power—10,000 watts.  
Frequency—1080 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate full time on clear channel.  
Operates on Pacific Time.  
Operating schedule: 6:00 a.m. to 12:00 midnight week days; 7:00 a.m. to 11:00 p.m. Sundays.

**Agency Commission**

Agency commission 15% on station time only to recognized advertising agencies on accounts paid on or before the 15th of the month following service.

**General Advertising**

Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Contract requirements for spot broadcasting as recommended by the NAB and approved by the AAAA (1946) shall apply except that all broadcasts for the advertiser, placed within the contractual year, shall be combined to calculate rates earned and frequency discounts, regardless of whether consecutively broadcast within such year. Rates shown are net after all frequency discounts, but before agency commissions. Announcements and programs may not be combined to secure quantity discounts. Various products of a single manufacturer, with or without different agency representation, may combine schedules to secure minimum rates providing a blanket order is issued the station by one agency or the manufacturer direct.  
Length of Commercial Copy: Conforms to standards of NAB.  
Advertising of alcoholic beverage other than wine and beer not accepted.

**PROGRAM RATES**

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

1 hour.....	67.00
1/2 hour.....	40.50
1/4 hour.....	26.80

(All other times)

# OREGON

## Portland—K W J J—Continued

ANNOUNCEMENTS  
(6:00 a.m. to 12:00 midnight)

1-minute:			
1 time.....	7.00	104 times.....	5.85
13 times.....	6.80	156 times.....	5.60
26 times.....	6.60	260 times.....	5.30
52 times.....	6.20	312 times.....	5.00
5 minutes:			
1 time.....	16.00	104 times.....	13.00
13 times.....	15.00	208 times.....	12.00
26 times.....	14.00	260 times.....	11.00
52 times.....	13.50	312 times.....	10.00

10-second "Shortie Announcements" 50% of 1-minute frequency rate.

**WEEKLY PACKAGE RATES**

1-minute or less:			
10 spots.....	60.00	30 spots.....	140.00
15 spots.....	78.00	40 spots.....	180.00
20 spots.....	100.00		
Additional Package Discounts			
8 weeks.....	10%	13 weeks.....	15%
10 weeks.....	12%		

**SPECIAL FEATURES**

News Service—UPI 5-minute news each hour at 25 minutes past the hour.

Participating Programs

"News Reel"—6:00 a.m. to 7:00 a.m. Monday through Saturday.

"Wally Thornton Show"—7:00 a.m. to 10:00 a.m. and 1:00 p.m. to 3:00 p.m. Monday through Saturday.

"Sammy Taylor Show"—10:00 a.m. to 1:00 p.m. and 3:00 p.m. to 5:00 p.m. Monday through Saturday.

"Musical Caravan"—5:00 p.m. to 6:00 p.m.

"Music Mellow"—6:00 p.m. to 7:00 p.m.

### POLITICAL

Regular rates apply. Payment in advance.

**Closing Time**

All program content and advertising copy must be submitted 48 hours in advance of broadcast.

## KXL

(Established 1926)

An S. P. & S. Owned Station



Rates effective September 3, 1957.  
Rates received September 6, 1957.  
Owned and operated by Seattle, Portland and Spokane Radio.

**Personnel**  
General Manager—Lester M. Smith.  
Station Manager—H. G. Wells, Jr.

**Representatives**  
McGavren-Quinn Corporation.

Like a library of  
market-media information

SERVICE-ADS in  
Standard Rate  
& Data Service

... give you data you want  
when you want it!

EVERY MONTH, media of all kinds add to your library of market and media information by furnishing you with additional data in their Service-Ads, which are designed to aid you in evaluating and selecting media.

The media represented by Service-Ads in Standard Rate realize your need for usable information, for factual working tools that enable you to select media more profitably for your client. They place this information in your hands at the time you need it most, when you are making buying decisions.

Read, and use, the Service-Ads in Standard Rate to help you in your selection of markets and media. You'll find that they save you time and work, because they work for you.

GXF-123

## Mailing Instructions

Business Office, Studio and Transmitter—S. E. 82nd and Sunnyside Rd., Portland, Ore., Olive 4-3193.  
TWX Milwaukie, Ore. 174.  
Mailing Address—P. O. Box 5886, Portland 22, Ore.

**Wave—Power—Time**  
Operating power—10,000 watts.  
(100% modulation.)  
Frequency—750 kilocycles.  
Directional—same pattern, all hours.  
Licensed to operate on clear channel.  
Operates on Pacific Time.  
Operating schedule: 5:00 a.m. to local sunset.

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

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees, station production as available, station transcription, libraries and records. Current advertisers are protected for 26 weeks from the effective date of any rate or discount revision as long as service is continuous.

**REGULAR RATES**

1 min. 30 sec.	1 min.	30 sec.
1 time.... 13.50	10.50	150 times... 11.50
52 times... 13.00	10.00	250 times... 11.00
100 times... 12.50	9.50	500 times... 10.50

**PACKAGE RATES**

One minute. Per week:		
10 times.....	11.00	25 times.....
15 times.....	10.50	40 times.....
20 times.....	10.00	50 or more times.....

**5-Minute Newscasts**

1 time.....	17.50	250 times.....
39 times.....	15.00	

**COMBINATION RATES**

KJR, Seattle; KXL, Portland, and KNEW, Spokane. 5% discount allowed on equal packages (number of spots purchased) placed on KJR, Seattle and KNEW, Spokane. 7-1/2% discount allowed on equal packages placed on KJR, Seattle, KNEW Spokane and KXL, Portland.

**SPECIAL FEATURES**

News Service—UPI and local news. 5-minute newscasts every hour, 5 minutes before the hour.

Participating Programs

"Bob Blackburn"—6:00 a.m. to 9:00 a.m. and noon to 1:00 p.m. daily.

"Bob McCarl Show"—9:00 a.m. to noon and 1:00 p.m. to 3:00 p.m. Monday through Saturday.

"Bob Liddle Show"—3:00 p.m. to 7:00 p.m. Monday through Sunday.

"Ross Woodward Show"—10:00 a.m. to 3:00 p.m. Sunday.

## PRINEVILLE

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

## KRKO

(Established 1950)



Rates effective January 1, 1956.  
Rates received November 25, 1955.  
Owned and operated by Radio Central Oregon, Inc.

**Personnel**  
Pres. & Co-Mgr.—N. A. Miksche.  
Sec'y-Treas. & Co-Mgr.—C. R. Matheny.

**Representatives**  
Hill F. Best Company.  
Seattle, Tacoma—Hugh Feltis & Associates.  
Portland—H. S. Jacobson.

**Mailing Instructions**  
Business Office and Studio—Ochoo Inn Bldg., P. O. Box 188, Prineville, Ore. Hi 7-6239.  
Transmitter—Madras-Prineville Hwy., Prineville, Ore.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—690 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Pacific Standard Time.  
Operating schedule: Sunrise to local sunset.

**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Bills rendered 1st of following month; payable within 20 days.

**General Advertising**  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
No cash rebates.  
Fifteen days' cancellation notice in writing required; cancelled contracts subject to short rate.

**GENERAL ADVERTISING RATES**

	1	1/2	1/4	10	5	
	hr.	hr.	hr.	min.	min.	(*) (†)
1 time.....	50.00	30.00	20.00	15.00	10.00	5.00 2.50
13 times.....	47.50	28.50	19.00	14.25	9.50	4.75 2.40
26 times.....	45.00	27.00	18.00	13.50	9.00	4.50 2.30
52 times.....	42.50	25.50	17.00	12.75	8.50	4.25 2.20
104 times.....	37.50	22.50	15.00	11.25	7.50	3.75 2.10
156 times.....	35.00	21.00	14.00	10.50	7.00	3.50 1.90
312 times.....	30.00	18.00	12.00	9.00	6.00	3.00 1.70

(\*) One minute.  
(†) Station breaks or time signals (20 seconds).

**QUANTITY PACKAGE RATES**

	Per		Per
	spot		spot
Within one week:			
25 one min. spots.....	3.50	25 station breaks.....	1.90
50 one min. spots.....	3.00	50 station breaks.....	1.70
100 one min. spots.....	2.50	100 station breaks.....	1.50
Within one month:			
25 one min. spots.....	4.20	25 station breaks.....	2.20
50 one min. spots.....	4.00	50 station breaks.....	2.10
100 one min. spots.....	3.50	100 station breaks.....	1.90
200 one min. spots.....	3.00	200 station breaks.....	1.70

**SPOT DISCOUNTS**  
10% additional discounts on 10 or more spots per week per contract year.

**SPECIAL FEATURES**  
News Service—UPI. No extra charge.

**POLITICAL**  
Regular rates and discounts apply. Cash in advance.

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

# REDMOND

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

## KPRB

(Established 1952)

Rates effective September 1, 1958. (Card No. 1.)  
Rates received September 2, 1958.

Owned and operated by Orlo Bagley.

**Personnel**  
Manager—Rod Walter.

**Representatives**  
Devney, Incorporated.  
West Coast—William A. Ayres Company.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 787, Hwy. 97, North, Redmond, Ore. Lincoln 8-3100.  
Transmitter—same as office address.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1240 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Pacific Standard Time.  
Operating schedule: 5:00 a.m. to 7:00 p.m. weekdays; 7:00 a.m. to 5:00 p.m. Sunday.

**Agency Commission**  
15%; no cash discount.

**General Advertising**  
Maximum length of contract is one year.

**ANNOUNCEMENTS**

	(*)	(†)	(‡)
1 time.....	5.00	3.90	2.60
13 times.....	4.75	3.70	2.47
26 times.....	4.50	3.50	2.34
52 times.....	4.25	3.30	2.21
104 times.....	3.75	3.10	2.08
156 times.....	3.50	2.90	1.95
312 times.....	3.00	2.70	1.82

(\*) One minute or 150 words.  
(†) 1/2 minute or 75 words.  
(‡) 10 second time signal or 25 words live including time.

Program rates on request.

**SPECIAL FEATURES**  
News Service—AP and local news.

Participating Programs

"Farm and Ranch Hour"—5:00 a.m. to 7:00 a.m. weekdays.

"This is Radio 1240"—7:30 a.m. to noon; 1:00 p.m. to 7:00 p.m., and 7:00 a.m. to 5:00 p.m., Sundays.

"Farm and Home Hour"—Noon to 1:00 p.m. weekdays.

"News Roundups"—7:15 a.m.; 9:00 a.m.; 12:15 p.m.; and 5:45 p.m.

## ROSEBURG (3 AM)

Douglas County—Map Location E-1  
See SRDS consumer market map and data at beginning of the State.

## KRNR

(Established 1935)

## CBS Radio Network

Rates effective March 1, 1957.  
Rates received February 1, 1957.  
Owned and operated by James E. Doyle.

**Personnel**  
General Manager—James E. Doyle.  
Program Director—John Doyle.

**Representatives**  
The Meeker Company, Inc.  
Portland-Seattle—Art Moore and Associates, Inc.

**Mailing Instructions**  
Business Office and Studio—Kohlhagen Bldg., 134 N. Jackson St., Roseburg, Oregon. Orchard 3-5551.  
Mailing address—P. O. Box 997, Roseburg, Ore.  
Transmitter—Kohlhagen Bldg., Roseburg, Oregon.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1490 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Pacific Time.  
Operating schedule: 6:00 a.m. to 11:30 p.m. weekdays and 8:00 a.m. to 11:30 p.m. Sundays.

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

**General Advertising**  
Affiliated with CBS Radio Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees, ASCAP and BMI licenses.  
Beer and wine accounts acceptable.  
Current advertisers will be granted 52 weeks rate protection. Announcements and programs may not be combined to secure discounts. Various products of a single manufacturer, with or without different agency representation may combine schedules to secure maximum discounts, providing blanket contract is issued from one source.

	1	1/2	1/4	5	1 min.
	hr.	hr.	hr.	min.	or less
1 time.....	50.00	30.00	20.00	12.50	7.50
13 times.....	47.50	28.50	19.00	11.85	7.10
26 times.....	45.00	27.00	18.00	11.20	6.70
52 times.....	42.50	25.50	17.00	10.55	6.30
104 times.....	40.00	24.00	16.00	9.90	5.90
156 times.....	37.50	22.50	15.00	9.25	5.50
260 times.....	35.00	21.00	14.00	8.60	5.10
312 times.....	32.50	19.50	13.00	7.95	4.70

**PACKAGE RATES**  
(Best available times)  
100 spots in 30-day period..... 400.00  
50 spots in 30-day period..... 250.00

**SPECIAL FEATURES**  
News Service—UPI.  
Merchandising and newspaper promotion available to food and drug accounts with budget of at least 50.00 weekly.

**Closing Time**  
Talent programs must be arranged one week in advance. Talks must be submitted in manuscript form at least three hours prior to time of broadcast.

(Roseburg continued on next page)



**Roseburg—Continued**

**KRXL**

(Established 1950)

Rates effective February 1, 1957.  
Rates received January 30, 1957.

Owned and operated by Umpqua Broadcasters, Inc.

**Personnel**

Gen'l Mgr. & Prog. Dir.—Iris Rlee Hellwell.  
Sales Manager—Del McKay.

**Representatives**

Portland—H. Quenton Cox & Associates.  
Seattle—Hugh Feltis & Associates.  
San Francisco—Tracy Moore & Associates, Inc.  
Los Angeles—Harlan G. Oakes & Associates.

**Mailing Instructions**

Business Office and Studio—P. O. Box 847, Roseburg, Ore., Orchard 3-4464.  
Transmitter—943 S. E. Medford St., Roseburg, Ore.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1240 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operating schedule: 6:00 a.m. to 11:30 p.m. Monday through Saturday 7:30 a.m. to 11:30 p.m. Sunday.

**Agency Commission**

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

**General Advertising**

For combination rates see Don Lee Broadcasting System and Mutual Broadcasting System.  
Accepts AAAA copyrighted contract.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	100 wds.	50 wds.
1 time.....	37.50	25.00	18.00	12.00	6.00	4.00
13 times.....	35.00	23.00	17.00	11.00	5.85	3.85
26 times.....	32.50	22.00	16.00	10.50	5.75	3.75
52 times.....	30.00	21.00	15.00	9.50	5.60	3.65
104 times.....	28.50	19.00	14.00	8.50	5.50	3.50
156 times.....	27.00	17.00	13.00	7.50	5.35	3.35
260 times.....	26.00	15.00	12.00	6.50	5.25	3.25
365 times.....					5.00	3.00

**PACKAGE RATES**

(Run-of-schedule; no specified times)

Half of schedule 100 word spots, half of schedule 50 word spots.  
100 spots, in 30-day period..... 375.00  
50 spots, in 30-day period..... 350.00

**SPECIAL FEATURES**

News Service—UPI, and local news.  
Mutual Don Lee Co-op programs, details on request.

**TRANSCRIPTIONS**

Library Service—World.

**KYES**

(Established 1955)

Rates effective January 1, 1956.  
Rates received December 22, 1955.

Owned and operated by Douglas Broadcasters, Inc.

**Personnel**

President and Gen'l Mgr.—Leroy Hiatt.  
Commercial Manager—Warren C. Ward.

**Representatives**

W. S. Grant Company, Inc.  
Portland—H. S. Jacobson.  
Seattle—William J. Wagner & Associates.

**Mailing Instructions**

Mailing Address—P. O. Box 1138, Roseburg, Ore.  
Business Office and Studio—762 S. E. Pine St., Roseburg, Ore.  
Transmitter—2 miles south of Roseburg, Ore.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—950 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Pacific Standard Time.  
Operating schedule: Sunrise to local sunset.

**Agency Commission**

15% to recognized agencies on time only; no cash discount. Bills rendered first of following month; payable within 20 days.

**General Advertising**

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
No beer or wine advertising accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	29.75	22.00	16.00	10.00	5.75
13 times.....	27.50	19.75	13.75	8.50	5.30
26 times.....	25.50	17.00	12.50	7.25	5.00
52 times.....	23.50	15.50	11.25	6.50	4.75
104 times.....	21.50	13.25	10.00	6.00	4.50
156 times.....	19.50	12.00	8.75	5.25	4.25
260 times.....	18.25	10.75	7.50	4.75	4.00
312 or more times.....	15.00	9.75	6.50	4.25	3.75

(\*) One minute or less.

**SPOT PACKAGES**

(Run-of-Schedule)

25 spots used in 20 days, each..... 4.00  
50 spots used in 30 days, each..... 3.75  
100 spots used in 30 days, each..... 3.50

**SPECIAL FEATURES**

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

**SALEM (3 AM)**

Marion County—Map Location D-2

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

**KBZY**

(Established 1957)

Rates received May 17, 1957. (Card No. 1.)  
Card received May 22, 1957.

Owned and operated by The Salem Broadcasting Co.

**Personnel**

President—Carl O. Flsher.  
General Manager—Al Bauer.  
Nat'l Sales Mgr. & Prog. Dir.—Don M. McCutcheon.

**Representatives**

The Meeker Company, Inc.  
Portland & Seattle—Art Moore and Associates, Inc.

**Mailing Instructions**

Business Office and Studio—369 N. High St., Salem, Ore., Empire 4-6748.  
Transmitter—Salem, Oregon.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1490 kilocycles.  
Licensed to operate full time.  
Operates on Pacific Standard Time.  
Operating schedule: 19 hours daily.

**Agency Commission**

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

**General Advertising**

For combination rates see NBC Radio Network (Supplementary Group).  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
No P.I.'s accepted.  
Programs and announcements may not be combined to earn the lower rate. Discounts allowed retroactively on the number of broadcasts given within one year with or without interruption.

	—Programs—	
	Day	Evening
Length of commercial copy:		
5 minutes.....	1:15	minutes
10 minutes.....	2:10	minutes
15 minutes.....	3:00	minutes
25 minutes.....	4:00	minutes
30 minutes.....	4:15	minutes
45 minutes.....	5:45	minutes
60 minutes.....	7:00	minutes

**GENERAL RATES**

	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	34.00	22.00	12.50	6.00	4.00
13 times.....	33.00	21.00	12.25	5.75	3.85
26 times.....	32.00	20.00	12.00	5.50	3.70
52 times.....	30.00	18.00	11.50	5.25	3.55
156 times.....	27.00	16.00	11.00	5.00	3.40
260 times.....	24.00	14.00	10.00	4.75	3.20
312 times.....	21.00	12.00	9.00	4.50	3.00

**PACKAGE RATES**

25 announcements in 7 days..... (\*) (†) 100.00 93.75  
50 announcements in 30 days..... 200.00 187.50  
100 announcements in 30 days..... 375.00 350.00  
(\*) Distributed in best possible times; not specified.  
(†) Contract 10 packages in one year.

**COMBINATION RATES**

10% extra spots if bought in combination with KUGN, Eugene, Ore. and KUMA, Pentleton, Ore.

**Radio Shorts**

60% of regular announcement rate, limited to 16 words and not to exceed 8-seconds. Cannot be combined with 1-minute or station break announcements to earn frequency discounts. Not sold on guaranteed time.

**SPECIAL FEATURES**

News Service—AP and local news bureau. Rates on request.

**POLITICAL**

Regular rates apply. Copy must be submitted 24 hours prior to broadcast.

**Closing Time**

24 hours in advance for all material.

**KGAY**

(Established 1951)



Rates effective December 4, 1957.  
Rates received December 6, 1957.

Rev. (1/2 and 1/4 hr. rates) rec'd 11-29-56.  
Owned and operated by Gordon Allen.

**Personnel**

President—Gordon Allen.  
Vice-President—John Truhan.  
Station Mgr.—Arne Peterson.

**Representatives**

Eastern—Hal Holman Company.  
Western—O'Connell-Palmer Company.  
Seattle—Wm. J. Wagner and Associates.

**Mailing Instructions**

Business Office and Studio—Sunnyview Ave., P. O. Box 768, Salem, Ore., Empire 3-7121.  
Transmitter—Salem, Ore.

**Wave—Power—Time**

Operating power—5,000 watts.  
Frequency—1430 kilocycles.  
Non-directional.  
Licensed to operate from 6:00 a.m. to local sunset.  
Operates on Pacific Standard Time.

**Agency Commission**

15% to recognized agencies; no cash discount.

**General Advertising**

Accepts AAAA copyrighted contract.  
No per inquiry business accepted.

**OREGON**

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time..	60.00	36.00	20.00	12.00	8.50
13 times	57.00	35.00	18.50	11.50	8.25
26 times	54.00	33.00	17.50	11.00	8.00
52 times	51.00	31.00	16.00	10.50	7.50
104 times	48.00	29.00	15.00	10.00	7.00
156 times	44.00	25.50	13.00	9.50	6.50
312 times	40.00	23.00	12.00	9.00	6.00

30-seconds—1-minute rate less 25%.  
20-seconds—1-minute rate less 40%.  
10-seconds—1-minute rate less 50%.  
These may be combined with minutes to earn package rate.

**PACKAGE RATES**

10 times.....	70.00	40 times.....	220.00
15 times.....	101.25	50 times.....	275.00
20 times.....	130.00	60 times.....	315.00
25 times.....	156.25	70 times.....	350.00
30 times.....	180.00	80 times.....	380.00
35 times.....	201.25	100 times.....	450.00

Per month:  
100 announcements in 30 days, each..... 5.00  
50 announcements in 30 days, each..... 5.90

**BONUS NOTE:** KGAY may be purchased in combination with KGAL (staffed studios in Lebanon, Albany and Corvallis) and KEED in Eugene-Springfield. If this is done a 15% bonus promotion allowance will be made on each station in addition to the amount purchased. Contact Arne Peterson in Salem (KGAY), Nate Bridges in Lebanon (KGAL) or Glenn Stadler at Eugene (KEED).

**KSLM**

(Established 1934)



Rates effective June 1, 1957. (Card No. 12.)  
Card received July 10, 1957.

Owned and operated by Oregon Radio, Inc.

**Personnel**

President—Glen E. McCormick.  
Station Manager—Ted Carlson.  
Program Director—Bob Morse.  
Sports Director—John Cary.

**Representatives**

New York and Chicago—Everett-McKinney, Inc.  
San Francisco & Los Angeles—Headley Reed Company.  
Seattle & Tacoma—Hugh Feltis and Associates.  
Portland—H. S. Jacobson.

**Mailing Instructions**

Business Office and Studio—P. O. Box 631, Salem, Ore., Empire 4-8433.  
Transmitter—Kingwood Heights, Salem, Oregon.

**Wave—Power—Time**

Operating power—1,000 watts.  
(100% modulation—crystal control.)  
Frequency—1390 kilocycles.  
Non-directional.  
Operates on Pacific Standard Time.  
Licensed to operate full time on regional channel.  
Operating schedule: 5:30 a.m. to midnight.

**Agency Commission**

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

**General Advertising**

For combination rates see Mutual Broadcasting System, Don Lee Broadcasting System (Northwest [Oregon] Group), and Tri-Mart Radio Network (Oregon).  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Beer and wine advertising accepted.  
All discounts predicated on 12 month fulfillment.  
Contracts and copy subject to station approval.

**PROGRAM RATES**

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.	10 sec.
1 time..	60.00	36.00	28.50	18.00	8.50	6.80	4.25
13 times	55.00	35.00	26.00	17.50	8.25	6.60	4.13
26 times	53.00	34.00	24.00	17.00	8.00	6.40	4.00
52 times	50.00	33.00	23.00	16.50	7.75	6.20	3.88
104 times	45.00	32.00	22.00	16.00	7.50	6.00	3.75
156 times	42.00	31.00	20.00	15.50	7.25	5.80	3.63
260 times	38.00	30.00	18.00	15.00	7.00	5.60	3.50
520 times					6.00	4.80	3.00
1,000 times					5.00	4.00	2.50
2,000 times					4.00	3.20	2.00

NOTE: Add 15% to applicable rates for all placements in "Valley Farmcasts".

**SPOT ANNOUNCEMENT PACKAGES**

Per week:	1 min.	30 sec.	10 sec.
10 times.....	63.50	47.50	31.30
20 times.....	115.00	85.00	57.40
30 times.....	157.50	112.50	79.50
40 times.....	190.00	130.00	95.20

**SPECIAL FEATURES**

News Service—UPI.  
Participating Programs  
"Valley Farmcast"—5:30 a.m. to 6:45 a.m. and 12:45 p.m. to 1:00 p.m. Monday through Friday; 6:30 p.m. to 6:45 p.m. Monday through Thursday.  
"Mid Willamette Matinee"—1:00 p.m. to 3:30 p.m.

**POLITICAL**

Regular rates apply.

**TRANSCRIPTIONS**

Library Service—Lang-Worth.

# OREGON

## SPRINGFIELD

Lane County—Map Location E-1  
See SRDS consumer market map and data at beginning of the State.

See Eugene

## THE DALLES (2 AM)

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

### KDLS

(C.P. 1,000 watts, 930 kc., Unlimited-dir.)  
The Dalles Broadcasting Co.  
c/o C. H. Fisher  
405 W. 9th St.  
The Dalles, Oregon

### KODL

(Established 1940)

Rates effective March 1, 1952. (Card No. 6.)  
Card received March 31, 1952.

Owned and operated by the Western Radio Corp.

#### Personnel

President—V. B. Kenworthy.  
Manager—Paul E. Walden.

#### Representatives

Hollywood and San Francisco—William A. Ayres Co.  
Seattle—Hugh Feltis & Associates.  
Portland—H. S. Jacobson.

#### Mailing Instructions

Business Office and Studio—Scenic Drive, The Dalles, Oregon.  
Transmitter—Scenic Drive, The Dalles, Oregon.

#### Wave—Power—Time

Operating power—1000 watts.  
Frequency—1440 kilocycles.  
Licensed to operate full time on regional channel.  
Operates on Pacific Time.  
Operating schedule: 6:00 a.m. to 12:00 midnight weekdays; 8:45 a.m. to 10:00 p.m. Sundays.

#### Agency Commission

15% to recognized agencies on time only, provided payment is made by the 20th of the month following service; no cash discount.

#### General Advertising

Affiliated with Keystone Network.  
Rates include charges by owners of music copyrights.  
No contracts accepted for longer than one year.

The following rates are for national advertising

	1 tl.	13 tl.	26 tl.	52 tl.	156 tl.	312 tl.
1 hour.....	40.25	38.25	36.25	34.25	32.25	30.25
1/2 hour.....	23.00	21.85	20.70	19.55	18.40	17.25
1/4 hour.....	13.80	13.10	12.45	11.75	11.05	10.35
5 minutes	8.65	8.25	7.80	7.35	6.95	6.50
1 minute transcription or						
100 words..	4.50	4.30	4.10	3.90	3.70	3.50
1/2 minute transcription or						
50 words....	3.50	3.30	3.10	2.90	2.70	2.50

#### SPECIAL FEATURES

News: Leased wire service available 24 hours—rates on request.  
Sports and other special features—rates on request.

#### POLITICAL

Regular rates apply.

#### Closing Time

All copy must be in possession of program department 24 hours prior to broadcast.

### KRMW

(Established 1955)

Rates effective June 1, 1955.

Rates received June 8, 1955.

Owned and operated by Radio Mid-Columbia, Inc.

#### Personnel

General Manager—Oliver B. Earl.

#### Representatives

Portland-Seattle—Art Moore and Associates, Inc.  
San Francisco, Los Angeles—O'Connell-Palmer Co.  
Eastern—Hil F. Best Company.

#### Mailing Instructions

Business Office and Studio—P. O. Box 516, Bank Hotel, 209 E. 2nd St., The Dalles, Ore. Cypress 6-9661.

Transmitter—1/8 mile north of Chenoweth Rd., west of The Dalles city limits.

#### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1300 kilocycles.  
Non-directional.  
Licensed to operate to local sunset.  
Operates on Pacific 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 10 days.

#### General Advertising

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	40.25	23.00	13.80	8.65	4.50	3.40
13 times....	38.25	21.85	13.10	8.25	4.30	3.25
26 times....	36.25	20.70	12.45	7.80	4.10	3.10
52 times....	34.25	19.55	11.75	7.35	3.90	2.95
156 times....	32.25	18.40	11.05	6.95	3.70	2.75
312 times....	30.25	17.25	10.35	6.50	3.50	2.50

(\*) One minute transcribed or 120 words live.  
(†) 30 seconds.

#### PACKAGE RATES

50 or more 1-minute spots in 30 days or less,  
each..... 3.50  
50 or more 30-second spots in 30 days or less,  
each..... 2.56

#### SPECIAL FEATURES

News Service—UPI and full time local newsman.  
News service charge: regular rates plus 10%.

#### POLITICAL

Regular rates and discounts apply. Cash in advance.  
Closing Time  
24 hours in advance of broadcast.

## TILLAMOOK

Tillamook County—Map Location D-1  
See SRDS consumer market map and data at beginning of the State.

### KTIL

(Established 1947)

Rates effective February 15, 1952. (Card No. 4.)  
Rates received March 5, 1952.

Owned and operated by Tillamook Broadcasting Co., Inc.

#### Personnel

Gen'l Mgr. & Prog. Dir.—Jack Webb.  
Sales Manager—Creighton Sanders.

#### Representatives

Philadelphia, New York and Chicago—Continental Radio Sales.  
Portland-Seattle—Art Moore and Associates, Inc.  
San Francisco—William A. Ayres, Co.

#### Mailing Instructions

Business Office and Studio—P. O. Box 1590, Tillamook, Ore., Victor 2-4422.  
Transmitter—Star Route, West, Tillamook, Ore.

#### Wave—Power—Time

Operating power—250 watts.  
Frequency—1590 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Pacific Time.  
Daylight Saving Time observed.  
Operating schedule: 6:00 a.m. to 10:30 p.m.

#### Agency Commission

15% to recognized advertising agencies; no cash discount.

Accounts payable on 10th of month following service, if credit is approved.

#### General Advertising

Rates are for station time only. No contract longer than one year. Rates include music copyright fees. All discounts are predicated upon fulfillment of contracts within one year from date of first broadcast.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time....	33.00	19.80	13.20	9.90	7.60	5.35	5.00
13 times..	29.70	17.80	12.60	8.90	6.95	5.10	4.75
26 times..	28.05	16.85	11.20	8.40	6.60	4.85	4.50
52 times..	26.40	15.95	10.55	7.90	6.30	4.60	4.25
78 times..	24.75	14.85	9.90	7.45	5.95	4.35	4.00
156 times..	23.10	13.85	9.25	6.95	5.80	3.85	3.50
260 times..	19.80	11.90	7.90	5.95	4.95	3.35	3.00

#### SPECIAL FEATURES

News Service—UPI.  
News—rates on request.  
Sports—rates on request.  
Participating programs—rates and details on request.

#### POLITICAL

Regular rates apply. Cash in advance.

# Know Your Service

## Special features of Spot Radio

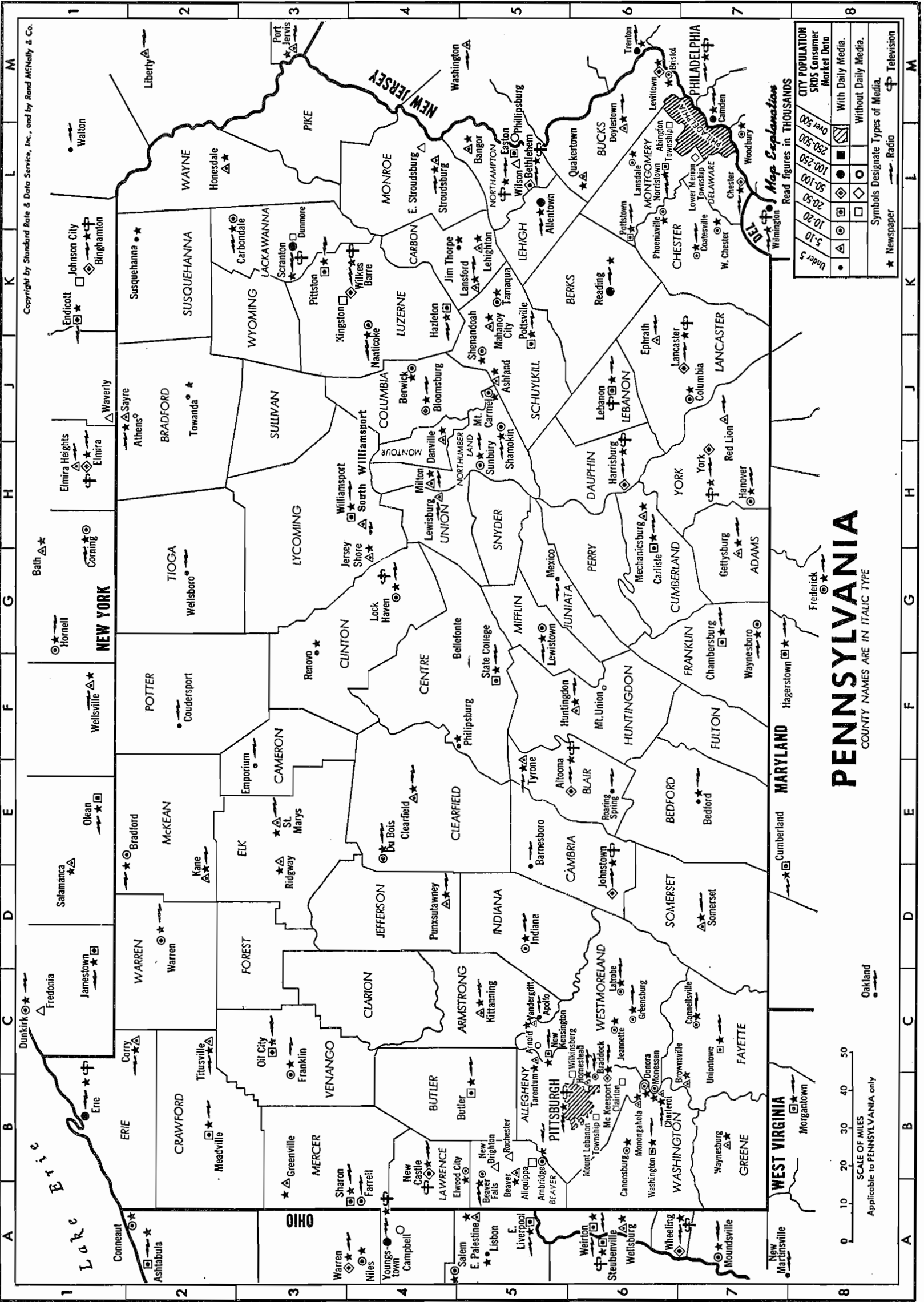
## Rates and Data help your station selection

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

- Metropolitan Areas—stations are listed alphabetically under AM and FM subheadings within each standard Metropolitan Area, as established by the Bureau of the Census.
- Foreign Language Programming—stations with at least one program are listed geographically showing the language and number of hours of foreign language programming.
- Negro Programming—listed by state, city and call letters, stations having at least one regularly scheduled program are shown with total hours Negro programming.
- Farm Programming—stations broadcasting at least one such program are listed geographically showing station's farm director and total weekly farm broadcast hours.

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

3R-26



Copyright by Standard Rate & Data Service, Inc., and by Rand McNally & Co.

**Map Explanations**  
Read figures in THOUSANDS

CITY POPULATION	
Over 500	Star
250-500	Star with circle
100-250	Star with square
50-100	Star with triangle
20-50	Star with diamond
5-10	Star with circle
Under 5	Star with square

SRDS Consumer Market Data	Star with circle
With Daily Media	Star with square
Without Daily Media	Star with triangle

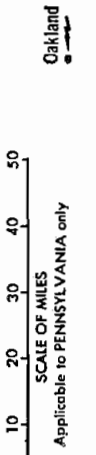
  

Symbols Designate Types of Media

Newspaper	Star with square
Radio	Star with circle
Television	Star with triangle

# PENNSYLVANIA

COUNTY NAMES ARE IN ITALIC TYPE





# SRDS Consumer Market Data

## STATE, COUNTY, CITY, METROPOLITAN AREA DATA

**CITIES AND COUNTIES**

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

Abington Township—Montgomery  
 Aliquippa—Beaver  
 Allentown—Lehigh  
 Altoona—Blair  
 Bethlehem—Northampton

Butler—Butler  
 Carlisle—Cumberland  
 Chambersburg—Franklin  
 Cheltenham Township—Montgomery  
 Chester—Delaware  
 Clairton—Allegheny  
 Dunmore—Lackawanna  
 Easton—Northampton  
 Erie—Erie

Harrisburg—Dauphin  
 Haverford Township—Delaware  
 Hazleton—Luzerne  
 Johnstown—Cambria  
 Kingston—Luzerne  
 Lancaster—Lancaster  
 Lebanon—Lebanon  
 Levittown—Bucks

Lower Merion Township—Montgomery  
 McKeesport—Allegheny  
 Meadville—Crawford  
 Mount Lebanon Township—Allegheny  
 New Castle—Lawrence  
 New Kensington—Westmoreland  
 Norristown—Montgomery

Oil City—Venango  
 Philadelphia—Philadelphia  
 Pittsburgh—Allegheny  
 Pittston—Luzerne  
 Pottstown—Montgomery  
 Pottsville—Schuylkill  
 Reading—Berks  
 Scranton—Lackawanna  
 Sharon—Mercer  
 Shaler Township—Allegheny

State College—Centre  
 Uniontown—Fayette  
 Upper Darby Township—Delaware  
 Washington—Washington  
 West Mifflin—Allegheny  
 Wilkes-Barre—Luzerne  
 Wilkinsburg—Allegheny  
 Williamsport—Lycoming  
 York—York

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>PENNSYLVANIA</b>														
STATE TOTALS.....	11,240.6	3,199.58	20,463,101	6,396	11,915,998	3,026,779	347,028	1,370,673	813,210	650,173	2,057,720	763,062	653.5	877,935
ADAMS G-7.....	48.6	13.51	61,369	4,542	44,407	8,423	1,131	2,162	1,020	2,130	9,796	4,082	11.5	26,462
ALLEGHENY B-5.....	1,559.4	447.37	3,225,163	7,209	1,784,017	499,653	64,101	266,902	111,017	97,688	279,778	107,185	8.5	8,975
Clairton.....	22.6	5.96	43,504	7,299	23,738	6,714	858	648	1,460	1,109	7,217	1,232	.....	.....
McKeesport.....	51.0	15.13	101,960	6,739	86,791	23,975	2,781	9,086	12,489	8,093	10,306	4,610	.....	.....
Mount Lebanon Township.....	34.9	10.77	133,137	12,362	26,256	10,806	1,589	412	1,677	151	6,977	3,512	.....	.....
Pittsburgh.....	677.8	195.64	1,434,730	7,334	970,085	211,272	33,213	231,102	68,031	56,332	119,033	44,058	.....	.....
Pittsburgh Metro Area.....	2,286.2	645.69	4,448,804	6,890	2,465,835	705,249	83,342	326,882	162,295	141,668	411,155	161,620	.....	.....
Shaler Township.....	23.4	6.57	49,559	7,543	3,867	1,999	60	.....	.....	254	974	.....	.....	.....
West Mifflin.....	26.9	7.19	51,746	7,197	3,052	1,530	120	.....	.....	207	356	658	.....	.....
Wilkinsburg.....	33.1	10.61	83,345	7,855	39,111	10,790	1,703	1,860	2,723	2,244	13,022	1,863	.....	.....
ARMSTRONG C-5.....	87.3	24.71	126,575	5,122	65,274	18,695	1,758	6,218	3,588	3,444	12,734	5,939	10.4	6,626
BEAVER B-5.....	182.6	50.57	373,058	7,377	183,253	53,700	5,758	15,577	13,171	13,391	36,284	13,745	6.3	4,880
Aliquippa.....	25.8	6.72	59,523	8,858	35,242	11,461	1,052	5,180	1,633	1,458	4,767	2,174	.....	.....
BEDFORD E-6.....	41.6	11.66	44,263	3,796	42,791	7,794	520	3,211	895	898	8,786	9,753	12.5	12,942
BERKS K-6.....	279.8	82.25	535,448	6,510	301,030	77,387	6,793	25,455	19,886	17,476	56,657	18,331	20.1	37,670
Reading.....	111.6	33.71	228,293	6,772	174,264	45,518	4,341	21,107	17,848	10,733	27,377	7,769	.....	.....
Reading Metro Area.....	279.8	82.25	535,448	6,510	301,030	77,387	6,793	25,455	19,886	17,476	56,657	18,331	.....	.....
BLAIR E-6.....	141.0	40.94	226,552	5,534	131,641	37,450	3,335	14,884	7,512	8,146	25,313	10,433	6.9	7,795
Altoona.....	76.8	23.17	134,958	5,825	86,588	24,874	2,193	11,399	6,299	6,150	15,040	5,650	.....	.....
Altoona Metro Area.....	141.0	40.94	226,552	5,534	131,641	37,450	3,335	14,884	7,512	8,146	25,313	10,433	.....	.....
BRADFORD J-2.....	54.0	15.72	72,791	4,630	50,461	11,603	1,082	3,140	2,003	2,090	13,811	3,401	15.4	20,507
BUCKS L-6.....	294.0	92.60	612,919	6,619	226,400	61,245	6,252	10,613	7,956	11,659	47,224	17,280	17.0	28,233
Levittown.....	52.1	14.54	100,054	6,881	35,487	11,295	905	6,923	1,942	831	.....	1,541	.....	.....
BUTLER B-4.....	106.0	29.59	161,223	5,449	101,605	23,585	2,581	9,776	4,751	4,549	21,642	12,091	16.3	18,134
Butler.....	23.3	7.23	43,570	6,026	56,857	11,939	1,482	8,083	4,310	3,360	11,170	5,165	.....	.....
CAMBRIA D-6.....	222.7	59.14	312,335	5,281	181,752	47,204	3,605	33,967	8,782	7,613	32,721	12,736	9.2	5,998
Johnstown.....	65.0	18.33	108,805	5,936	111,715	25,735	2,368	28,350	6,571	4,949	17,024	5,150	.....	.....
Johnstown Metro Area.....	306.3	82.16	409,885	4,989	244,937	63,428	5,000	39,896	10,621	10,344	45,699	20,269	.....	.....
CAMERON E-3.....	7.8	2.32	15,235	6,567	8,764	2,444	39	322	708	419	1,388	1,031	.....	116
CARBON K-4.....	57.7	16.30	72,010	4,418	46,824	13,682	923	6,857	1,539	2,487	9,144	2,844	2.8	2,622
CENTRE F-4.....	70.7	17.74	116,523	6,568	62,493	15,745	2,100	3,563	3,677	2,773	12,290	6,053	7.1	11,193
State College.....	20.4	3.72	55,037	14,795	20,517	4,719	865	617	1,644	493	3,690	1,241	.....	.....
CHESTER K-7.....	203.9	53.28	394,219	7,399	193,655	44,463	5,612	8,531	9,546	14,343	36,427	14,413	22.1	46,769
CLARION C-4.....	38.6	10.67	43,069	4,036	34,454	8,383	739	2,514	1,484	1,710	10,544	2,594	8.8	6,206
CLEARFIELD E-4.....	85.1	23.81	108,329	4,550	70,663	19,022	1,528	7,230	5,069	3,860	13,459	5,864	10.2	3,668
CLINTON G-4.....	37.1	10.64	59,147	5,559	34,472	9,933	841	3,684	1,922	2,078	6,900	3,100	2.7	2,870
COLUMBIA J-4.....	52.1	15.45	80,265	5,195	52,005	15,111	1,544	4,672	3,025	1,920	9,620	3,426	8.9	12,421
CRAWFORD B-2.....	80.1	23.64	125,735	5,319	82,701	20,864	1,670	6,019	4,599	3,933	15,834	6,332	17.8	15,363
Meadville.....	20.3	6.56	43,972	6,703	37,334	9,876	4,141	3,381	2,346	7,175	2,284	.....	.....	.....
CUMBERLAND G-6.....	107.7	31.22	182,047	5,831	111,912	28,704	2,992	5,081	4,198	4,978	25,345	11,961	10.8	18,357
Carlisle.....	20.5	6.06	39,566	6,529	36,632	7,609	1,151	3,144	2,596	2,417	7,123	2,166	.....	.....
DAUPHIN H-6.....	215.5	63.22	402,510	6,367	286,462	54,442	9,734	40,440	22,756	15,046	56,442	18,605	8.6	12,299
Harrisburg.....	92.9	29.20	198,969	6,814	208,689	34,724	7,880	37,361	20,701	10,964	35,399	9,667	.....	.....
Harrisburg Metro Area.....	323.2	94.44	584,557	6,190	398,374	83,146	12,726	45,521	26,954	20,024	81,787	30,566	.....	.....
DELAWARE L-7.....	505.6	142.49	1,182,240	8,297	500,796	147,429	18,363	44,711	30,853	19,741	86,825	34,604	2.7	5,681
Chester.....	69.2	19.01	134,457	7,073	107,864	35,813	2,790	9,795	10,023	6,664	14,838	4,503	.....	.....
Haverford Township.....	50.1	13.98	158,367	11,328	21,831	6,995	1,382	144	69	288	6,193	3,137	.....	.....
Upper Darby Township.....	95.4	28.39	253,436	8,927	116,842	28,823	5,046	11,519	9,933	4,657	23,643	6,572	.....	.....
ELK E-3.....	37.2	10.19	59,663	5,855	31,954	11,517	899	1,845	2,179	1,778	5,937	2,415	2.7	1,136
ERIE B-1.....	241.0	69.35	434,037	6,259	283,028	70,041	7,434	32,526	17,007	15,159	58,329	19,106	17.0	20,787
Erie.....	139.8	40.96	269,383	6,577	218,662	54,092	5,806	29,994	14,606	12,921	36,888	12,296	.....	.....
Erie Metro Area.....	241.0	69.35	434,037	6,259	283,028	70,041	7,434	32,526	17,007	15,159	58,329	19,106	.....	.....
FAYETTE C-7.....	193.4	53.12	257,320	4,844	152,150	45,029	4,434	25,327	7,710	8,236	23,547	11,416	14.2	4,656
Uniontown.....	20.0	6.05	42,272	6,987	58,183	13,713	1,811	11,955	3,663	4,639	7,212	3,158	.....	.....
FOREST D-3.....	4.9	1.41	4,104	2,911	3,606	722	27	64	22	116	1,336	406	1.0	454
FRANKLIN F-7.....	83.2	23.75	114,134	4,806	90,293	18,797	2,091	8,102	4,418	4,794	22,013	6,966	12.2	29,595
Chambersburg.....	20.4	6.34	39,028	6,156	43,026	8,315	967	4,850	2,723	9,152	2,661	.....	.....	.....
FULTON F-7.....	10.4	2.79	9,607	3,443	7,605	1,218	410	783	38	70	1,141	1,865	5.6	4,767
GREENE B-7.....	45.7	12.60	68,219	5,414	27,507	7,350	663	3,746	1,030	985	6,309	3,212	10.2	3,929
HUNTINGDON F-6.....	42.0	11.71	54,686	4,670	29,809	8,529	298	2,234	1,830	1,658	5,923	2,289	8.0	7,558
INDIANA D-5.....	78.2	21.46	92,314	4,302	61,781	17,047	1,438	4,797	4,165	3,175	12,778	5,261	15.3	12,159
JEFFERSON D-4.....	52.0	15.18	81,332	5,358	42,887	12,361	952	3,504	2,281	2,291	10,087	2,879</		

# 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)
LUZERNE K-4.....	383.6	106.97	584,206	5,461	342,858	96,360	7,667	46,929	25,980	20,530	55,912	20,794	10.4	10,873
Hazleton.....	35.3	9.98	60,062	6,018	50,362	13,995	1,466	6,907	4,535	3,924	9,177	1,932	.....	.....
Kingston.....	21.9	6.58	42,330	6,433	35,566	7,699	578	211	275	839	15,933	1,857	.....	.....
Pittston.....	21.5	5.67	27,347	4,823	20,721	5,407	559	2,384	2,761	1,699	2,513	1,011	.....	.....
Wilkes-Barre.....	73.0	20.49	123,809	6,042	123,763	26,667	2,329	34,537	14,971	7,402	9,559	5,680	.....	.....
Wilkes-Barre- Hazleton Metro Area.	383.6	106.97	584,206	5,461	342,858	96,360	7,667	46,929	25,980	20,530	55,912	20,794	.....	.....
LYCOMING H-3.....	105.9	31.70	185,337	5,847	113,491	28,940	2,715	11,884	7,563	5,800	21,590	10,560	10.1	10,811
Williamsport.....	47.5	14.81	91,908	6,206	78,312	17,677	1,962	10,811	6,968	4,825	14,002	6,387	.....	.....
Williamsport Metro Area.....	105.9	31.70	185,337	5,847	113,491	28,940	2,715	11,884	7,563	5,800	21,590	10,560	.....	.....
McKEAN E-2.....	57.2	17.37	88,886	5,117	55,869	16,301	1,979	2,507	4,847	2,769	12,631	4,966	3.9	2,692
MERCER B-3.....	121.6	34.55	232,229	6,722	129,393	34,554	3,743	12,237	7,901	8,112	26,985	8,815	16.2	13,204
Sharon.....	27.9	8.23	62,638	7,611	52,947	11,869	1,903	7,775	4,578	3,415	13,548	2,104	.....	.....
MIFFLIN G-5.....	44.0	12.68	61,572	4,856	38,922	10,037	1,287	3,386	2,494	2,692	7,573	3,806	5.1	8,718
MONROE L-4.....	36.0	10.71	67,634	6,315	45,016	10,460	1,182	5,450	1,731	1,646	7,582	3,720	3.2	3,625
MONTGOMERY L-6.....	502.4	137.54	1,148,459	8,350	542,108	128,870	16,766	81,956	26,657	26,358	101,543	37,154	13.7	20,895
Abington Township.....	50.8	14.16	156,571	11,057	32,639	6,930	1,365	171	391	842	12,708	3,872	.....	.....
Cheltenham Township. Lower Merion Township.....	37.1	10.66	141,922	13,314	40,578	4,949	1,438	15,390	1,075	464	3,138	2,365	.....	.....
Norristown.....	56.7	15.84	172,243	10,874	106,266	19,217	4,119	24,036	6,852	3,460	25,175	5,658	.....	.....
Pottstown.....	41.3	9.96	75,112	7,541	74,831	20,359	1,729	7,559	6,654	5,937	13,211	3,773	.....	.....
Pottstown.....	26.2	7.84	57,495	7,334	51,300	10,530	2,413	4,146	4,035	4,225	10,745	2,961	.....	.....
MONTGOMERY H-4.....	15.1	3.52	20,000	5,682	10,956	3,199	193	656	702	567	2,994	571	2.7	3,231
NORTHAMPTON L-5.....	202.3	57.35	361,008	6,295	207,046	58,894	6,593	17,833	17,598	13,069	31,918	12,616	9.0	15,291
Bethlehem.....	75.2	20.87	147,582	7,071	85,763	24,365	3,495	4,309	6,065	4,088	16,005	4,555	.....	.....
Allentown-Bethle- hem-Easton Metro Area.....	498.7	143.05	922,443	6,448	533,203	127,721	14,270	62,345	34,965	31,165	88,670	37,429	.....	.....
Easton.....	38.0	11.13	74,613	6,704	76,284	19,913	2,244	9,070	9,379	6,425	9,262	3,249	.....	.....
NORTHUMBER- LAND H-5.....	117.5	33.98	151,789	4,467	106,814	28,655	3,403	10,148	8,747	6,228	19,246	6,424	8.5	12,888
PERRY G-6.....	25.7	7.34	31,926	4,350	18,780	5,341	472	858	411	402	3,476	2,012	7.2	9,590
PHILADELPHIA M-7.....	2,051.2	593.19	4,069,283	6,860	2,687,038	606,325	85,799	338,042	255,417	147,579	360,053	96,591	.....	946
Philadelphia Metro Area.....	2,051.2	593.19	4,069,283	6,860	2,687,038	606,325	85,799	338,042	255,417	147,579	360,053	96,591	.....	.....
PIKE L-3.....	8.5	2.88	14,212	4,935	7,903	1,489	210	452	133	428	642	703	1.3	3,771
POTTER F-2.....	16.4	4.97	20,994	4,224	15,978	3,317	306	1,410	387	1,343	4,411	1,600	4.6	6,393
SCHUYLKILL J-5.....	199.1	55.95	272,137	4,864	158,669	45,090	3,978	12,060	13,809	8,671	31,499	11,792	10.2	12,708
Pottsville.....	23.3	6.75	38,764	5,743	43,753	8,594	1,084	7,017	7,142	3,165	8,036	1,667	.....	.....
SNYDER H-5.....	23.8	6.41	27,315	4,261	20,358	4,063	273	1,288	230	652	4,910	2,581	6.7	8,261
SOMERSET D-7.....	83.6	23.02	97,550	4,238	63,185	16,224	1,395	5,929	1,839	2,731	12,978	7,533	14.0	16,252
SULLIVAN J-3.....	6.8	1.89	6,068	3,211	3,933	1,450	109	279	61	163	121	285	2.1	2,336
SUSQUEHANNA K-2.....	32.7	9.43	45,080	4,780	25,823	8,774	399	1,259	738	536	4,751	1,753	10.8	15,742
TIOGA G-2.....	36.6	10.65	54,701	5,136	31,427	7,012	732	2,073	1,115	1,236	7,172	2,895	8.9	12,571
UNION H-4.....	23.9	5.98	28,086	4,697	17,757	4,901	376	989	631	963	4,154	1,933	4.7	6,487
VENANGO C-3.....	67.1	18.81	110,203	5,859	56,993	18,070	1,509	5,050	4,056	4,543	9,170	5,508	7.0	4,155
Oil City.....	20.4	6.24	36,842	5,904	27,886	7,958	850	2,882	2,521	3,224	3,722	1,678	.....	.....
WARREN D-2.....	44.0	12.41	65,115	5,247	56,450	10,071	1,040	3,824	2,216	1,902	7,079	3,876	6.5	5,153
WASHINGTON B-6.....	216.3	59.02	337,415	5,717	201,558	60,180	5,187	18,981	14,724	11,773	43,124	15,419	16.9	13,027
Washington.....	27.1	8.05	51,670	6,419	59,678	15,400	2,001	7,385	5,156	4,639	9,333	4,073	.....	.....
WAYNE L-2.....	27.0	7.75	28,565	3,686	25,021	6,507	575	1,953	793	1,200	4,113	2,391	9.3	14,213
WESTMORELAND C-6.....	327.9	88.73	513,168	5,783	297,007	91,716	8,296	25,422	23,383	18,816	51,969	25,271	18.7	14,980
New Kensington.....	26.6	7.86	50,412	6,414	44,418	8,862	1,710	6,061	6,471	2,532	9,140	1,478	.....	.....
WYOMING K-3.....	17.2	5.01	17,338	3,461	18,890	3,943	441	471	573	166	3,939	1,740	5.9	7,060
YORK H-7.....	219.0	65.07	406,216	6,243	266,928	55,293	4,925	28,740	15,763	18,144	51,413	18,884	27.6	38,878
York.....	63.4	19.91	119,878	6,021	132,124	24,219	3,341	20,103	11,426	8,751	28,391	8,493	.....	.....
York Metro Area.....	219.0	65.07	406,216	6,243	266,928	55,293	4,925	28,740	15,763	18,144	51,413	18,884	.....	.....

(2) Includes portion in Lehigh County.

## 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
Adams	13,510	13,000	.0266	Luzerne	106,970	102,930	.2105
Allegheny	447,370	434,850	.8893	Lycoming	31,700	30,810	.0630
Armstrong	24,710	24,020	.0491	McKean	17,370	16,710	.0342
Beaver	50,570	49,150	.1005	Mercer	34,550	33,580	.0687
Bedford	11,660	11,110	.0227	Mifflin	12,680	12,080	.0247
Berks	82,250	79,960	.1635	Monroe	10,710	10,410	.0213
Blair	40,940	39,390	.0806	Montgomery	137,540	133,700	.2734
Bradford	15,720	14,970	.0306	Montour	3,520	3,390	.0069
Bucks	92,600	90,010	.1841	Northampton	57,350	55,750	.1140
Butler	29,590	28,480	.0582	Northumberland	33,980	33,030	.0676
Cambria	59,140	56,910	.1164	Perry	7,340	6,990	.0143
				Philadelphia	593,190	576,630	1.1793
				Pike	2,880	2,800	.0057
				Potter	4,970	4,730	.0097
				Schuykill	55,950	53,840	.1101
				Snyder	6,410	6,110	.0125
				Somerset	23,020	21,930	.0449
				Sullivan	1,890	1,780	.0036
				Susquehanna	9,430	8,980	.0184
				Tioga	10,650	10,250	.0210
				Union	5,980	5,700	.0117
				Venango	18,810	18,100	.0370
				Warren	12,410	12,070	.0247
				Washington	59,020	57,370	.1173
				Wayne	7,750	7,530	.0154
				Westmoreland	88,730	85,390	.1746
				Wyoming	5,010	4,770	.0098
				York	65,070	63,250	.1294

# PENNSYLVANIA

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

## STATE NETWORKS

### Allegheny Mountain Network

Rates effective January 1, 1955.  
Rates received January 10, 1955.  
Revisions received November 30, 1956.  
Business Office—41 Erie Ave., St. Marys, Pa., Terminal 4-2772.

#### Personnel

President—C. H. Simpson.  
Vice-Pres. & Gen'l Mgr.—John A. Fay.  
Sales Manager—W. A. Herbstritt.

#### Representatives

None.  
Comprised of:  
WKBI—St. Marys, Pa. WNBW—Wellsboro, Pa.  
WFRM—Coudersport, Pa. WBLF—Belleville, Pa.  
WTRN—Tyrone, Pa.

#### Agency Commission

15% to recognized agencies.

#### General Advertising

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
The following schedules are for four stations. See individual listings and above discount for split schedules.

	1 hr.	1 1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time.....	204.00	119.00	68.00	54.20	40.80	20.40	13.60
13 times.....	193.80	113.05	64.60	51.00	38.76	19.38	13.36
26 times.....	183.60	107.10	61.20	47.60	36.72	18.36	13.02
52 times.....	173.40	101.15	57.80	44.20	34.68	17.34	12.78
104 times.....	163.20	95.20	53.40	40.80	32.64	16.32	12.54
312 times.....	153.00	89.25	51.20	37.40	30.64	15.30	12.30

**WEEKLY SPOT SATURATION SCHEDULES**

Per week:	1 min.	30 sec.
12 per week.....	168.00	132.00
18 per week.....	234.00	180.00
25 per week.....	275.00	212.50

15 station break announcements weekly on each station, flat per week..... 150.00

25 one-minute announcements scheduled Saturday and Sunday on each station, flat per wk. 250.00

Saturation Spot Packages (Run-of-schedule)

To be used within one week:

	8 sec.	15 sec.	1 min.
15 spots.....	150.00	240.00	270.00
30 spots.....	300.00	450.00	520.00
50 spots.....	500.00	770.00	800.00

#### SPECIAL FEATURES

Rates are for all five stations:  
"Farm and Home Time"—12:00 noon to 1:00 p.m. Monday through Saturday. National and regional market reports, music and news. Regular rates plus 20%.  
"Morning Show"—6:00 a.m. to 7:30 a.m. Monday through Saturday. One-minute rotating announcements: 6 days weekly, per week, flat 150.00; 3 days weekly, per week, flat 90.00; larger segments—rates on request.  
"Home Maker's Forum" with Becky Smith—10:45 a.m. to 11:00 a.m. Monday through Saturday. Non-competitive products only. Continuity prepared by staff from copy supplied by client. One-minute participations, 6 days weekly, per week, flat 100.00.  
"Afternoon Jamboree"—1:35 p.m. to 2:30 p.m. Monday through Friday. Regular rates apply.  
"Polka Time"—3:30 p.m. to 3:45 p.m. Monday through Friday. Flat, per month, 1,000.00.  
"Allegheny Mountain Jamboree"—5:00 p.m. to 6:00 p.m. Saturday. Originates from different theatres each week. Sold in 1/2 hour and 1/4 hour segments: 1/2 hour 150.00; 1/4 hour 80.00; 13 weeks 10% discount; 26 weeks 15% discount.  
"Sunday Morning in the Alleghenies"—8:00 a.m. to 10:30 a.m. Sunday. Hymns and sacred songs by Jamboree talent groups. Sold in 1/2 hour and 1/4 hour segments: 1/2 hour 150.00; 1/4 hour 80.00; 13 weeks 10% discount; 26 weeks 15% discount.  
News Package—24 five-minute newscasts weekly (minimum 13 weeks), per week 500.00.

#### POLITICAL

Regular rates apply.

### Laurel Network, The

Rates effective October 1, 1954.  
Rates received October 1, 1954.  
Executive Offices—215 Church St., Clearfield, Pa. Clearfield 5-5541.

#### Personnel

President—W. J. Thomas.  
Vice-President—Milton Bergstein.  
Treasurer—Joseph Milson.  
Secretary—William R. Rathall.

#### Representatives

None.  
Comprised of:  
WCPA—Clearfield, Pa. WDAD—Indiana, Pa.  
WMAJ—State College, Pa. WAKU—Latrobe, Pa.  
WNCC—Barnesboro, Pa. WHUN—Huntingdon, Pa.

#### Agency Commission

15% to recognized agencies; 2% additional for payment by 15th of month following billing.

#### General Advertising

ASCAP, BMI and SESAC licenses.  
Program matter and commercial copy subject to network management approval.

#### GENERAL BROADCAST ADVERTISING

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	Sta. brk.
1 tl.	420.00	252.00	168.00	126.00	84.00	66.00	42.00
13 tl.	408.00	246.00	162.00	123.00	81.00	63.00	41.00
26 tl.	399.00	240.00	156.00	120.00	78.00	60.00	40.50
52 tl.	390.00	234.00	150.00	117.00	75.00	54.00	39.00
65 tl.	378.00	228.00	144.00	114.00	72.00	51.00	38.00
130 tl.	369.00	222.00	138.00	111.00	69.00	48.00	33.00
156 tl.	360.00	216.00	132.00	108.00	66.00	45.00	31.50
260 tl.	348.00	210.00	126.00	105.00	63.00	42.00	30.00
312 tl.	330.00	204.00	120.00	102.00	60.00	39.00	28.50
468 tl.	318.00	198.00	114.00	96.00	57.00	33.00	27.00
624 tl.	300.00	192.00	108.00	93.00	54.00	30.00	24.00
1000 tl.	288.00	180.00	102.00	90.00	51.00	27.00	22.50

Rates for more than 1,000 programs, announcements or station breaks, 10% less than the lowest quoted rate. Rates quoted above are the cumulative rates for all stations of the network.

#### SPECIAL FEATURES

News Service—AP and UPI.

#### POLITICAL

Regular rates apply.

#### Closing Time

All copy or transcriptions must be at network office one week prior to broadcast.

## ALLENTOWN—BETHLEHEM—EASTON

(7 AM; 4 PM)

Allentown—Lehigh County—Map Location K-5  
Bethlehem—Lehigh, Northampton Counties—Map Location K-5  
Easton—Northampton County—Map Location L-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. with the area.

## W A E B

### ALLENTOWN

(Established 1949)

Rates effective April 15, 1953. (Card No. 2.)

Rates received April 16, 1953.

Owned and operated by WAEB Broadcasters, Inc.

#### Personnel

President—W. F. Rust, Jr.  
General Manager—Ralph Gottlieb.  
Station Manager—S. Robert Ackley, Jr.  
Program Director—Nedd Flemming.

#### Representatives

Radio-TV Representatives, Inc.

#### Mailing Instructions

Business Office and Studio—7th & Hamilton Sts., Allentown, Pa., He 4-9364.  
Transmitter—Old Egypt, Mickley's Road, R. D. No. 1, Allentown, Pa.

#### Wave-Power-Time

Operating power—500 watts days; 1,000 watts nights.  
Frequency—790 kilocycles.  
Directional—separate patterns, day and night.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.

Operating schedule: 6:00 a.m. to 12:00 midnight week days; 8:00 a.m. to 12:00 midnight Sundays.

#### Agency Commission

15% to recognized agencies on net time and talent; no cash discount. Invoices mailed monthly.

#### General Advertising

The following rates are for national advertising.

CLASS "A"		CLASS "B"	
(7:00 a.m. to 10:00 p.m. week days and Sundays.)	1 hr.	1/2 hr.	1/4 hr.
1 time.....	100.00	60.00	40.00
26 times.....	95.00	57.00	38.00
52 times.....	90.00	54.00	36.00
104 times.....	85.00	51.00	34.00
260 times.....	75.00	45.00	30.00
CLASS "B"		(10:00 p.m. to 7:00 a.m. week days and Sundays)	
1 time.....	75.00	45.00	30.00
26 times.....	71.25	42.75	28.50
52 times.....	67.50	40.25	27.00
104 times.....	63.75	38.00	25.50
260 times.....	56.25	33.50	22.50

#### ANNOUNCEMENTS

	(*)	(†)
1 time.....	10.00	7.50
26 times.....	9.50	7.15
52 times.....	9.00	6.80
104 times.....	8.50	6.45
260 times.....	7.50	5.75
520 times.....	7.00	5.40
1,040 times.....	6.50	5.05

(\*) Class "A" (7:00 a.m. to 10:00 p.m. week days and Sundays)  
(†) Class "B" (10:00 p.m. to 7:00 a.m. week days and Sundays)

#### POLITICAL

Regular rates apply; payable in advance.

## W E E X

### EASTON

(AM Established 1956)

(FM Established 1948)

## R A B

Rates effective May 15, 1956. (Card No. 3.)

Rates received May 28, 1956.

Owned and operated by the Easton Publishing Company

#### Personnel

President—J. L. Stackhouse.  
General Manager—Charles R. Thon.  
Nat'l Sales Mgr.—William Latham.  
Local Sales Mgr.—Brad Bradford.

#### Representatives

Headley Reed Company.

#### Mailing Instructions

Business Office and Studio—Knox Ave., Easton, Pa. Easton 6155.  
Transmitter—Chestnut Hill, Easton, Pa.

#### Wave-Power-Time

Operating Power—250 watts.  
Frequency—1230 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.

Operating schedule: 5:00 a.m. to 1:00 a.m. daily.

#### F M Facilities

Effective radiated power—3,300 watts.  
Frequency—99.9 megacycles, channel 260.  
Antenna height—735 feet.

#### Agency Commission

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

#### General Advertising

FM operated in conjunction with AM.  
Advertising of alcoholic beverages other than beer and wine not accepted.

	5 min.	1 min.	30 sec.	10 sec.
1 time.....	12.00	6.00	4.50	3.00
26 times.....	11.40	5.70	4.28	2.85
52 times.....	10.80	5.40	4.05	2.70
104 times.....	10.20	5.10	3.83	2.55
260 times.....	9.60	4.80	3.60	2.40

Minute Saturation Schedule		1-12 wks. 13-25 wks. (*)	
(Run-of-schedule within specified time segments)			
12 weekly.....	60.00	54.00	48.00
18 weekly.....	85.50	76.50	67.50
24 weekly.....	108.00	96.00	84.00
30 weekly.....	127.50	112.50	97.50
36 weekly.....	144.00	126.00	108.00

(\*) 26 or more weeks.

30 seconds, 75% of minute rate.

10 seconds, 50% of minute rate.

#### SPECIAL FEATURES

News Service—AP and local. Five-minute news every hour on the hour. Capsule news on the half hour.

#### POLITICAL

Regular rates apply; cash in advance.

#### TRANSCRIPTIONS

Library Service—Thesaurus.

Closing Time  
3 days in advance of broadcast time.

## WEST

### EASTON

(Established 1936)

## NBC Affiliate

### NAB

### A Steinman Owned Station

Rates effective April 1, 1955. (Card No. 14.)  
Card received May 24, 1957.  
Owned and operated by Associated Broadcasters, Inc., Easton, Pa.

#### Personnel

Station Executive—Clair R. McCollough.  
Station Manager—Theodore Pierce.  
General Sales Manager—J. Robert Gullick.  
National Sales Manager—Thomas R. Nunan.

#### Representatives

The Meeker Company, Inc.

#### Mailing Instructions

Business Office—516 Northampton, St., Easton, Pa. 6132.  
Transmitter—Williams Township, Easton, Pa.

#### Wave-Power-Time

Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Daylight Saving Time observed.

Operating schedule: 24 hours daily.

#### F M Facilities

Effective radiated power—16,000 watts.  
Frequency—107.9 megacycles on channel 300.  
Antenna height—545 feet above average terrain.

#### Agency Commission

Agency commission 15% to recognized advertising agencies; no cash discount. No discounts on talent, remote facilities, etc. Invoices due 20th of month following broadcast.

#### General Advertising

For combination rates see NBC Radio Network.  
FM operated in conjunction with AM.  
Advertising of alcoholic beverages other than beer and wine not accepted.  
Programs and announcements cannot be combined to earn higher discounts.

Maximum contract, one year. Price quoting allowed.

	1	13	26	52	104	156	260
	tl.	tl.	tl.	tl.	tl.	tl.	tl.
1 hour....	60.00	57.50	55.00	52.50	50.00	47.50	40.00
1/2 hour....	40.00	38.00	36.00	34.00	32.00	30.00	25.00
1/4 hour....	27.50	26.25	25.00	23.75	22.50	21.00	17.50
5 minutes....	12.25	11.75	11.25	10.75	10.25	9.75	9.00

To earn discounts, programs must be used within 12 month period.

#### ANNOUNCEMENTS

CLASS "AA"  
(7:00 a.m. to 9:00 a.m. Monday through Saturday)

	1 minute or	100 words	10.00	9.75	9.00	8.50	8.25	7.50	7.00
Station break or	30 words	7.50	7.25	7.00	6.50	6.25	6.00	5.75	

1 minute or  
100 wds... 8.00 7.75 7.25 6.75 6.50 6.00 5.50  
Station break or  
30 words 6.00 5.75 5.50 5.25 5.00 4.75 4.50  
10-second "A" announcements — 50% of applicable station break rate.

To earn discounts, announcements must be used within 12 month period.

Saturation Announcements  
Not subject to further discounts.  
20 announcements or more per week, each..... 5.00  
30 announcements or more per week, each



Allentown-Bethlehem-Easton—  
WEST—Continued

ation announcement schedules do not earn group discounts.  
SPECIAL FEATURES  
News Service—UPI.  
POLITICAL  
Regular rates apply, cash in advance.  
TRANSCRIPTIONS  
Library Service—World.  
Closing Time  
Five days in advance.

**WFMZ**  
—FM—  
ALLENTOWN

(Established 1946)  
Rebroadcasting programs from WQXR, New York.  
Rates effective September 1, 1956.  
Rates received September 10, 1956.  
Owned and operated by WFMZ, Inc.

Personnel  
President—Raymond F. Kohn.  
General Manager—Daniel Houck.  
Sales Manager—Omar C. Miller.  
Program Director—Lloyd Hawk.

Representatives  
None.  
Mailing Instructions  
Business Office, Studio and Transmitter—E. Rock  
Bd., Allentown, Pa. Swift 7-4530.

Wave—Power—Time  
Effective radiated power—4,800 watts.  
Frequency—100.7 megacycles on channel 264, Class B.  
Licensed to operate full time.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: 7:00 a.m. to 12:05 a.m. Monday  
through Saturday; 3:00 p.m. to 12:05 a.m. Sunday.

Agency Commission  
15% to recognized agencies; 2% cash discount.  
General Advertising  
The right is reserved to use time allocated to advertiser for other purposes whenever required by law, or whenever, in the judgment of the station, such action becomes necessary or proper to broadcast events which serve the public interest or news events of general interest.

All times quoted and contracted for are approximate and broadcasts will be made within five minutes before or after contracted time.  
Broadcasts, announcements, service announcements, or features cannot be grouped for discount purposes. No time sold in bulk for resale.  
The station reserves the right to limit the amount of time purchased by an advertiser or his agent.  
Maximum length of contract one year.  
Broadcasts must begin no more than 45 days after contract has been signed.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

	1	5	1/2	25	1/4	5	
	hr.	min.	hr.	min.	hr.	min.	(*)
1 time....	40.00	38.00	30.00	25.00	20.00	10.00	7.00
26 times..	38.00	36.00	28.50	23.50	19.00	9.50	6.75
39 times..	36.00	34.00	27.00	22.50	18.00	9.00	6.50
52 times..	34.00	32.00	25.00	20.50	17.00	8.50	6.25
78 times..	32.00	30.00	24.00	19.00	16.00	8.00	6.00
104 times..	30.00	28.00	22.50	17.50	15.00	7.50	5.75
130 times..	28.00	26.00	20.50	16.00	14.00	7.00	5.50
156 times..	26.00	24.00	19.00	14.50	13.00	6.50	5.25

(\*) Weather reports.

**ANNOUNCEMENTS**

	1 min.	20 sec.	(†)
1 time.....	4.25	3.25	1.75
26 times.....	4.15	3.15	1.70
39 times.....	4.05	3.05	1.65
52 times.....	3.95	2.95	1.60
78 times.....	3.85	2.85	1.55
104 times.....	3.75	2.75	1.50
156 times.....	3.65	2.65	1.45
208 times.....	3.55	2.55	1.40
312 times.....	3.45	2.45	1.35
416 times.....	3.35	2.35	1.30

(†) Time signals.

**SATURATION SCHEDULE RATES**

	1 minute	
20-30 announcements per week, each.....	3.25	
30-40 announcements per week, each.....	3.00	
40-50 announcements per week, each.....	2.75	
20 seconds		
20-30 announcements per week, each.....	2.25	
30-40 announcements per week, each.....	2.15	
40-50 announcements per week, each.....	2.00	
Time Signals		
20-30 announcements per week, each.....	1.25	
30-40 announcements per week, each.....	1.15	
40-50 announcements per week, each.....	1.05	

**DISCOUNTS**  
26 week contracts—10%. 52 week contracts—25%.  
39 week contracts—15%.

**SPECIAL FEATURES**  
News Service—Facilities of WQXR, New York, and of the New York Times available.  
POLITICAL  
Regular rates apply.  
TRANSCRIPTIONS  
Library Service—Associated, Sesac.

**Closing Time**  
Programs requiring talent, one week in advance; other types 72 hours in advance.

**WGPA**  
BETHLEHEM

(Established 1946)  
Rates effective January 1, 1947. (Card No. 2.)  
Owned and operated by The Bethlehems' Globe Publishing Co.  
Personnel  
Station Manager—Arthur C. McCracken.  
Commercial Manager—Frank R. Collie.

Representatives  
None.  
Mailing Instructions  
Business Office and Studio—426 Broadhead Ave., Bethlehem, Pa., telephone Un. 6-8074.  
Transmitter—Eighth Ave & Deli St., Bethlehem, Pa.  
Wave—Power—Time  
Operating power—250 watts days.  
Frequency—1100 kilocycles.  
Non-directional.  
Licensed to operate daytime on regional channel.  
Operates on Eastern Standard Time.  
Operating schedule: 8:00 a.m. to local sunset Sundays; 7:00 a.m. to local sunset week days.

Agency Commission  
15% to recognized agencies on station time only; no cash discount.  
General Advertising  
Accepts AAAA copyrighted contract.  
Contracts for announcements accepted 30 days in advance of initial broadcast. Firm contracts of 13 weeks or more for program periods accepted 60 days in advance of initial broadcast; otherwise 30 days. No periods are sold in bulk for resale. Maximum contract term, 52 weeks. Rates include music copyright fees.  
BMI and ASCAP licenses.  
Alcoholic beverage advertising not accepted, excepting beer and wines.

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

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....	70.00	42.00	28.00	17.50	8.75	5.75
13 times..	66.50	39.90	26.60	16.63	8.31	5.46
26 times..	63.00	37.80	25.20	15.75	7.88	5.18
52 times..	59.50	35.70	23.80	14.88	7.44	4.89
104 times..	56.00	33.60	22.40	14.00	7.00	4.60
260 times..	52.00	31.50	21.00	13.13	6.56	4.31
365 times..	49.00	29.40	19.60	12.25	6.34	4.17
936 times..					5.83	3.83
1248 times..					4.38	2.88

Three-quarter hour rate 80% of hour rate.  
(\*) One minute or 125 words.  
(†) One-half minute or 50 words.  
**SPECIAL FEATURES**  
News Service—UPI, local news. Rates on request for special newscaster.  
UP sports results.  
POLITICAL  
One time rate applies, cash in advance.  
TRANSCRIPTIONS  
Library Service—Capitol, Thesaurus.

**Closing Time**  
Three days in advance.

**WGPA-FM**  
BETHLEHEM  
(Established 1946)

Rates received October 10, 1951.  
Transmitter—Applebutter Road, Bethlehem, Pa.  
Wave—Power—Time  
Effective radiated power—10,000 watts.  
Frequency—95.1 megacycles; channel 236.  
Antenna height—627 feet above average terrain.  
Licensed to operate full time.  
Operates on Eastern Time.  
Operating schedule: 3:00 p.m. to 11:00 p.m.  
Agency Commission  
15% to recognized agencies on station time only; no cash discount.  
General Advertising  
(Local sunset to 11:00 p.m.)

	1	1/2	1/4	5	(*)	(†)
	hr.	hr.	hr.	min.		
1 time.....	35.00	21.00	14.00	8.75	4.38	2.88
13 times..	33.25	19.95	13.30	8.31	4.16	2.73
26 times..	31.50	18.90	12.60	7.88	3.94	2.59
52 times..	29.75	17.85	11.90	7.44	3.82	2.45
104 times..	28.00	16.80	11.20	7.00	3.50	2.30
260 times..	26.00	15.75	10.50	6.56	3.28	2.16
365 times..	24.50	14.70	9.80	6.13	3.17	2.00

(\*) One minute or 125 words.  
(†) 1/2 minute or 50 words.  
Data on Special Features, etc.—see AM listing.

**WHOL**  
ALLENTOWN  
(Established 1948)

Rates effective August 1, 1956. (Card No. 3.)  
Card received September 17, 1956.  
Owned and operated by Allentown Broadcasting Corp.  
Personnel  
President—Charles G. Helwig.  
Vice-President—Victor C. Diehm.  
Station Manager—James F. Chambers.  
Program Director—Bill Camperson.  
Merchandising Director—Jay Bechtel.

Representatives  
Paul H. Raymer Company, Inc.  
Mailing Instructions  
Business Office and Studio—Colorado & Poplar Sts., Allentown, Pa., Hemlock 4-4801.  
Transmitter—1125 Colorado St., Allentown, Pa.  
Wave—Power—Time  
Operating power—500 watts days.  
Frequency—1600 kilocycles.  
Non-directional.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Licensed to operate daytime only.  
Operating schedule: 8:00 a.m. to 8:30 p.m. week days; 8:00 a.m. to 8:30 p.m. Sundays.  
Agency Commission  
15% to recognized advertising agencies; no cash discount. Invoices due 20th of month following broadcast.  
General Advertising  
Accepts AAAA copyrighted contract.  
To earn discounts announcements and programs must

be used within one year. Maximum contract term, one year. Program contracts and announcement contracts may not be combined to earn higher discounts. Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Contracts in excess of 52 weeks will not be accepted.

	1	1/2	1/4	10	5	1	(*)
	hr.	hr.	hr.	min.	min.	min.	
1 time....	100.00	70.00	45.00	30.00	22.00	9.00	6.00
13 times..	94.50	65.50	41.75	28.00	20.25	8.50	5.50
26 times..	89.00	61.00	38.50	26.00	18.75	8.00	5.00
52 times..	83.50	56.50	35.25	24.00	17.00	7.50	4.50
104 times..	78.00	52.00	32.00	22.00	15.50	7.00	4.00
156 times..	72.50	48.50	28.75	20.00	13.75	6.50	3.50
260 times..	67.00	44.00	25.50	18.00	12.25	6.00	3.00
312 times..	61.50	39.50	22.25	16.00	11.00	5.75	2.00

(\*) 10 seconds or 20 words.

**SATURATION PACKAGE RATES**  
(Minimum 4 weeks)

	Per week				
	4	13	26	39	52
	wks.	wks.	wks.	wks.	wks.
6 announcements..	39.00	37.00	35.00	33.00	31.30
12 announcements..	72.00	68.50	65.00	61.50	58.00
18 announcements..	103.50	98.50	93.00	88.00	83.00
24 announcements..	132.00	125.50	119.00	112.00	106.00
30 announcements..	157.50	149.50	142.00	134.00	126.00

**WEEK-END SATURATION PACKAGE**  
(Run-of-schedule)

10 spots Saturday and Sunday.....	56.00
20 spots Saturday and Sunday.....	90.00
24 spots Saturday and Sunday.....	100.00
30 spots Saturday and Sunday.....	120.00

**SPECIAL FEATURES**  
News Service—AP.  
Sports, special events, participating programs—rates on request.  
POLITICAL  
Regular rates apply.

**WKAP**  
ALLENTOWN  
(Established 1946)

Rates effective January 1, 1957.  
Rates received January 7, 1957.  
Revisions (Combination Rates) received May 2, 1955.  
Owned and operated by WKAP, Inc.

Personnel  
President—Joe Rahall.  
General Manager—Ogden R. Davies.  
Program Director—Alan D. Raber.  
Sales & Promotion Manager—Jerry Duckett.

Representatives  
Weed Radio Corporation.

Mailing Instructions  
Business Office—P. O. Box 639, Allentown, Pa., Hemlock 3-3166.  
Transmitter—N. Seventh St. Pike, Allentown, Pa.

Wave—Power—Time  
Operating power—1,000 watts.  
Frequency—1320 kilocycles.  
Directional—nighttime only.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 5:00 a.m. to 1:00 a.m.

Agency Commission  
Agency commission 15%; no cash discount.

General Advertising  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
The following rates are for national advertising.

	1	1/2	1/4	5	1	Sta.
	hr.	hr.	hr.	min.	min.	brk.
1 time....	100.00	60.00	40.00	30.00	13.00	10.00
26 times..	95.00	57.00	38.00	28.50	12.35	9.50
52 times..	90.00	54.00	36.00	27.00	11.70	9.00
104 times..	85.00	51.00	34.00	25.50	11.05	8.50
156 times..	80.00	48.00	32.00	24.00	10.40	8.00
260 times..	75.00	45.00	30.00	22.50	9.75	7.50
312 times..	70.00	42.00	28.00	21.00	9.10	7.00

**PACKAGE RATES**  
(Run-of-schedule)

	1 wk.	6 wks.	13 wks.
10 spots weekly.....	8.00	7.50	7.00
15 spots weekly.....	7.75	7.00	6.50
20 spots weekly.....	7.50	6.75	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.; WWNR, 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 when identical schedules used. For non-identical schedules consult station or representative.  
Discounts not applicable to Package Rates (run-of-schedule).

**SPECIAL FEATURES**  
News Service—AP. Five-minute news every hour on the hour.  
Participating Programs  
"Morning Go Round" with Sammy Anderson—5:00 a.m. to 6:55 a.m. Monday through Friday.  
"Two on the Sunny Side" with Dopey Duncan and Paul Galgon—7:00 a.m. to 9:00 a.m. Monday through Friday.  
"Household Word" with Gladys Hersh—9:05 a.m. to 9:30 a.m. Monday through Saturday.  
"Craig Calling"—12:05 p.m. to 2:30 p.m. Monday through Saturday.  
"Backyard Fence" with Dopey Duncan and George Stahl—4:05 p.m. to 5:00 p.m. Monday through Friday.  
"Tony Noto and Les Baer"—8:00 p.m. to 10:00 p.m. Monday through Saturday.  
POLITICAL AND RELIGIOUS  
Political—Payable in advance.  
Closing Time  
Five days in advance.  
(Allentown-Bethlehem-Easton continued on next page)



# PENNSYLVANIA

## Allentown-Bethlehem-Easton—Continued

### WSAN

ALLENTOWN  
(Established 1923)

Rates effective May 1, 1957. (Card No. 15.)  
Card received March 22, 1957.  
Rev. (Annct. Pkgs.) rec'd October 25, 1957.  
Owned and operated by Lehigh Valley Broadcasting Co.

#### Personnel

Exec. Dir's.—Olivia P. Barnes & Reuel Musselman.  
Program Director—George Y. Snyder.  
National Sales—Chas. R. Petric.  
Merchandising—Austin R. Dreisbach.

#### Representatives

H-R Representatives, Inc.

#### Mailing Instructions

Business Office and Studio—39-41 N. Tenth Street, Allentown, Pennsylvania.  
Transmitter—R. D. No. 1, Allentown, Pa.

#### Wave—Power—Time

Operating power—5,000 watts.  
Frequency—1470 kilocycles.

Directional—nighttime only.

Licensed to operate unlimited time.

Operates on Eastern Standard Time.

Daylight Saving Time observed.

Operating schedule: 24 hours daily.

#### Agency Commission

15% to recognized agencies.

#### General Advertising

For combination rates see CBS Radio Networks.  
Programs and announcements cannot be combined for earned discounts.

#### PROGRAMS

(5:00 a.m. to midnight)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	Sta. brk.
1 time.....	100.00	60.00	36.00	18.00	12.00	9.00
13 times.....	95.00	57.00	34.00	17.00	.....	.....
26 times.....	90.00	54.00	32.00	16.00	11.25	8.25
52 times.....	85.00	51.00	30.00	15.00	10.50	7.50
104 times.....	80.00	48.00	28.00	14.00	9.75	6.75
156 times.....	75.00	45.00	26.00	13.00	.....	.....
260 times.....	70.00	42.00	24.00	12.00	9.00	6.00

#### SPOT ANNOUNCEMENT PACKAGES

Per week:	1 min. (*)	15 times.....	1 min. (*)	20 times.....
6 times.....	8.00	6.00	7.00	5.25
10 times.....	7.50	5.65	6.50	4.90

(\*) Station break.  
An additional 5% discount on 13 or more consecutive weeks.

#### SPECIAL FEATURES

Sports, special events or special participating programs—rates on request.

#### Participating Programs

"Night Watch"—midnight to 6:00 a.m.

Per participation:

	1 min. Sta. brk.
10 per week.....	2.70 1.55
15 per week.....	2.55 1.45
20 per week.....	2.40 1.35

An additional 5% discount on 13 or more consecutive weeks.

#### 5-Minute Newscasts

(Every hour on the hour)

Per week:	Each	24 times.....	Each	30 times.....
6 times.....	5.00	4.25	4.25	4.00
12 times.....	4.75	3.75	4.00	3.75
18 times.....	4.50	3.75	3.75	3.75

"Town and Country"—5:00 a.m. to 6:00 a.m. Monday through Saturday.

"Musical Clock" with Call-Back—6:00 a.m. to 8:30 a.m. Monday through Friday.

"Ginger Sharky Show"—11:00 a.m. to 11:30 a.m. and 4:00 p.m. to 4:30 p.m.

"Dialing for Dollars"—12:30 p.m. to 1:15 p.m.

"Curley Gibson Show"—4:30 p.m. to 5:00 p.m.

"Sports Roundup"—6:00 p.m. to 6:10 p.m.

"Night Watch"—midnight to 5:00 a.m.

#### POLITICAL

Regular rates apply; payable in advance.

## ALTOONA (3 AM)

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

### WFBG

(Established 1924)

## NBC Radio Network

### A Triangle Station



Rates effective May 1, 1956. (Card No. 2.)

Rates received March 28, 1956.

Rev. rec'd June 28, 1957.

Owned and operated by Radio and Television Division, Triangle Publications, Inc.

#### Personnel

General Manager—Frank Palmer.

Station Manager—Jack Snyder.

Sales Manager—Robert Miller.

Program Manager—Lou Cate.

#### Representatives

McGavren-Quinn Co.

#### Mailing Instructions

Business Office, Studio and Transmitter—1320 11th Ave., Altoona, Pa., Windsor 4-2031, TWX AO 89.

Wave—Power—Time Operating power—250 watts.

Frequency—1340 kilocycles.

Non-directional.

Operates on Eastern Time.

Daylight Saving Time observed.

#### Agency Commission

15% to recognized agencies on time, news and talent charges; no cash discount.

#### General Advertising

Affiliated with NBC Radio Network.

ASCAP, BMI and SESAC licenses.

Rates include music copyright fees.  
Discounts allowed retroactively on number of broadcasts given in one year. All flat rate announcements may be included in frequency earned on announcements subject to frequency discounts. Earning of frequency discounts is confined to one contract year, but any uninterrupted schedule or portion thereof beyond first contract year will earn discount applicable to such schedule. Advertisers using facilities on effective date of any rate increase will be protected on time rates listed for a maximum period of 52 consecutive weeks on uninterrupted schedules. Contracts signed prior to effective date of any rate increase must start within 30 days of effective date to gain rate protection. Maximum length of contract, one year.

#### CLASS "A"

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	80.00	48.00	32.00	16.00
26 times.....	72.00	43.25	28.75	14.50
52 times.....	68.00	40.75	27.25	13.50
104 times.....	64.00	38.50	25.50	12.75
260 times.....	60.00	36.00	24.00	12.00

#### CLASS "B"

(Sign-on to 6:30 a.m.; 11:00 p.m. to sign-off)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	60.00	36.00	24.00	12.00
26 times.....	54.00	32.50	21.50	10.75
52 times.....	51.00	30.50	20.50	10.25
104 times.....	48.00	28.75	19.25	9.50
260 times.....	45.00	27.00	18.00	9.00

Programs scheduled between 7:00 p.m. and 6:30 a.m. receive a 50% discount from one-time "A" rate on all contracts of 13 consecutive weeks or more.

#### ANNOUNCEMENTS

Per week:	Each	Total
6 times.....	6.00	36.00
12 times.....	5.75	69.00
18 times.....	5.50	99.00
24 times.....	5.25	126.00
36 times.....	5.00	180.00

Service Charge for Cut-Ins: 6.00 flat per cut-in.

#### SPECIAL FEATURES

News Service—AP. Rates on request.

#### Participating Programs

(Regular rates apply)

Monday through Friday:

"Al Wolfe Show"—6:00 a.m. to 10:00 a.m.

"The Lou Cate Show"—10:00 a.m. to 12:30 p.m. and 1:00 p.m. to 2:00 p.m.

"Here's Riley"—2:00 p.m. to 6:00 p.m.

"Bill Clear Show"—8:00 p.m. to 11:45 p.m.

#### POLITICAL

Regular rates apply; cash in advance.

#### TRANSCRIPTIONS

Instantaneous reference recordings of 5-minute programs or longer will be furnished free of charge on basis of one recording for each 13 week series or one recording of program change during series. Additional recordings of 5, 10 or 15 minute programs: 5:50 each; 30 minute programs: 11:50 each.

#### Closing Time

All program material and commercial copy must be received 72 hours in advance of broadcast.

#### 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.

Director of National Sales—Edward H. Benedict.

Exec. Ass't to Gen'l Mgr.—David J. Bennett.

Director of Public Relations and Programming—John D. Scheuer.

Director of Engineering—Henry E. Rhea.

Business Manager—John C. Harlan.

Chief Statistician—Richard W. Gideon.

### WRTA

(Established 1947)

## ABC Radio Network



Rates effective June 1, 1956.

Rates received May 1, 1956.

Card received May 31, 1956.

Owned and operated by the Altoona Trans-Audio Corporation.

#### Personnel

Vice-Pres. & Gen'l Mgr.—Lou H. Murray.

Station Manager—David R. Wolf.

Commercial Manager—Carl Y. Coriell.

Promotion Manager—S. Carlton Ayers.

#### Representatives

Thomas F. Clark Company, Inc.

#### Mailing Instructions

Business Office and Studio—Penn Alto Hotel, Altoona, Pa. Windsor 3-6112. TWX AO 82.

Transmitter—27th Street at City Line, Altoona, Pa.

#### 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: 5:55 a.m. to midnight weekdays, 8:00 a.m. to midnight Sunday.

#### Agency Commission

15% commission to recognized agencies on time charges. No discounts on talent, remote or production charges. No cash discounts.

Maximum length of contract, 52 weeks.

#### General Advertising

Affiliated with ABC Radio.

ASCAP, BMI and SESAC licenses.

Rates include music copyright fees.

Beer and wine advertising is acceptable.

Program and announcement contracts cannot be combined to earn increased discounts.

Contracts cancelled by written notice subject to contract terms and short rate to date of last broadcast.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	Sta. brk.
1 time.....	65.00	40.00	25.00	10.00	6.00	4.00
26 times.....	61.75	38.00	23.75	9.50	5.70	3.70
52 times.....	58.50	36.00	22.50	9.00	5.40	3.40
104 times.....	55.25	34.00	21.25	8.50	5.10	3.10
156 times.....	52.00	32.00	20.00	8.00	4.80	2.80
260 times.....	48.75	30.00	18.75	7.50	4.50	2.50
312 or more times.....	45.50	28.00	17.50	7.00	4.20	2.20

Quickies: (8 seconds) 50% of regular station break rate; quickies and announcements cannot be combined to determine frequency discount.  
Service charge for cut-ins 2.50 flat.

#### PACKAGE RATES

10-19 announcements, each.....	4.00
20-29 announcements, each.....	3.50
30 or more announcements, each.....	3.00

#### SPECIAL FEATURES

News Service—AP and local. No extra charge.

#### Participating Programs

Regular rates apply:

"Reveille At RTA"—7:00 a.m. to 9:00 a.m. weekdays.

"Accent on Melody"—10:00 a.m. to noon. Monday through Friday.

"The Grandstand"—1:15 p.m. to 3:00 p.m. weekdays.

"Harmony Highway"—3:00 p.m. to 6:00 p.m. Monday through Friday.

"Platter Parade"—7:15 p.m. to 9:00 p.m. Monday through Friday.

"Nite Lite"—9:00 p.m. to midnight. Monday through Friday.

#### POLITICAL

Regular rates apply. Cash in advance of broadcast.

#### Closing Time

All program material and commercial copy must be received 48 hours in advance of broadcast.

### WVAM

(Established 1948)

## CBS Radio Network

Rates received October 29, 1956.

Owned and operated by General Broadcasting Corp.

#### Personnel

General Manager—Will Ketner.

#### Representatives

Weed Radio Corporation.

#### Mailing Instructions

Business Office, Studio and Transmitter—2727 W. Albert Dr., Altoona, Pa., telephone 8127.

Wave—Power—Time Operating power—1,000 watts.

Frequency—1430 kilocycles.

Directional—nighttime only.

Licensed to operate full time.

Operates on Eastern Standard Time.

Daylight Saving Time observed.

Operating schedule: 5:30 a.m. to 12:05 a.m.

#### Agency Commission

15% to recognized agencies on net station time; no cash discount. Bills rendered monthly. No commission on remote control or talent and production.

#### General Advertising

For combination rates see CBS Radio Network.

Rates include music copyright fees.

BMI, ASCAP and SESAC licenses.

Advertising of alcoholic beverages other than beer and wine not accepted.

Contracts limited to one year. Retroactive discount for continuous time used within one year. 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. Rates shown after deduction of all applicable discounts.

# AMBRIDGE

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

**WMBA**  
(Established 1958)



Rates effective November 1, 1958. (Card No. 2.)  
Card received November 28, 1958.  
Owned and operated by Miners Broadcasting Service, Inc.

**Personnel**  
Station Manager—R. E. Angst.

**Representatives**  
None.

### Mailing Instructions

Business Office and Studio—P. O. Box 509, 304 Duss Ave., Ambridge, Pa. Co 6-1110.  
Transmitter—Big Sewickley Creek Rd., Ambridge, Pa.

### Wave-Power-Time

Operating power—500 watts days.  
Frequency—1460 kilocycles.  
Directional.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule; local sunrise to sunset.

### Agency Commission

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

### General Advertising

Rates include music copyright fees.  
ASCAP and BMI licenses.  
Beer and wine advertising accepted.  
No time sold in bulk for resale. Contracts cancelled by written notice subject to contract terms and short rate to date of last broadcast. Programs and announcements cannot be combined to earn increased discounts.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	120.00	65.00	42.00	19.25
26 times.....	100.00	51.00	31.25	13.25
52 times.....	89.00	48.50	29.00	12.00
104 times.....	84.00	46.00	27.25	11.50
156 times.....	79.00	43.50	25.50	11.00
260 times.....	74.50	41.00	23.75	10.25
312 times.....	70.00	38.50	22.00	9.50

### ANNOUNCEMENTS

	(*)	(†)	(*)	(†)
1 time.....	7.00	312 times.....	5.25	
104 times.....	6.50	520 times.....	4.75	
208 times.....	6.00			

(\*) 1-minute or 120-word announcements on a fixed schedule determined in advance from station availabilities.

### Safety Announcements

1-minute scheduled announcement in conjunction with a safety message, each..... 8.00

### Short-Term Bulk Announcements

1-minute announcements at best daily availabilities:  
Minimum of 10 ann. within 24 hours..... 60.00  
Minimum of 15 ann. within 48 hours..... 90.00  
Minimum of 20 ann. within 72 hours..... 120.00  
Minimum of 30 ann. within consecutive 7-day period..... 180.00

### 10-Second Shortie Announcements

ID's broadcast at times selected by station from best daily availabilities. 10 to 15 words permissible; time signals, if used, to be considered part of word count. Restricted to 1 piece of commercial copy during any 1 broadcast day. Cannot be combined with longer announcements to compute frequency discounts. Transcriptions permissible:  
Minimum of 30 shorties per week, each..... 3.00

### SATURATION DAY RATES

Includes sponsorship of every available program for 1 day, including: Opening and closing sponsor ID on every program.

3 full-length commercials per 1/2 hour program; 2 per 1/4 hour program; 1 per 5-minute program.  
1 full length commercial in each 1/2 hour participating program, except where competitor protection must be considered.

1/4-hour competitor protection will be considered in all schedules. 10 different pieces of commercial copy are permitted.

October through February, per day..... 300.00  
March through September, per day..... 350.00

### SPECIAL FEATURES

News Service—UPI. No extra charge.

### POLITICAL

Regular rates apply; cash in advance.

### Closing Time

24 hours in advance of broadcast.

# APOLLO

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

**WAVL**  
(Established 1947)

Rates received March 3, 1949.  
Owned and operated by Tri-Boro Broadcasting Co.

### Personnel

Gen'l & Com'l Mgr.—Cecil F. Clifton.

Business Manager—A. J. West.

### Representatives

None.

### Mailing Instructions

Mailing Address—P. O. Box 177, Apollo, Pennsylvania.  
Business Office, Studio and Transmitter—Orchard Hills, 1-3/4 miles east of Apollo on Route 56. Grover 2-3921, TWX 7846.

### Wave-Power-Time

Operating power—1,000 watts days.  
Frequency—910 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Operating schedule: 5:30 a.m. to local sunset.

### Agency Commission

15% to recognized agencies; no cash discount.

### General Advertising

Advertising of alcoholic beverages not accepted.

The following rates apply to national advertising.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	56.00	34.00	20.00	15.00	10.00
13 times.....	53.20	32.30	19.00	14.25	9.50
26 times.....	50.40	30.60	18.00	13.50	9.00
52 times.....	47.60	28.90	17.00	12.75	8.50
65 times.....	44.80	27.50	16.00	12.00	8.00
104 times.....	42.00	25.50	15.00	11.25	7.50
156 times.....	39.20	23.80	14.00	10.50	7.00
312 times.....	36.40	22.10	13.00	9.75	6.50
365 times.....	33.60	20.40	12.00	9.00	6.00

### ANNOUNCEMENTS

	(*)	(†)	(*)	(†)
1 time.....	6.00	4.50	156 times.....	4.50
13 times.....	5.70	4.35	312 times.....	4.20
26 times.....	5.40	4.20	624 times.....	3.60
52 times.....	5.10	4.05	1000 times.....	3.00
104 times.....	4.80	3.90		

(\*) One minute or 100 words.

(†) 1/2 minute or 50 words.

### SPECIAL FEATURES

News Service—UPI.

### POLITICAL

One time rate applies; cash in advance.

### TRANSCRIPTIONS

Library Service—Sesac.

### Closing Time

Five days in advance.

# BARNESBORO

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

**WNCC**  
(Established 1950)



Rates effective December 1, 1958.  
Rates received December 3, 1958.

Owned and operated by North Cambria Broadcasters, Inc.

### Personnel

Station Manager—William R. Railhal.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—American Legion Home Bldg., P. O. Box 277, Barnesboro, Pa., Williams 8-9201.

Transmitter—Barnesboro, Pa.

### Wave-Power-Time

Operating power—500 watts days.  
Frequency—950 kilocycles.  
Non-directional.  
Licensed to operate daytime on a clear channel.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: Sunrise (or 7:00 a.m.) to sunset.

### Agency Commission

15% commission to recognized advertising agencies; 2% cash discount.

### General Advertising

Affiliated with Mutual Broadcasting System.  
Rates include music copyright fees.  
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 min.
1 time.....	35.00	23.50	11.75	8.75	6.00	4.25
13 times.....	32.00	20.50	10.50	8.25	5.50	4.00
26 times.....	30.00	18.75	10.00	7.75	5.25	3.80
52 times.....	29.25	17.50	9.50	7.00	5.00	3.50
104 times.....	26.50	17.00	9.00	6.50	4.75	3.25
260 times.....	23.50	16.50	8.75	6.00	4.50	3.00

### SPECIAL FEATURES

News Service—UPI.

### POLITICAL

Regular rates apply. Cash in advance.

# BEAVER FALLS

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

**WBVP**  
(Established 1948)



Rates effective August 1, 1951.  
Revisions received July 25, 1951.

Owned and operated by WBVP, Inc.

### Personnel

President—Frank R. Smith.

Station Manager—Thomas B. Price.

Program Director—Charles Wilson.

### Representatives

Call collect Thomas B. Price, Tilden 6-4100.

### Mailing Instructions

Business Office and Studio—1216-1218 Seventh Ave., Beaver Falls, Pa., Tilden 6-4100.  
Transmitter—Pulaski Township, Beaver Falls, Pa.

### Wave-Power-Time

Operating power—250 watts.  
Frequency—1230 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Daylight Saving Time observed.  
Operating schedule: 6:00 a.m. to 12:05 a.m.

### Agency Commission

15% to recognized advertising agencies; no cash discount. No discounts on talent, remote facilities, etc. Invoices due and payable when rendered.

### General Advertising

Accepts AAAA copyrighted contract.

# PENNSYLVANIA

ASCAP, BMI and SESAC licenses.  
Advertising of alcoholic beverages other than beer and wine not accepted. Programs and announcements cannot be combined for greater discounts. Discounts earned during period of one year.

### CLASS "A"

	6:00 p.m. to 10:00 p.m. weekdays and 1:00 p.m. to sign-off Sundays	10:00 p.m. to 1:00 a.m. weekdays
1 hour.....	90.00	85.50
1/2 hour.....	50.00	47.50
1/4 hour.....	30.00	28.50
5 minutes.....	15.00	14.50
1 minute transcript or 125 words or 40 word station break.....	8.00	7.60

### CLASS "B"

	10:00 p.m. to 9:00 a.m. weekdays
1 hour.....	60.00
1/2 hour.....	40.00
1/4 hour.....	25.00
5 minutes.....	12.00
1 minute transcript or 125 words or 40 word station break.....	5.50

### CLASS "C"

	10:00 p.m. to 9:00 a.m. weekdays
1 hour.....	45.00
1/2 hour.....	30.00
1/4 hour.....	20.00
5 minutes.....	12.00
1 minute transcript or 125 words or 40 word station break.....	5.50

### ANNOUNCEMENT PACKAGES

30 seconds:	
Daily, except Sunday, per week.....	25.50
Twice daily, except Sunday, per week.....	45.00
Three daily, except Sunday, per week.....	67.50
Four daily, except Sunday, per week.....	90.00
Five daily, except Sunday, per week.....	112.50
10 second ID's run of schedule, each 2.50; 100 or more, each 2.25.	

### SPECIAL FEATURES

News Service—UPI, AP. 22 broadcasts daily.  
Headlines on the half-hour.  
Time signals, weather reports and sport events—rates on request.

### Participating Programs

"Valley Special" with George Allen—six days weekly. 6:00 a.m. to 9:30 a.m., music, time signals, news, weather reports, regular rates apply.  
"Music Beat" with Joe Grazan—10:00 a.m. to 3:00 p.m. Monday through Saturday. Regular announcement rates apply.  
"Stork Club"—Monday through Saturday, 11:30 a.m. daily participation, 45.00 per week.  
"You And Your Home," Monday through Friday, 11:30 a.m.—Gertrude Probe, (Home Economics)—Per participation 7.50. Three or more per week, 13 weeks or longer, per participation 6.75.  
"Wilson's Wax Works"—Chuck Wilson, (disc jockey)—3:00 p.m. to 6:00 p.m., Monday through Friday. regular announcement rates apply.  
"Studio 15" with Bob Spiegel—6:15 p.m. to 8:00 p.m. Monday through Saturday. Regular announcement rates apply.  
"Record Revue" with Syl Sergi—8:00 p.m. to 11:00 p.m. Monday through Friday. Regular announcement rates apply.  
"Saturday Afternoon Party" with Joe Grazan—1:00 p.m. to 6:00 p.m. Saturday. Regular announcement rates apply.  
"Sounds for Saturday" with Bob Spiegel—10:15 p.m. to 11:00 p.m. Saturday. Jazz Show. Regular announcement rates apply.  
"Sunday Showcase" with Bob Spiegel and Charlie Farrell—1:00 p.m. to 10:00 p.m. Sunday. Regular announcement rates apply.

### POLITICAL

Cash in advance.

# BEDFORD

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

**WBFD**  
(Established 1955)

Rates effective April 1, 1958. (Card No. 3.)  
Card received March 28, 1958.

Owned and operated by The Inquirer Printing Co.

### Personnel

Gen'l & Sales Mgr.—Robert S. Harrison, Jr.

Program Director—Sherwood B. Hawley.

### Representatives

Call station direct.

### Mailing Instructions

Business Office—130 S. Juliana St., Bedford Pa., Bedford 863.  
Studios and Transmitter—American Legion Bldg., R. R. 2, Bedford, Pa. Phone 1130.

### Wave-Power-Time

Operating power—1,000 watts days.  
Frequency—1310 kilocycles.  
Non-directional.  
Operates on Eastern Standard Time.  
Licensed to operate daytime only.  
Operating schedule: 6:00 a.m. to local sunset weekdays; 8:00 a.m. to local sunset Sundays.

### Agency Commission

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

### General Advertising

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
The rates quoted herein are subject to change without notice.  
No periods are sold in bulk for resale.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	36.00	24.00	14.50	8.50	7.00
13 times.....	34.00	22.00	12.50	8.00	6.75
26 times.....	32.00	20.00	12.00	7.00	6.50
52 times.....	30.00	19.00	11.00	6.50	6.25
104 times.....	28.00	18.00	10.50	6.00	6.00
365 times.....	26.00	16.50	9.00	5.00	5.75
1,000 times.....	24.00	14.50	8.50	4.00	5.50

(This listing continued on next page)

# PENNSYLVANIA

## Bedford—W B F D—Continued

### ANNOUNCEMENTS

	1 min.	30 sec.	20 sec.	10 sec.
1 time.....	4.00	3.25	3.00	2.75
13 times.....	3.50	3.10	2.90	2.60
26 times.....	3.25	3.00	2.60	2.40
52 times.....	3.00	2.75	2.50	2.10
104 times.....	2.50	2.40	2.10	1.75
365 times.....	2.10	2.00	1.75	1.50
1,000 times.....	1.80	1.60	1.50	1.20

### SPECIAL FEATURES

News Service—UPI. No extra charge.

### POLITICAL

Regular rates and discounts apply. Cash in advance.

### Closing Time

24 hours in advance of broadcast.

## BELLEFONTE

Centre County—Map Location F-4

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

### W B L F

(Established 1958)

Rates effective July 15, 1958. (Card No. 1.)

Card received June 23, 1958.

Owned and operated by Bellefonte Broadcasting Co.

### Personnel

President—Cary H. Simpson.  
Station Manager—Lee C. Ray.  
Sales Manager—Harold Green.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—Crider Exchange Bldg., P. O. Box 88, Bellefonte, Pa. Elgin 5-4751.  
Transmitter—Blanchard Street Extension.

### Wave—Power—Time

Operating power—500 watts days.

Frequency—1330 kilocycles.

Non-directional.

Operates on Eastern Standard Time.

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

8:00 a.m. to local sunset Sunday.

Licensed to operate daytime.

Daylight Saving Time observed.

### Agency Commission

15% to recognized agencies on time only; 5% cash discount if paid by 15th of month following service.

### General Advertising

Affiliated with ABC and Allegheny Mountain Network.

Rates include music copyright fees.

Accepts AAAA copyrighted contracts.

ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Spots
1 time....	60.00	25.00	10.00	8.00	6.00
13 times..	57.00	23.80	9.50	7.60	5.70
26 times..	54.00	22.50	9.00	7.20	5.40
52 times..	51.00	21.25	8.50	6.80	5.10
104 times..	48.00	20.00	8.00	6.40	4.80
312 times..	45.00	18.75	7.50	6.00	4.50

### SPECIAL FEATURES

News Service—UPI. No extra charge. Local and regional news summaries every hour.

### POLITICAL

Regular rates apply.

### Closing Time

48 hours in advance of broadcast.

## BERWICK

Columbia County—Map Location J-4

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

### W B R X

(Established 1957.)

Rates effective August 1, 1957.

Card received August 27, 1957.

Owned and operated by Columbia County Broadcasters, Inc.

### Personnel

General Manager—John S. Booth.  
Station Manager—Gene Jay Myers.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—Jackson Bldg., Front and Market Sts., Berwick, Pa. Phone 4546.

### Wave—Power—Time

Operating power—500 watts days.

Frequency—1280 kilocycles.

Non-directional.

Licensed to operate daytime only.

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

### Agency Commission

15% to recognized agencies; no cash discount.

### General Advertising

Affiliated with Keystone Network.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	35 wds.
1 time....	50.00	30.00	20.00	15.00	10.00	5.00	4.00
13 times..	47.50	28.50	19.00	14.25	9.50	4.75	3.80
26 times..	45.00	27.00	18.00	13.50	9.00	4.50	3.60
52 times..	42.50	25.50	17.00	12.75	8.50	4.25	3.40
100 times..	40.00	24.00	16.00	12.00	8.00	4.00	3.20
300 times..	37.50	22.50	15.00	11.25	7.50	3.75	3.00

## BETHLEHEM

(1 AM; 1 FM)

Lehigh County—Map Location K-5

Northampton County—Map Location K-5

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

See Allentown-Bethlehem-Easton

## BLOOMSBURG (2 AM; 1 FM)

Columbia County—Map Location J-4

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

### WCNR

(Established 1946)



Rates effective May 1, 1952.

Card received May 29, 1952.

Owned and operated by Columbia-Montour Broadcasting Corp.

### Personnel

Executive Directors—Robert R. Eyerly and Paul R. Eyerly, Jr.  
Station Manager—Ed Darlington.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—38 West Main St., Bloomsburg, Pa., Sterling 4-1200.  
Transmitter—Bloomsburg, Pa.

### Wave—Power—Time

Operating power—1,000 watts days.

Frequency—930 kilocycles.

Non-directional.

Licensed to operate daytime.

Operates on Eastern Time.

Daylight Saving Time observed.

Operating schedule: Local sunrise to local sunset.

### 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.

Advertising of alcoholic beverages not accepted.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	Sta. brk.
1 time....	48.00	27.00	15.50	14.00	12.00	6.50	4.75
13 times..	46.00	25.75	15.00	13.25	11.25	6.35	4.50
26 times..	43.00	24.50	14.25	12.75	9.25	5.75	4.25
52 times..	41.00	23.00	11.25	9.75	7.75	5.50	4.00
104 times..	38.50	21.75	10.50	9.50	6.75	5.35	3.75
312 times..	35.00	19.25	9.75	8.75	6.00	5.10	3.50

(\*) Station break.

### SPECIAL FEATURES

News Service—AP.

Newspaper affiliated.

### POLITICAL

One time rates apply; cash in advance.

### TRANSCRIPTIONS

Library Service—Associated.

### Closing Time

Program content must be received 24 hours prior to broadcast.

### W H L M

(Established 1947)



Owned and operated by Harry L. Magee d/b as Bloom Radio.

### Personnel

President—Harry L. Magee.  
Manager—Robert R. Williams.  
Commercial Manager—L. J. Pat Campbell.

### Representatives

Paul H. Raymer Co., Inc.

### Mailing Instructions

Business Office and Studio—107 W. Main St., Bloomsburg, Pa., St. 4-5500.  
Transmitter—Hemlock Township, Bloomsburg, Pa.

### Wave—Power—Time

Operating power—500 watts.

Frequency—550 kilocycles.

Directional antenna.

Licensed to operate unlimited time.

Operates on Eastern Standard Time.

Daylight Saving Time observed.

Operating schedule: 24 hours daily.

### FM Facilities

Effective radiated power—10,000 watts.

Frequency—106.5 megacycles; channel 293.

Antenna height—597 feet above average terrain.

Licensed to operate full time.

Operating schedule: 24 hours daily.

Same rates apply to FM as to AM.

### Agency Commission

15% to recognized advertising agencies on time only; no cash discount. Bills rendered monthly.

### General Advertising

Affiliated with Mutual Broadcasting System.

Rates include music copyright fees.

BMI, ASCAP and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	(*)
1 time....	55.00	38.00	24.50	16.00	12.50	6.75	5.00
13 times..	52.50	35.00	20.00	15.00	11.50	6.50	4.75
26 times..	48.50	31.50	18.00	13.00	10.00	6.00	4.50
52 times..	41.50	27.50	13.00	11.00	8.00	5.75	4.25
104 times..	37.50	25.00	11.50	10.00	7.00	5.50	4.00
156 times..	35.00	21.00	10.00	9.00	6.50	5.25	3.75
260 times..	32.50	19.00	9.50	8.00	6.00	5.00	3.50
312 times..	30.00	17.00	9.00	7.00	5.50	4.75	3.25

(\*) Station break.

### SPECIAL FEATURES

News Service—AP and local.

### POLITICAL

Regular rate card. Cash in advance.

### TRANSCRIPTIONS

Library Service—World.

### Closing Time

Copy and program material must clear 24 hours before broadcast date.

## BRADDOCK

Allegheny County—Map Location B-5

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

### W L O A

(Established 1947)

Rates effective March 15, 1958.

Rates received March 27, 1958.

Owned and operated by Matta Broadcasting Co.

### Personnel

Pres. & Gen'l. Mgr.—Wm. G. Matta.  
Commercial Manager—George C. Matta.  
Women's Director—Blanche Anderson.  
Traffic Director—Ann Popovich.

### Representatives

Good Music Broadcasters, Inc.

### Mailing Instructions

Business Office and Studio—1233 Braddock Ave., Braddock, (Pgh.) Pa., Electric 1-1100.  
Pittsburgh Studio—Schroeder Galleries, Kaufmann's Department Store, Grant 1-7000.  
Transmitter—Atop North Braddock Mt.

### Wave—Power—Time

Operating power—1,000 watts days.

Frequency—1550 kilocycles.

Non-directional.

Licensed to operate to local sunset on cleared channel.

Operates on Eastern Time.

### Agency Commission

15% commission to recognized agencies on net station time; no cash discount. Bills rendered 1st of month.

### General Advertising

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

Wine and beer accounts accepted.

Actual broadcast periods: 1 hour, 59-1/2 minutes;

1/2 hour, 29-1/2 minutes; 1/4 hour, 14-1/2 minutes;

10 minutes, 9-1/2 minutes; 6 minutes, 4-1/2 minutes.

	1 hr.	1/2 hr.	1/4 hr.	1 min.	Station break
1 time....	100.00	60.00	40.00	15.00	8.00
26 times..	95.00	57.00	38.00	14.50	7.50
52 times..	90.00	55.00	35.00	14.00	7.00
104 times..	85.00	52.00	33.00	13.50	6.50
312 times..	80.00	50.00	31.00	12.50	6.00
624 times..	75.00	47.00	30.00	11.00	5.50

### SPECIAL FEATURES

**Bradford—W E S B—Continued**

CLASS "B"							
(All other times)							
	1	1/2	1/4	10	5	1	(†)
	hr.	hr.	hr.	min.	min.	min.	
1 time....	60.00	36.00	24.00	18.00	12.00	6.00	5.00
13 times..	57.00	34.20	22.80	17.10	11.40	5.70	4.75
26 times..	54.00	32.40	21.60	16.20	10.80	5.40	4.50
52 times..	51.00	30.60	20.40	15.30	10.20	5.10	4.25
104 times..	48.00	28.80	19.20	14.40	9.60	4.80	4.00
260 times..	45.00	27.00	18.00	13.50	9.00	4.50	3.75

(\* ) 120 words or 50 seconds transcriptions.  
 (†) 40 words or 15 seconds transcriptions.  
**SPECIAL FEATURES**  
 News Service—AP and local news.  
 News service charge—25% of time charges.  
 Sports events, women's participation programs, time signals, weather and temperature reports—rates on request.

**Participating Programs**  
 "Milkman Show"—7:15 a.m. to 9:55 a.m.  
 "Dream Dust"—11:20 p.m. to midnight.

**POLITICAL**  
 Payable in advance.  
**Closing Time**  
 Program content must be received 24 hours prior to broadcast time.

**BUTLER (2 AM; 1 FM)**

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

**WBUT**

(Established 1948)  
 Rates effective January 1, 1954. (Card No. 3.)  
 Owned and operated by Beacom Broadcasting Enterprises, Fairmont, W. Va.

**Personnel**  
 President—J. Patrick Beacom.  
 Gen'l & Sales Mgr.—Richard Hanna.  
 Commercial Manager—G. B. Baker.

**Representatives**  
 Gill-Perna, Inc.  
**Mailing Instructions**  
 Business Office, Studio and Transmitter—Radio Park, McQuiston Rd., Butler, Pa., telephone 75-778, 75-779.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1050 kilocycles.  
 Non-directional.  
 Licensed to operate daytime.  
 Operates on Eastern Time.  
 Daylight Saving Time observed.  
 Operating schedule: from sunrise to local sunset.

**FM Facilities**  
 Effective radiated power—720 watts.  
 Frequency—97.7 megacycles.  
 Contact station for rates and details.

**Agency Commission**  
 15% to recognized agencies. Commission does not apply on talent. Invoices mailed monthly; bills payable not later than 15th of following month.

**General Advertising**

	1	1/2	1/4	10	5	1	(*)
	hr.	hr.	hr.	min.	min.	min.	
1 time....	86.25	51.75	35.00	25.00	19.00	10.50	8.00
13 times..	81.95	50.00	32.75	24.00	18.00	10.00	7.65
26 times..	77.65	46.50	31.00	22.75	17.00	9.50	7.30
52 times..	73.30	44.00	29.75	21.50	16.15	9.00	6.95
104 times..	69.00	41.40	27.60	20.25	15.00	8.50	6.60
260 times..	64.70	38.80	25.85	19.10	14.25	8.00	6.25
312 times..	60.35	36.25	24.15	17.90	13.25	7.50	6.00

(\* ) Station break.  
**SPECIAL FEATURES**  
 News Service—UPI. Rates on request.  
 Sports, weather, temperature, time and special participation broadcast—rates on request.

**POLITICAL**  
 One time national rate applies to all political broadcasts.

**TRANSCRIPTIONS**  
 Instantaneous reference recordings available on programs five minutes or more in length at cost if recorded at time of actual broadcast.

**Closing Time**  
 Original foreign language copy and translation of all material must be submitted at least 48 hours prior to broadcast time.

**WISR**

(Established 1941)  
 Rates effective  
 Owned and operated by Butler Broadcasting Co., Inc.

**Personnel**  
 President—Joel W. Rosenblum.  
 Station Manager—Robert L. Kaufman.  
 Program Director—Warren Ihlenfeld.  
 Commercial Manager—J. Victor O'Brien.  
 Farm Editor—Don Oesterling.  
 Dir. Public Relations—Jerry Coleman.

**Representatives**  
 Call collect Victor O'Brien, Butler 74-701.  
**Mailing Instructions**  
 Business Office and Studios—357 N. Main St., Butler, Pa., telephone 7-4701.  
 Transmitter—North Hill, Butler, Pa.

**Wave—Power—Time**  
 Operating power—250 watts days.  
 Frequency—680 kilocycles.  
 Non-directional.

Licensed to operate part time on clear channel.  
 Operates on Eastern Time.  
 Daylight Saving Time observed.  
 Actual operating schedule: Sunrise to sunset.

**Agency Commission**  
 Agency commission 15% to recognized advertising agencies on station time only. No cash discount. Invoices mailed first of month; due 10th of month.

**General Advertising**

	1	1/2	1/4	10	5	1	20
	hr.	hr.	hr.	min.	min.	min.	sec.
1 time....	85.00	50.00	35.00	28.00	23.00	10.00	7.00
13 times..	80.75	48.00	33.25	26.60	21.85	9.50	6.65
26 times..	76.50	46.00	31.50	25.20	20.70	9.00	6.30
52 times..	72.20	44.00	29.75	23.80	19.55	8.50	5.95
104 times..	68.00	42.00	28.00	22.40	18.40	8.00	5.60
260 times..	63.75	40.00	26.25	21.00	17.25	7.50	5.25

**SPECIAL FEATURES**  
 News: Rates and details on request. Local news and editorials hourly.

Time signals, market summaries. Rates on request. Rates for time signals and market summaries based on frequency of times used. Schedules subject to time available.

Play-by-play sports—rates on request.  
**Participating Programs**  
 "Morning Farm Program"—6:00 a.m. to 8:00 a.m. Monday through Saturday.  
 "What's New"—11:30 a.m. to 11:45 a.m. Monday through Friday.  
 "Take It Easy Time" with Nick Nickolson and Warren Ihlenfeld—1:30 p.m. to 5:00 p.m. Monday through Saturday.

**POLITICAL**  
 Cash in advance.  
**Closing Time**  
 Copy closes one week in advance of broadcast. Talks, transcriptions and announcement copy close 24 hours in advance.

**CANONSBURG**

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

**WCNG**

(Established 1957)  
 Rates effective May 15, 1958. (Card No. 2.)  
 Rates received July 29, 1958.

Owned and operated by Douglas & Associates, Inc.  
**Personnel**  
 President—R. A. Douglas.  
 Vice-Pres. & Gen'l Mgr.—John K. Miller.  
 Station Manager—James D. Psihoulis.

**Representatives**  
 Indie Sales, Inc.  
**Mailing Instructions**  
 Business Office and Studio—P. O. Box 480, Canonsburg, Pa. Sherwood 5-5400.

**Wave—Power—Time**  
 Transmitter—1-1/2 miles North of Canonsburg, Pa.  
 Operating power—250 watts days.  
 Frequency—540 kilocycles.

Directional.  
 Operates on Eastern Standard Time.  
 Operating schedule: Local sunrise to sunset.

**Agency Commission**  
 15% on time only; no cash discount. Bills due and payable in 10 days.

**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 time.....	96.00	60.00	36.00	18.00
26 times.....	88.00	54.00	32.00	16.00
52 times.....	78.00	49.00	29.00	14.50
104 times.....	70.00	44.00	26.25	13.50
208 times.....	63.00	40.00	24.00	12.00
312 times.....	57.00	36.00	21.50	11.00
624 times.....	51.00	32.00	19.00	10.00

**ANNOUNCEMENTS**

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	9.00	.....	200 times.....	3.00
13 times.....	.....	4.50	208 times.....	5.90
26 times.....	8.10	4.00	300 times.....	2.50
52 times.....	7.30	3.50	312 times.....	5.30
100 times.....	.....	3.25	624 times.....	4.80
104 times.....	6.60	.....	.....	.....

**SATURATION PLAN**  
 1 min. 30 sec. ID's  
 7 spots per day for 7 weeks.. 120.00 80.00 60.00

**SPECIAL FEATURES**  
 News Service—UPI. No extra charge.  
**Closing Time**  
 24 hours in advance.

**CARBONDALE**

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

**WC DL**

(Established 1950)  
 Rates effective May 1, 1956. (Card No. 3)  
 Card received May 1, 1956.

Owned and operated by Carbondale Broadcasting Co., Inc.

**Personnel**  
 President—William H. Ware.  
 General Manager—Anthony P. Perry.  
 Commercial Manager—Paul Oles.  
 Program Director—John Cheslo.

**Representatives**  
 Donald Cooke, Inc.

**Mailing Instructions**  
 Business Office and Studio—127 Salem Road, Carbondale, Pa., telephone 1230; 849 Main St., Honesdale, Pa., telephone 1230.  
 Transmitter—127 Salem Road, Carbondale, Pa.

**Wave—Power—Time**  
 Operating power—5,000 watts days.  
 Frequency—1440 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 first of month; payable 10 days.

**General Advertising**  
 Affiliated with Keystone Network.  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 ASCAP and BMI licenses.  
 Advertising of alcoholic beverages other than beer and wines not accepted.  
 Contracts in excess of 52 weeks will not be accepted.  
 Programs and announcements cannot be combined to earn frequency discounts.

**PENNSYLVANIA**

	1	1/2	25	1/4	10	5	(*)	(†)
	hr.	hr.	min.	hr.	min.	min.		
1 time..	75.00	45.00	37.50	30.00	22.50	15.00	8.75	6.25
13 times..	71.25	42.75	35.60	28.50	21.35	14.25	8.30	5.90
26 times..	67.50	40.50	33.75	27.00	20.25	13.50	7.85	5.60
52 times..	63.75	38.25	31.85	25.50	19.10	12.75	7.45	5.30
156 times..	60.00	36.00	30.00	24.00	18.00	12.00	7.00	5.00
312 times..	56.25	33.75	28.10	22.50	16.85	11.25	6.55	4.65
364 times..	52.50	31.50	26.25	21.00	15.75	10.50	6.10	4.35

(\* ) 1 minute, 125 words maximum.  
 (†) 30-second station break, 80 words maximum.  
**Package Rates**

	1 min.	30 sec.
500 times.....	4.50	3.50
1,000 times.....	4.00	3.00

**SPECIAL FEATURES**  
 News Service—UPI and local news. No extra charge.  
 "Joe Martin's Farm Show"—6:00 a.m. to 7:00 a.m.; available for spots or quarter hours.  
 "Johnny Cheslo Show"—10:05 a.m. to noon. Available for spots only.

"TP's Wigwam"—3:05 p.m. to 4:00 p.m.; available for spots or quarter hours.  
 "Polka Party"—4:05 p.m. to 4:55 p.m.; available for spots or quarter hours, except November and December.

**POLITICAL**  
 Regular rates apply; payable in advance.  
**TRANSCRIPTIONS**  
 Library Service, World.

**Closing Time**  
 Commercial copy and program material must be received by station at least 48 hours before time of broadcast.

**CARLISLE (1 AM; 1 FM)**

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

**WHYL**

(Established 1952)  
 Rates effective September 1, 1958. (Card No. 3.)  
 Card received August 11, 1958.

Owned and operated by Richard Field Lewis, Jr., Inc.

**Personnel**  
 President—Marion P. Lewis.  
 General Manager—James B. Holder.  
 Program Manager—Clinton H. Morse.

**Representatives**  
 Forjoe & Company, Inc.  
 Philadelphia—Morton Lowenstein.

**Mailing Instructions**  
 Business Office and Studio—WHYL Building, Mt. Holly Pike, Carlisle, Pa. Phone 1785, 1786.  
 Mailing Address—P. O. Box 520, Carlisle, Pa.  
 Transmitter—Baltimore Ave. Ext. Carlisle, Pa.

**Wave—Power—Time**  
 Operating power—5,000 watts, days.  
 Frequency—960 kilocycles.  
 Directional.

Licensed to operate on regional channel.  
 Operates on Eastern Standard Time.  
 Daylight Saving Time observed.  
 Operating schedule: 6:00 a.m. to local sunset.

**FM Facilities—WHYL-FM**  
 Effective radiated power—760 watts.  
 Frequency—102.3 mc.

**Agency Commission**  
 15% to all recognized agencies on net station time; no cash discount. No commission on program charges. Bills due and payable when rendered.

**General Advertising**  
 Affiliated with Green Valley Group.  
 Accepts AAAA copyrighted contract.  
 Station reserves right to cancel or change the time of any program accepted for broadcast in order to broadcast any program it deems to be of public importance or to the public interest. All time contracted for must be used within one year of starting date. Station holds BMI, ASCAP and SESAC licenses.

	1	1/2	1/4	10	5	Station
	hr.	hr.	hr.	min.	min.	break
1 time.....	72.00	43.20	28.80	23.60	16.40	9.50
13 times.....	68.40	41.04	27.46	22.52	15.68	9.25
26 times.....	64.80	38.88	25.92	21.44	14.96	8.95
52 times.....	61.20	36.72	24.48	20.36	14.24	8.50
104 times.....	57.60	34.56	23.04	19.28	13.52	8.20
156 times.....	54.00	32.40	21.70	18.20	12.80	8.05
260 times.....	51.80	31.10	20.80	17.55	12.35	7.80
312 times.....	50.30	30.25	20.20	17.10	12.10	7.50

**SPECIAL FEATURES**  
 News Service—UPI. No extra charge for news or sports features.

**POLITICAL**  
 Payable in advance.  
**Closing Time**  
 Commercial copy must be received 24 hours in advance of broadcast.

(Call letters not received)  
 (C.P.—Class A-FM 760 w.; 101.7mc.)  
 Richard F. Lewis, Jr., Inc.  
 FM Radio Station (101.7 mc.)  
 Carlisle, Penn.

**CHAMBERSBURG (2 AM; 1 FM)**

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

**WCBG**

(Established 1956)  
 Rates effective July 1, 1957.  
 Rates received July 12, 1957.

Owned and operated by James R. Reese, Jr.  
 (This listing continued on next page)



# PENNSYLVANIA

## Chambersburg—W C B G—Continued

### Personnel

Manager & Owner—James R. Reese, Jr.  
 Program Director—Robert G. Walter.  
 Sales Manager—N. E. (Bud) Messner.

### Representatives

Charles Bernard Company.

### Mailing Instructions

Business Office, Studio and Transmitter—Lincolnway West, Chambersburg, Pa. Colony 3-4131.

### Wave—Power—Time

Operating power—5,000 watts.  
 Frequency—1590 kilocycles.  
 Non-directional.  
 Operating schedule: 5:30 a.m. to local sunset.

### Agency Commission

15% on time only; no cash discount. Bills due and payable in 10 days.

### General Advertising

Advertising of alcoholic beverages or tobacco not accepted.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	70.00	42.00	27.00	21.00	14.00	7.00
13 times.....	67.00	40.00	26.00	20.00	13.50	6.75
26 times.....	64.00	38.00	25.00	19.00	12.80	6.50
52 times.....	60.00	36.00	24.00	18.00	12.00	6.00
104 times.....	56.00	34.00	23.00	17.00	11.50	5.50
260 times.....	52.00	32.00	21.00	16.00	10.75	5.00

### SPECIAL FEATURES

News Service—UPI.

### Closing Time

48 hours in advance of broadcast.

## WCHA

(Established 1946)



Rates received March 5, 1948.

Owned and operated by The Chambersburg Broadcasting Co.

### Personnel

General Manager—John S. Booth.  
 Station Manager—Earl Strine.

### Representatives

Forjee & Company, Inc.

### Mailing Instructions

Business Office and Studio—The Craft Press Bldg., Chambersburg, Pa. Colony 4-7121.  
 Transmitter—1-1/2 miles west of Chambersburg on Warm Springs Road.

### Wave—Power—Time

Operating power—1,000 watts days.  
 Frequency—800 kilocycles.  
 Non-directional.  
 Licensed to operate on regional channel.  
 Operates on Eastern Standard Time.  
 Daylight Saving Time observed.  
 Operating schedule: Local sunrise to local sunset.

### FM Facilities

Effective radiated power 700 watts.  
 Frequency—95.9 megacycles on channel 240.  
 Antenna height 265 feet above average terrain.

### Agency Commission

15% to all recognized advertising agencies on net station time; no cash discount. Bills due and payable when rendered.

### General Advertising

FM operated in conjunction with AM.  
 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.	10 min.	5 min.	(*)
1 time.....	72.00	43.20	28.80	21.60	14.40	7.50
13 times.....	68.40	41.04	27.36	20.52	13.68	7.15
26 times.....	64.80	38.88	25.92	19.44	12.96	6.80
52 times.....	61.20	36.72	24.48	18.36	12.24	6.45
104 times.....	57.60	34.56	23.04	17.28	11.52	6.10
260 or more times.....	54.00	32.40	21.60	16.20	10.80	5.75

(\*) One minute or station break.

### ANNOUNCEMENTS

Six announcements weekly, Monday through Saturday, 125 words live or one minute transcription 37.50.

### SPECIAL FEATURES

News Service—AP. 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 applicable to weekly frequency rates.  
 Service Features—Six announcements weekly, Monday through Saturday, 125 words or one minute transcription, 37.50. Subject to same rebates as weekly frequency rates.

### POLITICAL

Payable in advance.

### TRANSCRIPTIONS

Library Service—Standard. Regular rates apply.

## CHARLEROI

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

## WESA

(Established 1947)



Rates effective May 15, 1952. (Card No. 2.)

Card received May 28, 1952.  
 Owned and operated by the Monongahela Valley Broadcasting Corp.

### Personnel

General Manager—Geo. D. Gailley.  
 Program Director—William G. Richards.

### Representatives

Thomas F. Clark Co., Inc.

### Mailing Instructions

Business Office and Studio—P. O. Box 584, Charleroi, Pa., Hudson 3-6551.  
 Transmitter—Charleroi, Pa.

### Wave—Power—Time

Operating power—250 watts days.  
 Frequency—940 kilocycles.

Non-directional.

Licensed to operate daytime.

Operates on Eastern Standard Time.

Daylight Saving Time observed.

Operating schedule: Sunrise to local sunset.

### Agency Commission

15% to recognized agencies for station time; no cash discount. No commission on talent, program, line or service charges. Bills rendered first of month; payable by 10th.

### General Advertising

Affiliated with Keystone Network.  
 Rates include music copyright fees.  
 BMI, ASCAP and SESAC licenses.  
 Advertising of hard liquors not accepted.  
 Programs and spot announcements cannot be combined to earn frequency discount.

Length of commercial copy:	Day & Evening					
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
5 minutes.....	40.00	25.00	16.50	11.00	8.50	4.25
10 minutes.....	38.00	23.75	15.50	11.00	8.00	4.00
15 minutes.....	36.00	22.50	14.50	10.50	7.50	3.75
30 minutes.....	34.00	21.25	13.50	10.00	7.00	3.50
52 times.....	32.00	20.00	12.75	9.50	6.50	3.25
260 times.....	30.00	18.00	12.00	9.00	6.00	3.00

One minute announcements consist of 125 words or one minute transcription.

### SPECIAL FEATURES

News Service—AP and local news.

### Participating Programs

"The Linda Dial Show"—9:30 a.m. to 10:00 a.m. Monday through Saturday.

### FOREIGN LANGUAGE PROGRAMS

Consult station management.

### POLITICAL

Regular rates apply.

### RELIGIOUS

Regular rates apply.

### TRANSCRIPTIONS

Library Service—Thesaurus.

Instantaneous reference recordings; Airchecks available on request. No charge on first aircheck with contracts of 500.00 or more.

### Closing Time

Talks and continuity should be submitted 24 hours in advance.

## CHESTER (2 AM)

Delaware County—Map Location L-7

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

## WDRF

(Established 1947)

Rates effective August 1, 1954.

Rates received August 4, 1954.

Revisions received October 29, 1954.

Owned and operated by Eastern Broadcasting Co., Inc.

### Personnel

General Manager—Cy Swingle.

Program Director—Del Parks.

Traffic Manager—Kay Kapelski.

Representatives—None.

### Mailing Instructions

Business Office and Studio—Middletown Rd., Brookhaven, Chester, Pa., Chester 4-4321 or Saratoga 9-7148.

Transmitter—Edgmont Ave., Brookhaven, Chester, Pa.

Wave—Power—Time Operating power—1,000 watts.

Frequency—1590 kilocycles.

Directional—nighttime only.

Licensed to operate full time on regional channel.

Operates on Eastern Standard Time.

Daylight Saving Time observed.

### Agency Commission

15% commission to advertising agencies recognized by station management on time only; no cash discount. Bills rendered and payable monthly.

### General Advertising

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

Contracts acceptable for not more than 52 consecutive weeks. On renewal or extension of contracts before expiration, frequency rates will be computed and applied retroactively to correspond with total number of broadcasts during the year.

Length of commercial copy may not exceed limits specified by NAB code.

Length of programs—Programs of five minutes are 30 seconds less than indicated; those over five minutes are one minute less than indicated.

1 hr. 1/2 hr. 1/4 hr. 5 min. 1 min. (\*)

1 time..... 75.00 45.00 30.00 20.00 12.50 6.50

26 times..... 71.25 42.75 28.50 ..... 11.75 6.15

52 times..... 67.50 40.50 27.00 19.00 11.00 5.80

104 times..... 63.75 38.25 25.50 18.00 11.00 5.45

156 times..... 60.00 36.00 24.00 17.00 10.25 5.10

312 times..... 56.25 33.75 22.50 16.00 9.50 4.75

624 times..... 52.50 31.50 21.00 15.00 8.75 4.40

1,248 times..... 48.75 29.25 19.50 14.00 8.00 4.05

2,000 times..... ..... 13.00 7.25 4.15

(\*) Time signals.

### SPECIAL FEATURES

Time and weather every fifteen minutes every week day. Available at special saturation rates. Will take up to fifty words in commercial.

### Participating Program

"Coffee Grind Show" with Del Parks—6:00 a.m. to 9:00 a.m.

"Sports Page of the Air" with Matt Zabitka—4:30 p.m. to 6:00 p.m.

"WDRF Music Hall" with Jack Stant—6:00 p.m. to sign-off.

### TRANSCRIPTIONS

Library Service—Thesaurus.

### Closing Time

Program copy must be in one week before broadcast. Political typewritten copy must be submitted in advance.

## WVCH

(Established 1947)



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

Card received October 16, 1957.

Owned and operated by James M. Tisdale.

Personnel

General Manager—James M. Tisdale.

Station Manager—Robert A. Hibbert, Jr.

Commercial Manager—Martin Peltzman.

### Representatives

Grant Webb & Company.

### Mailing Instructions

Business Office and Studio—Wolf Bldg., Market Square, Chester, Pa., Chester 2-8861.

Transmitter—1.7 miles northwest of business center, Chester, Pa.

### Wave—Power—Time

Operating power—1,000 watts days.

Frequency—740 kilocycles.

Non-directional.

Licensed to operate daytime on clear channel.

Operates on Eastern Standard Time.

Operating schedule: sunrise to sunset.

### Agency Commission

15% to recognized advertising agencies on station time. No cash discount. Bills due and payable weekly after broadcast.

### 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 time..... 100.00 60.00 40.00 30.00 20.00

13 times..... 95.00 57.00 38.00 28.50 19.00

26 times..... 90.00 54.00 36.00 27.00 18.00

52 times..... 85.00 51.00 34.00 25.50 17.00

104 times..... 80.00 48.00 32.00 24.00 16.00

312 times..... 70.00 42.00 28.00 21.00 14.00

### ANNOUNCEMENTS

1 min. (\*) 1 min. (\*)

1 time..... 12.00 4.80 260 times 9.50 3.80

26 times..... 11.50 4.77 312 times 9.00 3.60

52 times..... 11.00 4.40 520 times 8.50 3.40

104 times..... 10.50 4.20 1040 times 7.50 3.00

156 times..... 10.00 4.00

(\*) 20 seconds or less.

### SPECIAL FEATURES

News Service—UPI.

Short wave mobile facilities available, rates on request.

### Participating Programs

"Hi Ladies"—10:15 a.m. to 12:30 p.m. daily.

"Luncheon Serenade"—1:00 p.m. to 2:00 p.m. daily.

"Melody Manor"—2:00 p.m. to 5:30 p.m. daily.

"Saturday Serenade"—2:15 p.m. to 5:00 p.m. Saturday.

Rates on request.

### Closing Time

Copy required five days in advance.

## CLEARFIELD

Clearfield County—Map Location E-4

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

## WCPA

(Established 1947)



Rates effective October 1, 1954.

Card received December 29, 1954.

Owned and operated by Clearfield Broadcasters, Inc.

### Personnel

Station Manager—Joseph Millsap.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—215 Church St., Clearfield, Pa., Clearfield 5-5541.

# COATESVILLE

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

## WCOJ

(Established 1949)



Rates effective July 1, 1958. (Card No. 3.)  
Rates received June 16, 1958.  
Owned and operated by Chester County Broadcasting Company.

**Personnel**  
President—Louis N. Seltzer.  
General Manager—William S. Halpern.  
**Representatives** None.  
**Mailing Instructions**  
Business Office and Studio—809 E. Lincoln Hwy., Coatesville, Pa., telephone 2100.  
West Chester Studio—Woolworth Bldg., West Chester, Pa., Owen 6-3690.  
Transmitter—2.8 miles north of Coatesville, Pa., on Manor Road.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—1420 kilocycles.  
Directional—nighttime only.  
Licensed to operate unlimited time.  
Daylight Saving Time observed.  
Operates on Eastern Standard Time.  
Operating schedule: 6:00 a.m. to 12:00 midnight.

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

**General Advertising**  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
To earn discounts, announcements and programs must be used within 1 year. Programs, contracts and announcement contracts may not be combined to earn higher discounts. Maximum contract term, 1 year.

1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.... 72.00	45.00	27.00	13.50	9.00
13 times.. 68.00	42.50	24.50	12.25	8.25
26 times.. 64.00	40.00	24.00	12.00	8.00
52 times.. 60.00	38.50	22.50	11.25	7.50
104 times.. 56.00	35.00	21.00	10.50	7.00
156 times.. 54.00	33.75	20.25	10.00	6.75
260 times.. 50.00	31.25	18.75	9.50	6.25
312 times.. 48.00	30.00	18.00	9.00	6.00

### BULK RATE

(One minute announcements)  
500 or more announcements, each..... 5.50  
1,000 or more announcements, each..... 4.75

### SPECIAL FEATURES

News Service—UPI and local coverage. Extra charge for local. Rates on request.  
Recording service: disc and tape, rates on request.  
**Participating Programs**  
"Chester County Red Rooster"—6:30 a.m. to 9:30 a.m.  
"The Music Hall"—10:00 a.m. to noon.  
"Hits of the Day"—4:00 p.m. to 5:00 p.m.  
"The Wax Ballroom"—6:15 p.m. to 8:30 p.m.  
**TRANSCRIPTIONS**  
Library Service—Standard.

# COLUMBIA

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

## WCOY

(Established 1957)



Rates effective November 1, 1957. (Card No. 1.)  
Card received November 8, 1957.  
Owned and operated by Radio Columbia, Inc.

**Personnel**  
General Manager—M. Leonard Savage.  
Commercial Manager—John P. Wels.  
**Representatives**  
Burn-Smith Company, Incorporated.

**Mailing Instructions**  
Business Office and Studio—343 Poplar St., Columbia, Pa. Mutual 4-2591.  
Transmitter—1 mile Southeast of Columbia, Pa.

**Wave—Power—Time**  
Operating power—500 watts days.  
Frequency—1580 kilocycles.  
Operating schedule: local sunrise to local sunset.

**Agency Commission**  
15% on net time and talent; 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.  
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, or 1 hour rate, whichever applies. Discounts are allowed retroactively on the number of broadcasts given within 1 year. Announcements and programs cannot be combined to earn larger discounts. Rates are subject to change without notice.  
All rates guaranteed for 1 year from date of first broadcast with or without interruption. At station's option cancellation of contracts cannot become effective until 2 weeks after contractual starting date.  
Length of commercial copy: NAB standards.

1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.... 40.00	30.00	18.00	10.00	5.50
13 times.. 37.00	28.00	17.00	9.50	5.25
26 times.. 35.00	26.00	16.00	9.00	5.00
52 times.. 33.00	24.00	15.00	8.50	4.75
104 times.. 31.00	22.00	14.00	8.00	4.50
156 times.. 29.00	21.00	13.00	7.50	4.25
260 times.. 27.00	19.00	12.00	7.00	4.00
312 times.. 25.00	18.00	11.00	6.50	3.75

### WEEKLY PACKAGE PLAN

(1-minute announcements, fixed position)  
Per announcement:  
10 times..... 4.50 40 times..... 3.40  
20 times..... 4.10 50 times..... 3.00  
30 times..... 3.75

### COMBINATION RATES

30% discount on WCOY earned frequency rate when sold in combination with WLBR, Lebanon, Pa.

**SPECIAL FEATURES**  
News Service—AP. No extra charge.  
Time signals, weather reports and participations in special features—rates on request.  
**TRANSCRIPTIONS**  
Library Service—Thesaurus.

# CONNELLVILLE

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

## WCVI

(Established 1947)

Rates effective June 1, 1958.  
Rates received May 26, 1958.  
Owned and operated by Connellville Broadcasters, Inc.

**Personnel**  
General Manager—Charles T. Snowden.  
Program Director—Esther Blasey.  
**Representatives**  
George T. Hopewell, Inc.

**Mailing Instructions**  
Business Office and Studio—133 E. Crawford Ave., Connellville, Pa.  
Transmitter—Connellville, Pa.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1340 kilocycles.  
Non-directional.  
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; no cash discount.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Affiliated with the Keystone Network.

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.... 50.00	47.50	45.00	42.50	40.00
1/2 hour.... 30.00	28.50	27.00	25.50	24.00
1/4 hour.... 20.00	19.00	18.00	17.00	16.00
10 minutes 15.00	14.25	13.50	12.75	12.00
5 minutes 10.00	9.50	9.00	8.50	8.00
1 minute.. 3.75	3.50	3.25	3.00	2.75

### PACKAGE PLANS

Rates on request.

# CORRY

Eric County—Map Location B-1  
See SRDS consumer market map and data at beginning of the State.

## WOTR

(Established 1955)

Rates effective April 2, 1955. (Card No. 1.)  
Card received August 1, 1955.  
Revision received January 6, 1958.  
Owned and operated by Olivia T. Rennekamp.

**Personnel**  
Mgr. & Com'l Mgr.—John J. Wellenhoffer.  
**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—25 N. Center St., Corry, Pa., telephone 3-6611.  
Other Studios—513-515 Berger Bldg., Pittsburgh, Pa.  
Transmitter—Corner Columbus & Hatch Sts., Corry, Pa.

**Wave—Power—Time**  
Operating power—500 watts days.  
Frequency—1370 kilocycles.  
Non-directional.

Operates on Eastern Standard Time.  
Licensed to operate daytime only.  
Operating schedule: 7:00 a.m. to local sunset week days; 8:00 a.m. to local sunset Sundays.

**Agency Commission**  
15% to recognized agencies on net time and talent if any; — cash discount. Bills rendered end of month; payable ten days.

**General Advertising**  
Rates include music copyright fees.  
Special combination rate for WOTR plus WKRR, Oil City.

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.... 40.00	24.00	10.00	12.00	8.00
13 times.. 37.00	22.20	9.50	11.10	7.40
26 times.. 34.00	20.40	9.00	10.20	6.80
52 times.. 31.00	18.60	8.50	9.30	6.20
104 times.. 28.00	16.80	8.00	8.40	5.60
156 times.. 25.00	15.00	7.50	7.50	5.00
260 times.. 22.00	13.20	7.00	6.60	4.40

### ANNOUNCEMENTS

1 min.	35 words	1 min.	35 words
13 times.. 4.00	3.00	260 times.. 2.60	1.95
52 times.. 3.30	2.50	500 times.. 2.40	1.80
100 times.. 2.85	2.15		

**SPECIAL FEATURES**  
News Service—AP. No extra charge.  
**POLITICAL**  
Regular rates and discounts apply. Cash in advance.

**TRANSCRIPTIONS**  
Library Service—Standard.  
**Closing Time**  
48 hours in advance of broadcast.

# COUDERSPORT

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

## WFRM

(Established 1953)



Rates effective January 1, 1957.  
Rates received January 28, 1957.  
Owned and operated by Farm & Home Broadcasting Co., Inc.

**Personnel**  
President—C. H. Slmpson.  
Exec. Vice-Pres. & Gen'l Mgr.—John A. Fay.  
Sales Manager—George Kuratomi.

# PENNSYLVANIA

**Representatives**  
None.  
**Mailing Instructions**  
Business Office and Studio—9 Main St., Coudersport, Pa., telephone 611.  
Transmitter—Dutch Hill Summit, two miles south of Coudersport, Pa.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—600 kilocycles.  
Non-directional.  
Operates on Eastern Time.  
Licensed to operate daytime only.  
Daylight Saving Time 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 station time only; no cash discount.

**General Advertising**  
For combination rates see Allegheny Mountain Network listing.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

1 time.....	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
13 times.....	60.00	25.00	10.00	8.00	6.00
26 times.....	57.00	23.80	9.50	7.60	5.70
52 times.....	54.00	22.50	9.00	7.20	5.40
104 times.....	51.00	21.25	8.50	6.80	5.10
156 times.....	48.00	20.00	8.00	6.40	4.80
312 times.....	45.00	18.75	7.50	6.00	4.50

### SPECIAL FEATURES

News Service—UPI, local and regional. No extra charge.

### POLITICAL

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

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

# DOYLESTOWN

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

## WBUX

(Established 1948)

Rates effective June 1, 1958. (Card No. 1.)  
Rates received June 2, 1958.  
Owned and operated by WBUX Broadcasting Co.

**Personnel**  
President—George Steiner.  
General Manager—James Stolez.  
Station Manager—George Pleasants.  
**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—30 E. Oakland Ave., Doylestown, Pa., Fillmore 8-3583.  
Transmitter—Doylestown Township, Doylestown, Pa.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1570 kilocycles.  
Directional.

Licensed to operate to local sunset.  
Operates on Eastern Time.  
Operating schedule: 7:00 a.m. to sunset.

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

**General Advertising**

1 hr.	52	104	156	260	312
1 time....	60.00	58.00	56.00	54.00	52.00
1/2 hour....	35.00	33.00	31.00	29.00	27.00
1/4 hour....	20.00	19.00	18.00	17.00	16.00
10 minutes	15.00	14.00	13.00	12.00	11.00
5 minutes	10.00	9.50	9.00	8.50	8.00
1 minute..	6.00	5.70	5.40	5.10	4.80
20 seconds	4.00	3.85	3.70	3.55	3.40

### SPECIAL FEATURES

News Service—AP and local news.  
**TRANSCRIPTIONS**  
Library Service—World.

# DU BOIS (1 AM; 1 FM)

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

## WCED

(Established 1939)

Rates effective June 1, 1956.  
Rates received May 31, 1956.  
Owned and operated by Tri-County Broadcasting Co.

**Personnel**  
General Manager—Jason S. Gray.  
**Representatives**  
Dervy, Incorporated.

**Mailing Instructions**  
Business Office and Studio—80 North Park Place, DuBois, Pa.  
Transmitter—DuBois, Pa.

**Wave—Power—Time**  
Operating power—5,000 watts days; 500 watts nights.  
Frequency—1420 kilocycles.  
Directional.

Licensed to operate full time on local channel.  
Daylight Saving Time observed.  
Operating schedule: 7:30 a.m. to 12:15 a.m. Sundays; 6:30 a.m. to 12:15 a.m. week days.

**FM Facilities**  
Effective radiated power—9,500 watts.  
Frequency—101.2 megacycles on channel 271.  
Antenna height—670 feet above average terrain.

**Agency Commission**  
15% allowed to recognized agencies on station time only, however, if account is paid by the 10th of month following broadcast. No cash discount.

**General Advertising**  
For combination rates see CBS Radio Network.  
Accepts AAAA copyrighted contract.  
(This listing continued on next page)

# PENNSYLVANIA

## Du Bois—W C E D—Continued

The following rates are for national advertising rates include charges by owners of music copyrights. Frequency discounts to advertisers as earned; in event of cancellation advertiser will be short rated according to actual broadcasts used.

(6:35 a.m. to 12:15 a.m. week days and 7:00 a.m. to 12:15 a.m. Sundays)	
1 tl.	13 tl.
1 hour..... 58.00	53.20
1/2 hour..... 36.40	34.60
1/4 hour..... 22.40	21.30
10 minutes 16.00	15.20
5 minutes 12.00	12.25

### ANNOUNCEMENTS

(7:00 a.m. to 12:15 a.m. week days and 8:00 a.m. to 12:15 a.m. Sundays)				
1	26	52	104	208
tl.	tl.	tl.	tl.	tl.
One minute transcrip- tion..... 6.25	5.95	5.60	5.30	5.00
100 words.... 6.00	5.70	5.40	5.10	4.80
75 words.... 4.75	4.50	4.25	4.00	3.75
50 words.... 4.00	3.80	3.60	3.40	3.20
Station breaks 5.00	4.75	4.50	4.25	4.00

### SPECIAL FEATURES

News—Leased wire service available. Rates on request. Time signals—rates on request.

### POLITICAL TALKS

Cash in advance; not subject to discounts or earned rate.

### RELIGIOUS BROADCASTS

Consult station management.

### Closing Time

Talks, programs, commercial or sustaining and con-  
tinuities must be submitted one week in advance.

## EASTON (2 AM; 2 FM)

Northampton County—Map Location L-5  
See SRDS consumer market map and data at begin-  
ning of the State.

## See Allentown-Bethlehem- Easton

## EMPORIUM

Cameron County—Map Location E-3  
See SRDS consumer market map and data at begin-  
ning of the State.

### WLEM

Rates effective March 2, 1958.  
Rates received July 25, 1958.  
Owned and operated by Emporium Broadcasting Co.

### Personnel

President—Bernard J. Erskine.  
Gen'l & Sta. Mgr.—J. A. Spotts.  
Program Director—Dean L. Close.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—P. O. Box 309, Hotel  
Warner, Emporium, Pa. Phone 713.

### Wave—Power—Time

Operating power—1,000 watts.  
Frequency—1250 kilocycles.  
Non-directional—daytime only.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: Sunday, 8:00 a.m. to local sun-  
set, Monday through Saturday, 6:00 a.m. to local  
sunset.

### Agency Commission

15% on time only; no cash discount. Bills payable  
ten days following statement.

### General Advertising

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

1		1/2		1/4		10		5		1	
hr.	hr.	hr.	hr.	min.	min.	min.	min.	min.	min.	min.	min.
1 time..... 50.00	24.00	12.00	8.00	5.75	4.50	13 times.... 45.00	22.00	11.50	7.75	5.60	4.25
26 times.... 40.00	20.00	11.00	7.50	5.50	4.00	52 times.... 35.00	18.00	10.50	7.25	5.40	3.75
104 times.... 30.00	16.00	10.00	7.00	5.30	3.50	312 times.... 25.00	14.00	9.50	6.75	5.20	3.00

### SPECIAL FEATURES

News Service—AP and local.  
Participating Programs  
"Listen to Lem"—6:00 a.m. to 9:00 a.m.  
"Morning Melodies"; "The Music Album"; "Stars  
are Singing"; "Party Line"; "The Lunch Hour";  
"Serenade"; "Big Beat"; "Shades of Sunset";  
"Disc Date".

### POLITICAL

1-time rates apply; no cash discount.

### TRANSCRIPTIONS

Library Service—Thesaurus.

### Closing Time

Copy and material due 5 days in advance of broad-  
cast.

## EPHRATA

Lancaster County—Map Location J-7  
See SRDS consumer market map and data at begin-  
ning of the State.

### WGSA

(Established 1955)



Rates effective April 1, 1957. (Card No. 2.)  
Card received February 18, 1957.  
Owned and operated by Garden Spot Broadcasters,  
Inc.

### Personnel

General Manager—Samuel R. Youse.

### Representatives

Broadcast Time Sales.  
Philadelphia—Morton Lowenstein.

### Mailing Instructions

Business Office—P. O. Box 419, Ephrata, Pa., Re-  
public 3-2226.  
Studio and Transmitter—Ephrata Township, Ephrata  
Mt., Ridge Ave. Extension, Route 3, Ephrata, Pa.

### Wave—Power—Time

Operating power—1,000 watts day.  
Frequency—1310 kilocycles.  
Directional.  
Operates on Eastern Daylight Time.  
Licensed to operate daytime only.  
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 on time only; no cash  
discount. Bills rendered end of month; payable ten  
days.

### General Advertising

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

1		1/2		1/4		5		1		25	
hr.	hr.	hr.	hr.	min.	min.	min.	min.	min.	min.	min.	min.
1 time..... 70.00	35.00	17.00	15.00	6.50	6.00	13 times.... 63.00	32.00	16.75	11.00	6.00	5.50
26 times.... 56.00	31.00	16.50	10.00	5.75	5.25	52 times.... 49.50	26.00	16.00	9.00	5.50	5.00
104 times.... 44.75	24.00	15.00	8.50	5.25	4.75	156 times.... 42.00	23.00	14.00	8.00	4.75	4.25
260 times.... 39.00	22.50	13.00	7.75	4.50	4.00	312 times.... 35.00	20.00	12.00	7.50	4.00	3.50

### SPECIAL FEATURES

News Service—UPI. Rates on request.

### POLITICAL

Regular rates apply. Payable in advance.

## ERIE (4 AM; 1 FM)

Erie County—Map Location B-1  
See SRDS consumer market map and data at begin-  
ning of the State.

### WERC

(Established 1941)

Rates effective February 1, 1956.  
Rates received December 30, 1955.  
Revisions received July 11, 1956.  
Owned and operated by WERC Broadcasting Corp.

### Personnel

President—Joseph Brechner.  
General Manager—Gene Conrad.

### Representatives

Weed Radio Corporation.

### Mailing Instructions

Business Office and Studio—R. D. No. 4 Robison  
Rd., Erie, Pa. Phone 99647.  
Transmitter—Robison Road, five miles south of  
Erie, Pa.

### Wave—Power—Time

Operating power—5,000 watts.  
Frequency—1260 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate full time on regional channel.  
Operates on Eastern Time.  
Operating schedule: 6:00 a.m. to 12:15 a.m.

### F M Facilities

Effective radiated power—9,700 watts.  
Frequency—99.9 megacycles on Channel 260.

### Agency Commission

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

### General Advertising

For combination rates see ABC Radio .  
FM operated in conjunction with AM.  
The following rates are for national advertising.  
ASCAP, BMI and SESAC licenses.  
Maximum contract term one year. All program units  
30 seconds less than indicated.  
(6:00 a.m. to sign-off)

1		1/2		1/4		5		1			
hr.	hr.	hr.	hr.	min.	min.	min.	min.	min.	min.		
1 time..... 100.00	60.00	40.00	38.00	20.00	13 times.... 95.00	57.00	38.00	19.00	26 times.... 90.00	54.00	36.00
52 times.... 85.00	51.00	34.00	17.00	104 times.... 80.00	48.00	32.00	16.00	260 times.... 75.00	45.00	30.00	15.00
312 times.... 70.00	42.00	28.00	14.00								

### ANNOUNCEMENTS

1		Station	
min.	min.	min.	breaks
1 time..... 12.00	9.00	13 times.... 11.40	8.55
26 times.... 10.80	8.10	52 times.... 10.20	7.65
104 times.... 9.60	7.20	260 times.... 9.00	6.65
312 times.... 8.40	6.20		

Contiguous rate allowed for 5-minute newscasts based  
upon 1/4 hour rates when used in across-the-board  
strips, 6 days per week.

### PACKAGE PLAN

(Run-of-Schedule)

One minute or less:	
50 announcements per week, each.....	4.75
40 announcements per week, each.....	5.00
30 announcements per week, each.....	5.25
25 announcements per week, each.....	5.50
20 announcements per week, each.....	5.75
15 announcements per week, each.....	6.00
10 announcements per week, each.....	7.00
5% discount for 13 week schedule.	

### SPECIAL FEATURES

News Service—UPI, local news staff.

### POLITICAL

Political speeches acceptable for broadcast at pub-  
lished rates provided time is available. Payable in  
advance.

### Closing Time

Talent programs, talks and recorded programs close  
two weeks in advance; announcements close eight days  
in advance.

## WICU

(Established 1948)

## NBC Radio Network

An Edward Lamb Enterprises Owned Station

Rates effective May 1, 1953. (Card No. 3-G.)  
Rates received March 5, 1953.  
Card received March 16, 1953.

Owned and operated by Community Service Broad-  
casting Co., Inc.

### Personnel

President—Edward Lamb.  
Treasurer—Frank Oswald.  
General Manager—Ben McLaughlin.  
Commercial Manager—Bob Lundquist.  
Program Director—Bruce Flaherty.

### Representatives

Edward Petry & Company, Inc.  
Canada—Andy McDermott.

### Mailing Instructions

Business Office and Studio—3514 State St., Erie, Pa.,  
telephone 2-3248.  
Transmitter—Eleven miles south of Erie, Pa.

### Wave—Power—Time

Operating power—5,000 watts days and night.  
Frequency—1330 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate full time on regional channel.  
Operates on Eastern Standard Time.  
Operating schedule: 6:00 a.m. to 2:00 a.m.

### Agency Commission

15% to recognized advertising agencies; no cash dis-  
count. Bills for all charges rendered monthly and  
payable within 15 days.

### General Advertising

For combination rates see NBC Radio Network.  
Accepts AAAA copyrighted contract.  
Rates are for station time and include music copy-  
right fees and services of one staff announcer assigned  
by station.  
BMI, ASCAP and SESAC licenses.  
Announcements appearing at time classification breaks  
take the highest adjacent rate.  
No time sold in bulk for resale.

Programs less than 15 minutes in length and spot  
announcements are subject to removal by programs  
of 15 minutes or more.

Rates are guaranteed for a period of one year from  
date of first broadcast provided a schedule of 26 times  
or more is broadcast.

Announcements and programs cannot be combined to  
earn larger discounts.

Two or more program units of 15 minutes or more  
broadcast on the same day for the same sponsor within  
the same time bracket may be combined to earn the  
1/2 hour rate or one hour rate, whichever applies.  
All programs so combined may be scheduled contin-  
uously at the station option on 28 days' notice to  
agency or advertiser.

Continuous frequency discounts apply on renewals of  
contracts broadcast without interruption for 52 or  
more weeks provided that advertiser has maintained  
the same schedule for 52 weeks and further provided  
that advertiser continues to maintain the same sched-  
ule without lapse or decrease.

Advertising of alcoholic beverages other than light  
wines and beer not accepted.

Rates for periods longer than one hour are in exact  
proportion to the corresponding one hour rate.  
Length of programs is 30 seconds less than total  
length of broadcast in all cases.

### CLASS "A"

(7:00 a.m. to 11:00 p.m.)

1		1/2		1/4		10		5		(*)	
hr.	hr.	hr.	hr.	min.	min.	min.	min.	min.	min.	min.	min.
1 time..... 100.00	60.00	40.00	39.00	20.00	10.00	26 times.... 97.50	58.50	39.00	29.25	19.50	9.75
52 times.... 95.00	57.00	38.00	28.50	19.00	9.50	104 times.... 90.00	54.00	36.00	27.00	18.00	9.00
156 times.... 85.00	51.00	34.00	25.50	17.00	8.50	260 times.... 80.00	48.00	32.00	24.00	16.00	8.00
312 times.... 75.00	45.00	30.00	22.50	15.00	7.50						

### (All other times)

1 time..... 60.00	36.00	24.00	18.00	12.00	6.00
26 times.... 58.50	35.10	23.40	17.55	11.70	5.85
52 times.... 57.00	34.20	22.80	17.10	11.40	5.70
104 times.... 54.00	32.40	21.60	16.20	10.80	5.40
156 times.... 51.00	30.60	20.40	15.30	10.20	5.10
260 times.... 48.00	28.80	19.20	14.40	9.60	4.80
312 times.... 45.00	27.00	18.00	13.50	9.00	4.50

(\*) One minute or less.

### PACKAGE PLAN

10 spots..... 70.00	25 spots..... 125.00
15 spots..... 90.00	

### Barrage Announcement Plan

(Evenings: 7:00 p.m. to sign-off, and week ends)  
One minute spots, fixed position but not guaranteed:  
10 or less, each 5.00; per week, 50.00 flat.  
20 or less, each 4.00; per week, 80.00 flat.

### SPECIAL FEATURES

News Service—AP and local news. News rates: 20%  
of one time rates. Commissionable, not subject to  
frequency discounts.

### Foreign Language Programs

Foreign language programs not accepted.

### POLITICAL

Regular rates apply; payable in advance.

### TRANSCRIPTIONS

Library Service—Lang-Worth.

(Erie continued on next page)



Erie—Continued

**WJET**  
(Established 1951)  
**Independent**



Rates effective October 1, 1957.  
Rates received September 3, 1957.  
Owned and operated by The "JET" Broadcasting Co. Inc.

**Personnel**  
Pres. & Gen'l Mgr.—Myron Jones.  
Commercial Manager—Pete Cotlichia.  
News Director—Ted Wygant.

**Representatives** Forjoe & Co., Inc.

**Mailing Instructions**  
Business Office and Studio—1635 Ash St., Erie, Pa.  
Phone 2-6741.  
Transmitter—1635 Ash St., Erie, Pa.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operating schedule: 24 hours daily.

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

**General Advertising**  
ASCAP, BMI and SESAC licenses.  
Station reserves the right to request cash in advance where advisable in the judgement of station management.  
Rates are guaranteed for period of 6 months from date of first broadcast or for 6 months from effective date of any increase in rates, provided advertising is actually running at time of effective date of increase and continuing without interruption.  
Length of copy restrictions current NAB standard for full time operations.

**WEEKLY SATURATION PLAN**

One minute announcements:					
	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
12 times.....	5.90	5.60	5.30	5.10	4.80
18 times.....	5.60	5.30	5.10	4.80	4.50
24 times.....	5.30	5.00	4.75	4.50	4.25
36 times.....	5.00	4.75	4.50	4.25	4.00

Fixed position but maximum of 1/3 spots to be scheduled in Class "AA". May not be combined with other broadcasting to earn frequency discounts.

**ANNOUNCEMENTS**

**CLASS "AA"**  
(7:00 a.m. to 9:00 a.m. and 4:00 p.m. to 6:00 p.m. Monday through Saturday)

One minute:			
1 time.....	10.00	156 times.....	6.80
26 times.....	8.90	260 times.....	6.50
52 times.....	8.50	312 times.....	6.20
104 times.....	7.20	500 times.....	5.90

**CLASS "A"**

(6:00 a.m. to 7:00 a.m. and 9:00 a.m. to 4:00 p.m. Monday through Saturday; all day Sunday)

1 time.....	8.50	156 times.....	6.50
13 times.....	8.00	260 times.....	6.20
26 times.....	7.60	312 times.....	5.90
52 times.....	7.20	500 times.....	5.50
104 times.....	6.80		

**CLASS "B"**

(6:00 p.m. to midnight)

1 time.....	6.00	156 times.....	4.75
26 times.....	5.75	260 times.....	4.50
52 times.....	5.50	312 times.....	4.25
104 times.....	5.25	500 times.....	4.00

**CLASS "C"**

(Midnight to 6:00 a.m.)

Rates on request.				
<b>Short Announcements</b>				
30-seconds—75% of 1-minute rate.				
15-seconds—65% of 1-minute rate.				
10-seconds and 8-seconds—50% of 1-minute rate.				
When available, above may include temperature or time announcements. 3-second spots on request.				

**PROGRAMS**

**CLASS "A" and "AA"**

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

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time....	60.00	35.00	20.00	17.00	12.50
13 times...	56.00	33.00	19.00	16.00	12.00
26 times...	54.00	32.00	18.50	15.50	11.75
52 times...	52.00	31.00	18.00	15.00	11.50
104 times...	50.00	30.00	17.50	14.50	11.25
156 times...	48.00	29.00	17.00	14.00	11.00
312 times...	44.00	27.00	16.00	13.50	10.50

**CLASS "B"**

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

70% of above rates.				
Rates on request.				
<b>SPECIAL FEATURES</b>				
News Service—AP, UPI and local.				
20 five minute newscasts daily with local news. Availability on request.				

**NEWS PACKAGE RATES**

(All time periods)

5 minute news on the hour as available.					
Per week:					
1 wk.	13 wks.	26 wks.	39 wks.	52 wks.	
3 times	12.50	11.50	11.25	11.00	10.50
6 times	12.00	11.00	10.75	10.50	10.25
12 times	11.25	10.00	9.75	9.50	9.25
36 times	9.50	8.00	7.75	7.50	7.25

Mobile unit direct news and remote special events—rates on request.

**Participating Programs**

Monday through Saturday:  
"Breakfast Time" with Frank Martin—6:00 a.m. to 8:00 a.m.  
"House Party" with Ernie Davie—8:00 a.m. to 11:00 a.m.  
"John Creveling Show"—11:00 a.m. to 1:00 p.m.  
"The Ernie Davis Show"—1:00 p.m. to 3:00 p.m.  
"The Johnny Creveling Show"—3:00 p.m. to 6:30 p.m.

**STILL**

**1**

**UNDISPUTED NUMBER 1 IN ERIE PA. RATINGS POWER PERSONALITIES**

**WJET**

is **FIRST** in  
audience - coverage -  
personality - prestige

**NEW PULSE**

Oct. '58—ENTIRE Erie Metro Area

	6A-12N	12N-6P	6P-12Mid.
<b>WJET</b>	<b>37</b>	<b>40</b>	<b>30</b>
5Kw/St.A	25	17	21
5Kw/St.B	16	15	18
250W-Local	16	17	19

(See below for WJET & 5KW St. Coverage)

For the Erie Market:  
"It's the PATTERN  
not the Power  
that counts."



For Coverage of the ONE County Erie Market  
it's  
WJET's "PERFECT PATTERN" coverage  
with  
85% of Erie Metro Population  
within 6 miles of WJET Tower.

**WJET** Erie, Pennsylvania  
For the Startling Erie Story  
Call FORJOE

**PENNSYLVANIA**

"Flat-top Snow" with Ray Oddis—6:30 p.m. to 9:00 p.m. and 10:00 p.m. to midnight.  
"Musical Night Train"—midnight to 6:00 a.m.  
"Mortorama"—2:00 p.m. to 7:00 p.m.  
Sunday:  
"Mortorama"—2:00 p.m. to 7:00 p.m.  
Entire musical schedule is popular music.  
**POLITICAL**

Regular rates apply.  
Closing Time  
48 hours in advance of scheduled broadcast.

**WLEU**

(Established 1935)

Rates effective October 1, 1957. (Card No. 102A.)  
Rates received February 12, 1958.  
Owned and operated by LEU Broadcasting Co., Inc.

**Personnel**  
President—J. Patt Wardlaw.  
General Manager—Gene Kline.  
Representatives Radio-TV Representatives, Inc.

**Mailing Instructions**  
Studio—Commerce Bldg., 12th and State Sts., Erie, Pa., telephone 2-2129.  
Transmitter—Erie, Pa.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: 24 hours daily.

**Agency Commission**  
Agency commission 15% to recognized agencies on station time only. No cash discount allowed. No commission on talent. Invoices rendered first of each month.

**General Advertising**  
ASCAP, SESAC and BMI licenses.

**OPEN RATES**

1 hour.....	60.00	10 minutes.....	18.50
1/2 hour.....	36.00	5 minutes.....	10.00
1/1 hour.....	21.50	1 minute.....	6.00

**WEEKLY SPOT PACKAGES**

1-minute announcements, per broadcast:

	1	4	13	26	52	Bulk rates
1 spot.....	6.00	5.75	5.50	5.00	4.50	52 tl.
3 spots.....	5.75	5.50	5.00	4.50	4.00	156 tl.
7 spots.....	5.50	5.00	4.50	4.00	3.75	365 tl.
14 spots.....	5.00	4.50	4.00	3.75	3.50	750 tl.
21 spots.....	4.50	4.00	3.75	3.50	3.25	1000 tl.
28 spots.....	4.00	3.75	3.50	3.25	3.00	1500 tl.
35 spots.....	3.75	3.50	3.25	3.00	.....	.....
42 spots.....	3.50	3.25	3.00	.....	.....	.....
49 spots.....	3.25	3.00	.....	.....	.....	.....
60 spots.....	3.00	.....	.....	.....	.....	.....

Bulk rates can be earned only through contract for or completion of a schedule of a given number of announcements at the specific bulk rate.

**Daily Saturation Package**  
30 spots in 1 day, 90.00 15 spots in 1 day, 60.00

**Short Spots**  
Short spots on any announcement purchase earns discounts as follows:  
30-seconds, 15% off; 20-seconds, 30% off; 10-seconds, 45% off.

**Guaranteed Position Spots**  
10% additional and must be 30-seconds or more. All other spots are run-of-schedule 7:00 a.m. to 11:00 p.m., but will be placed to sponsor's request where time is available.

**WEEKLY PROGRAM PACKAGES**  
(Per broadcast)

5-minute rotating "Man About Town" newscast:

1 time per week.....	13 wks.	26 wks.	52 wks.
3 times per week.....	9.50	9.00	8.25
7 times per week.....	7.00	6.75	6.25
14 times per week.....	6.00	5.75	5.50
14 times per week.....	5.50	5.00	4.50

15-minute news or music segment:

1 time per week.....	20.50	19.25	18.25
3 times per week.....	15.00	14.25	13.50
7 times per week.....	13.00	12.50	12.00
14 times per week.....	11.25	10.25	9.00

**SPECIAL FEATURES**  
News Service—AP.  
**FOREIGN LANGUAGE PROGRAMS**  
Polish program—rates on request  
**POLITICAL**

Regular rates apply.  
Closing Time  
48 hours in advance of broadcast.

**FARRELL**

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

**W FAR**

(Established 1953)

Rates effective November 15, 1954.  
Revisions received February 27, 1956.  
Owned and operated by Sanford A. Schaftz.

**Representatives**  
None.  
**Mailing Instructions**  
Business Office, Studio and Transmitter—P. O. Box 150, Farrell, Pa., Diamond 6-4171.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1470 kilocycles.  
Non-directional.  
Licensed to operate to local sunset.  
Operates on Eastern Time.  
Operating schedule: Sign-on to local sunset.

**Agency Commission**  
15% to recognized agencies  
**General Advertising**  
Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

(This listing continued on next page)



# PENNSYLVANIA

## Farrell—W F A R—Continued

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	40.00	24.00	13.50	12.00	8.00	6.00
52 times.....	36.00	19.50	12.00	11.00	7.50	4.75
104 times.....	33.50	17.50	11.50	10.50	7.25	4.25
260 times.....	30.00	15.00	11.00	10.00	7.00	4.00

**SPECIAL FEATURES**  
 News Service—AP and local news.  
**POLITICAL**  
 Regular rates and frequency discounts. Cash in advance.  
**Closing Time**  
 24 hours in advance of broadcast.

## FRANKLIN

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

### W F R A

(Established 1958)

Rates effective \_\_\_\_\_  
 Rates received April 23, 1958.  
 Owned and operated by Robert H. Sauber.  
**Personnel**  
 Station Manager—Robert H. Sauber.  
 Traffic Director—Joan P. Himes.  
**Representatives**  
 None.  
**Mailing Instructions**  
 Business Office, Studio and Transmitter—P. O. Box 908, Route No. 8 between Oil City and Franklin, Pa. Id 2-2188.

**Wave—Power—Time**  
 Operating power—500 watts days.  
 Frequency—1430 kilocycles.  
 Nondirectional.  
 Operates on Eastern Standard Time.  
 Operating schedule: 6:00 a.m. to local sunset.  
**Agency Commission**  
 15%; no cash discounts.  
**General Advertising**  
 ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	37.50	27.50	20.00	18.75	12.60	5.30
26 times.....	36.00	26.40	19.20	14.50	9.60	4.90
52 times.....	34.00	24.90	18.25	13.70	9.10	4.50
104 times.....	32.00	23.50	17.20	12.85	8.55	4.35
156 times.....	30.00	22.00	16.30	12.20	8.15	4.20
260 times.....	28.00	20.40	15.20	11.40	7.60	4.00

10-second spots—rates on request.  
**PACKAGE RATES**  
 6 or more spots used in 1 day..... 25%  
 Combination Rates  
 25% discount when sold in combination with WTIV, Titusville, Pa.

**SPECIAL FEATURES**  
 News Service—UPI and local.  
 5-minute news every hour on the hour; 15-minute news summary at 12:30 p.m. and 6:00 p.m.  
 News bulletins, time, temperature and market reports—rates on request.  
 Weather reports—every hour on the half-hour.  
**Participating Programs**  
 "Sundial"—6:05 a.m. to 9:00 a.m. Participating.  
 "Spic & Span"—9:00 a.m. to noon.  
 "Hal Martin Show"—1:00 p.m. to 3:00 p.m.  
 "Jim Luce Show"—3:00 p.m. to 5:30 p.m.  
 "Music for Dining"—5:30 p.m. to 6:00 p.m. 15 or 30-minute segments, regular rates.  
 "Evening Show"—7:00 p.m. to 8:00 p.m. Participating.

**POLITICAL**  
 Regular rates apply; cash in advance.  
**Closing Time**  
 12 hours in advance of broadcast.

## GETTYSBURG

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

### W G E T

(Established 1950)

Rates effective October 1, 1956. (Card No. 3.)  
 Rates received October 1, 1956.  
 Owned and operated by Time and News Publishing Co.

**Personnel**  
 Gen'l & Com'l Mgr.—P. H. Cunningham.  
**Representatives**  
 None.  
**Mailing Instructions**  
 Business Office and Studio—P. O. Box 28, Gettysburg, Pa., telephone 850.  
 Transmitter—Gettysburg, Pa.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1450 kilocycles.  
 Non-directional.  
 Licensed to operate unlimited time.  
 Operates on Eastern Standard Time.  
 Daylight Saving Time observed.  
 Operating schedule: 6:00 a.m. to 12:00 midnight week days; 8:00 a.m. to 12:00 midnight Sunday.

**Agency Commission**  
 15% to recognized agencies on time charges only; no cash discounts. Statements rendered monthly.  
**General Advertising**  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 All rates guaranteed for one year from date of first broadcast, with or without interruption. At station's option cancellation of contracts cannot be come effective until two weeks after contractual starting date. Discounts allowed retroactively on the number of

broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts. Two or more program units of 15 minutes or more broadcast on the same day for the same sponsor may be combined to earn 1/2 hour, 3/4 hour or one hour rate, whichever applies. All programs so combined may be scheduled contiguously at station's option on 28 days' notice.  
 Rates for programs longer than one hour in exact proportion to one hour rate.

	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
156 times.....	37.50	22.50	15.00	7.50	3.75
260 times.....	35.00	21.00	14.00	7.00	3.50

**SPECIAL FEATURES**  
 News Service—AP.  
 Weather, time, temperature and market news—rates on request.  
 Foreign Language Programs  
 Not available.  
**POLITICAL**  
 Regular rates and frequency discount apply.  
**TRANSCRIPTIONS**  
 Library Service—World, Thesaurus.  
**Closing Time**  
 One week in advance of broadcast.

## GREENSBURG

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

### W H J B

(Established 1934)

Rates effective March 1, 1949. (Card No. 4.)  
 Owned and operated by WHJB, Inc.

**Personnel**  
 Station Manager—H. J. Brennen.  
**Representatives**  
 None.  
**Mailing Instructions**  
 Business Office and Studio—128 N. Pennsylvania Ave., Greensburg, Pa., telephone 3740.  
 Transmitter—2-1/2 miles west on route 30, Greensburg, Pa.

**Wave—Power—Time**  
 Operating power—1,000 watts days; 500 watts nights.  
 Frequency—620 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: 6:00 a.m. to midnight weekdays; 8:00 a.m. to midnight Sunday.

**Agency Commission**  
 15% to recognized agencies on net charged for station time; no cash discount. Bills rendered monthly.

**General Advertising**  
 Accepts AAAA copyrighted contract.  
 BMI, ASCAP and SESAC licenses.  
 Advertising of hard liquor not accepted.  
 Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.  
 Length of commercial copy:

	—Programs—		—News—	
	Day	Evening	Day & Eve	
5 minutes.....	1:25 min.	1:10 min.	1:08 min.	
10 minutes.....	2:20 min.	1:50 min.	1:45 min.	
15 minutes.....	3:15 min.	2:30 min.	2:15 min.	
30 minutes.....	4:30 min.	3:00 min.		
60 minutes.....	9:00 min.	6:00 min.		

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	125.00	75.00	50.00	25.00	10.00	8.00
13 times.....	118.75	71.25	47.50	23.75	9.50	7.60
26 times.....	112.50	67.50	45.00	22.50	9.00	7.20
52 times.....	106.25	63.75	42.50	21.25	8.50	6.80
104 times.....	100.00	60.00	40.00	20.00	8.00	6.40
260 times.....	95.00	57.00	38.50	19.00	7.50	6.00
312 times.....	90.00	54.00	36.50	18.00	7.00	5.60

**CLASS "B"**  
 (9:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	85.00	51.00	34.00	17.00	7.00	5.60
13 times.....	80.75	48.45	32.30	16.15	6.65	5.30
26 times.....	76.50	45.90	30.60	15.30	6.30	5.00
52 times.....	72.25	43.35	28.90	14.45	5.95	4.75
104 times.....	68.00	40.80	27.20	13.60	5.60	4.50
260 times.....	64.60	38.00	25.75	12.90	5.25	4.20
312 times.....	61.40	36.00	24.50	12.25	4.90	3.90

**CLASS "C"**  
 (12:00 midnight to 1:00 a.m. and 6:00 a.m. to 9:00 a.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	50.00	30.00	20.00	10.00	4.00	3.20
13 times.....	47.50	28.50	19.00	9.50	3.80	3.00
26 times.....	45.00	27.00	18.00	9.00	3.60	2.90
52 times.....	42.50	25.50	17.00	8.50	3.40	2.75
104 times.....	40.00	24.00	16.00	8.00	3.20	2.60
260 times.....	38.00	22.80	15.20	7.60	3.00	2.40
312 times.....	36.10	21.60	14.45	7.20	2.80	2.25

(\*) One minute transcription or 125 words.  
 (†) 20 second transcription or 40 words live.  
**SPECIAL FEATURES**  
 News Service—UPI. Rates on request.  
 Participating Programs  
 "Farmers Exchange"—Monday through Saturday; 12:00 noon to 12:45 p.m. Regular rates apply.

## GROVE CITY

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

### W S A J

Owned and operated by Grove City College, Grove City, Pennsylvania.  
 Does not sell time.

## HANOVER

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

### W H V R

(Established 1949)

Rates effective October 1, 1955.  
 Revisions received August 23, 1955.  
 Owned and operated by Radio Hanover, Inc.  
**Personnel**  
 Station & Commercial Manager—John D. Bare.  
**Representatives**  
 None.

**Mailing Instructions**  
 Business Office, Studio and Transmitter P. O. Box 268—1/2 mile west of Carlisle Pike and 1-1/2 miles northwest of Hanover, Pa. Melrose 7-3831.

**Wave—Power—Time**  
 Operating power—5,000 watts days; 500 watts nights.  
 Frequency—1280 kilocycles.  
 Directional—Separate patterns day and night.  
 Licensed to operate full time on regional channel.  
 Operates on Eastern 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; no cash discount. No commission on program charges. Bills due and payable when rendered.

**General Advertising**

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	65.00	39.00	26.00	13.00	6.50
52 times.....	61.75	37.00	24.75	12.25	6.25
104 times.....	58.50	35.00	23.50	11.75	5.75
312 times.....	55.25	33.00	22.00	10.00	5.50

(\*) One minute or less.  
**SPECIAL FEATURES**  
 News Service—UPI. News service charge—regular time rate plus 10%.  
 Weather forecasts, temperature reports and time signals—rates on request.  
 Participating Programs—rates on request.

**POLITICAL**  
 Regular rates and frequency discounts apply.  
**TRANSCRIPTIONS**  
 Library Service—Standard.  
**Closing Time**  
 Five days in advance.

## HARRISBURG (4 AM; 1 FM)

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

### W C M B

(Established 1947)

Rates effective February 1, 1958. (Card No. 4.)  
 Card received January 2, 1958.  
 Owned and operated by Rossmoyne Corp.

**Personnel**  
 General Manager—Ed. K. Smith.  
**Representatives**  
 Gill-Perna, Inc.

**Mailing Instructions**  
 Business Office—WCMB Bldg., 228 Court St., Harrisburg, Pa., Ce 4-3005.  
 Studios—228 Court St., Harrisburg, Pa.  
 Transmitter—One mile north of Lemoyne, Pa., Poplar Church Road, East Pennsboro Township.

**Wave—Power—Time**  
 Operating power—5,000 watts.  
 Frequency—1460 kilocycles.  
 Directional—separate patterns, day and night  
 Licensed to operate full time.  
 Operates on Eastern Time.  
 Operating schedule: 24 hours daily except 12:00 midnight to 6:00 a.m. Mondays.

**Agency Commission**  
 15% to recognized advertising agencies on broadcast rate only; 2% cash discount in ten days. Bills rendered monthly.

**General Advertising**  
 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 min.	30 sec.
1 time.....	120.00	70.00	45.00	35.00	25.00	12.00
13 times.....	110.00	65.00	42.00	34.00	22.50	11.00
26 times.....	100.00	60.00	40.00	33.00	20.00	11.50
52 times.....	95.00	55.00	38.00	32.00	18.00	11.00
104 times.....	90.00	50.00	36.00	30.00	16.00	10.50
260 times.....	85.00	45.00	34.00	28.00	14.00	10.00
520 times.....	80.00	40.00	32.00	26.00	12.00	9.50

**WEEKLY ANNOUNCEMENT SATURATION PLANS**

Per week:	1 wk.	6 wks.	13 wks.	26 wks.
10 spots.....	108.00	99.00	94.50	90.00
15 spots.....	153.00	140.00	132.50	127.50
20 spots.....	192.00	168.00	160.00	152.00
25 spots.....	225.00	197.00	187.50	177.50
30 spots.....	241.50	220.00	210.00	200.00

**SPECIAL FEATURES**  
 News Service—AP, UPI.  
 Hourly News (5 min.);  
 World News, regular rates apply; local news, regular rates.  
 Hourly Time-News-Temperature breaks (combined with 30-second commercial to make 1-minute announcement), minute rate.  
 Sports, special events, farm program service, participating shows—rates on request.  
 "Clockwatchers Society"—6:00 a.m. to 9:00 a.m. Monday through Saturday. Regular rates apply.  
 "Ed Gonzales Show"—10:00 a.m. to 11:00 a.m. Monday through Friday. Regular rates apply.  
 "Bill Steele Show"—3:00 p.m. to 4:00 p.m. Monday through Friday. Regular rates apply.  
 (This listing continued on next page)

**Harrisburg—W C M B—Continued**

"Top Twenty-Five"—1:30 p.m. to 3:00 p.m. and 8:30 p.m. to 10:00 p.m. Monday through Friday. Regular rates apply.  
 "Pete Wambach Show"—4:00 p.m. to 5:30 p.m. Monday through Friday. 1-time rates apply.  
**FOREIGN LANGUAGE PROGRAMS**  
 Italian-American hour; rate on request.  
**POLITICAL**  
 Regular rates apply.  
**TRANSCRIPTIONS**  
 Library Service—Thesaurus.  
**Closing Time**  
 Final closing one week in advance.

**WHGB**  
 (Established 1945)  
**ABC Radio Network**



Rates effective July 1, 1955.  
 Rates received June 9, 1955.  
 Owned and operated by Kendrick Broadcasting Co.

**Personnel**  
 General Manager—Herbert Kendrick.

**Representatives**  
 McGavren-Quinn Co.

**Mailing Instructions**  
 Business Office and Studios—Blackstone Bldg., 112 Market St., Harrisburg, Penn., Cedar 4-4988.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1400 kilocycles.  
 Non-directional.  
 Operates on Eastern Standard Time.  
 Daylight Saving Time observed.  
 Licensed to operate full time.  
 Operating schedule: 6:30 a.m. to 1:00 a.m. week days; 8:00 a.m. to 1:00 a.m. Sundays.

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

**General Advertising**  
 For combination rates see ABC Radio.  
 Station reserves right to change rates on such date as it may announce. In the event of revision any continuous broadcasts under contract may be extended at rates and discounts currently listed without penalty of short rate or loss of discounts for a period of not more than 52 weeks from effective date of such revision. Rates include music copyright fees. ASCAP, BMI and SESAC licenses.  
 Length of commercial copy according to NAB code. Rates include time, announcer on duty and service charges, fully commissionable.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min. or less
1 time.....	75.00	45.00	30.00	22.00	15.00	8.00
13 times.....	71.25	42.75	28.50	20.90	14.25	7.60
26 times.....	67.50	40.50	27.00	19.80	13.50	7.20
52 times.....	63.75	38.25	25.50	18.70	12.75	6.80
104 times.....	60.00	36.00	24.00	17.60	12.00	6.40
156 times.....	56.25	33.75	22.50	16.50	11.25	6.00
260 times.....	52.50	31.50	21.00	15.40	10.50	5.60

**IMPACT ANNOUNCEMENT PLAN**

Number of times	Each	Per wk.
One minute announcements:		
3 times.....	6.66	20.00
6 times.....	5.83	35.00
12 times.....	5.00	60.00
24 times.....	4.17	100.00
36 times.....	3.80	136.80
50 times.....	3.40	170.00

**SPECIAL FEATURES**  
 Time signals, temperature and weather reports—regular announcement or station break rates apply. News rates on request.  
 In-store drug and food merchandising service.

**Participating Programs**  
 The following programs take regular announcement rate unless otherwise indicated:  
 "Musical Morning"—6:30 a.m. to 9:00 a.m. and 10:00 a.m. to 11:00 a.m. Monday through Friday.  
 DJ show, music, time, news, weather.  
 "Menu of Melody"—11:00 a.m. to 12:00 noon Monday through Friday. Popular tunes and comment.  
 "Listen Ladies"—1:00 p.m. to 1:15 p.m. Monday through Friday. Women's news, fashions, foods, etc., with Diane Williams. Regular rates plus 2.00 talent charge per announcement.  
 "Red McCarthy Show"—4:00 p.m. to 5:00 p.m. Monday through Friday. Recorded music and audience participation. Per participation, 12.50.  
 "Paul Landersman Show"—9:00 p.m. to 11:00 p.m. Tuesday through Saturday. DJ request show.

**POLITICAL**  
 Regular rates apply; cash in advance.  
**Closing Time**  
 One week in advance of broadcast.

**WHP**  
 (Established 1924)  
**CBS Radio Network**



Rates effective May 1, 1957.  
 Card received April 18, 1957.  
 Owned and operated by WHP, Incorporated.

**Personnel**  
 Station Manager—Mrs. A. K. Redmond.  
 Sales & Prom. Mgr.—Jack Grove.  
 Program Director—Harry Hinkley.

**Representatives**  
 The Bolling Company, Inc.

**Mailing Instructions**  
 Business Office and Studio—Telegraph Bldg., Harrisburg, Pa., Ce 4-3211.  
 Transmitter—Summerdale, Pa.

**Wave—Power—Time**  
 Operating power—5,000 watts.  
 Frequency—580 kilocycles.  
 Directional—nighttime only.  
 Operates on Eastern Time.  
 Daylight Saving Time observed.  
 Licensed to operate full time.  
 Actual operating schedule: Sundays 8:00 a.m. to 1:00 a.m. Week days 6:00 a.m. to 1:00 a.m.

**F M Facilities**  
 Effective radiated power—4,000 watts.  
 Frequency—97.3 megacycles on channel 247.  
 Antenna height—875 feet above average terrain.  
 Operating schedule: 5:00 p.m. to 1:00 a.m.

**Agency Commission**  
 Agency commission 15% to recognized agencies. No discounts on talent or remote line service. All bills payable 30 days net. No cash discount.

**General Advertising**  
 For combination rates see CBS Radio Network (Basic Group).  
 Approximately 60% duplication of AM programs over FM. FM not sold separately.  
 The following rates are for national advertising:

**CLASS "A"**  
 (6:00 p.m. to 8:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time....	150.00	90.00	60.00	45.00	30.00	18.00
52 times..	142.50	85.50	57.00	42.75	28.50	17.10
156 times..	135.00	81.00	54.00	40.50	27.00	15.30
260 times..	127.50	76.50	51.00	38.25	25.50	14.40
312 times..	120.00	72.00	48.00	36.00	24.00	13.50
520 times..	112.50	67.50	45.00	33.75	22.50	11.70

**CLASS "B"**  
 (6:00 a.m. to 6:00 p.m. and 8:00 p.m. to 1:00 a.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	16.00
1 time....	100.00	60.00	40.00	30.00	20.00	16.00
52 times..	95.00	57.00	38.00	28.50	19.00	15.20
156 times..	90.00	54.00	36.00	27.00	18.00	13.60
260 times..	85.00	51.00	34.00	25.50	17.00	12.80
312 times..	80.00	48.00	32.00	24.00	16.00	11.20
520 times..	75.00	45.00	30.00	22.50	15.00	10.40

(\*) One minute or 35-word station breaks.  
 Cut-in announcements, each..... 12.00

**Closing Time**  
 Final closing one week in advance.  
 Closing dates three weeks in advance if program is to be included in publicity releases. Talent and recorded programs close three weeks in advance.  
 Announcements close one week in advance.

**WKBO**  
 (Established 1922)  
**NBC Affiliate**



A Steinman Owned Station

Rates effective April 1, 1957. (Card No. 13.)  
 Card received May 24, 1957.  
 Owned and operated by the Keystone Broadcasting Corporation.

**FIRST**

in Harrisburg, Pa.

**WKBO**

Established 1922

Harrisburg's pioneer station

.....

Representative:  
**The MEEKER Company**



**PENNSYLVANIA**

**Personnel**

Station Executive—Clair R. McCollough.  
 Station Manager—William E. Garman, Jr.  
 General Sales Manager—J. Robert Gulick.  
 National Sales Manager—Thomas R. Nunan, Jr.  
**Representatives**  
 The Meeker Company, Inc.  
**Mailing Instructions**  
 Business Office and Studio—31 N. Second Street, Harrisburg, Pa., Cedar 4-0191.  
 Transmitter—Penn Harris Hotel, Third and Walnut Streets, Harrisburg, Pennsylvania.

**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: 6:00 a.m. to 1:00 a.m.

**Agency Commission**  
 15% to recognized advertising agencies; no cash discount. No discounts on talent, remote facilities, etc. Invoices due 20th of month following broadcast.

**General Advertising**  
 For combination rates see NBC Radio Network.  
 Advertising of alcoholic beverages other than beer and wine not accepted.  
 Programs and announcements cannot be combined to earn higher discounts.  
 Maximum contract term one year. Price quoting allowed.

**PROGRAMS**

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	16.00
1 hour....	85.00	53.00	35.00	26.00	17.00	13.60
1/2 hour....	55.00	35.00	23.00	17.00	11.00	8.40
1/4 hour....	35.00	23.00	15.00	11.00	7.00	5.60
5 minutes..	17.50	11.50	7.50	5.00	3.50	2.80

To earn discounts, programs must be used within 12 month period.

**ANNOUNCEMENTS**

**CLASS "AA"**  
 (7:00 a.m. to 9:00 a.m. Monday through Saturday)  
 1 minute or 100 words 10.00 9.75 9.00 8.50 8.25 7.50 7.00  
 Station break or 30 words 8.50 8.25 7.75 7.25 6.75 6.25 5.75

**CLASS "A"**  
 (All other times)  
 1 minute or 100 words..... 9.00 8.75 8.50 8.25 7.75 7.25 6.75  
 Station break or 30 words..... 8.00 7.75 7.25 6.75 6.50 6.00 5.50  
 10-second "A" announcements—50% of applicable station break rate.  
 To earn discounts, announcements must be used within 12 month period.

**Saturation Announcements**  
 Not subject to further discounts.  
 20 announcements or more per week, each..... 6.00  
 30 announcements or more per week, each..... 5.50  
 40 announcements or more per week, each..... 5.00

**Group Discounts**  
 An advertiser who buys a like schedule for a minimum of 13 weeks on any 4 Steinman Radio Station will be permitted a 15% discount on regular rates; on any 5 Steinman Stations, a 20% discount; on 6 or 7 Steinman Stations, a 25% discount. Saturation announcement schedules do not earn group discounts.

**SPECIAL FEATURES**  
 News Service—AP.  
**POLITICAL**  
 Regular rates apply, cash in advance.  
**Closing Time**  
 Five days in advance.

**HAZLETON (1 AM; 1 FM)**

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

**WAZL**  
 (Established 1932)  
**NBC Affiliate**



Rates effective September 1, 1951. (Card No. 19.)  
 Card received September 4, 1951.  
 Owned and operated by Hazleton Broadcasting Co.

**Personnel**  
 Pres. & Gen'l Mgr.—Victor C. Diehm.  
 Program Director—Don Murray.  
 Sales Manager—Bob Sacco.  
 National Sales Manager—Thomas Tito.

**Representatives**  
 Paul H. Baymer Company, Inc.  
**Mailing Instructions**  
 Business Office and Studio—Hazleton National Bank Bldg., Hazleton, Pa., Gladstone 4-3531-2.  
 Transmitter—610 E. Berner Ave., Hazleton, Pa.

**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: 6:00 a.m. to 12:30 a.m.

**F M Facilities**  
 Effective radiated power—2,600 watts.  
 Frequency—97.9 megacycles.  
 Antenna height—630 feet above average terrain.

**Agency Commission**  
 Agency commission 15% to recognized advertising agencies; no cash discount. No discounts on talent, remote facilities, etc. Invoices due 20th of month following broadcast.

**General Advertising**  
 For combination rates see NBC Radio Network and Mutual Broadcasting System.  
 (This listing continued on next page)

# PENNSYLVANIA

## Hazleton—WAZL—Continued

FM operated in conjunction with AM. Programs and announcements cannot be combined to earn higher discounts. To earn discounts, announcements and programs must be used within a 12 month period. Maximum length of contract, one year. Price quoting allowed. Advertising of alcoholic beverages other than beer and wine not accepted.

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

	1	13	26	52	104	156	260
	ti.	ti.	ti.	ti.	ti.	ti.	ti.
1 hour....	95.00	90.00	85.00	80.00	76.00	73.00	68.00
1/2 hour....	58.00	55.00	53.00	50.00	48.00	45.00	40.00
1/4 hour....	37.00	35.50	34.00	32.50	31.00	29.50	24.50
10 minutes	31.00	30.00	29.00	28.00	27.00	26.00	21.50
5 minutes	19.50	19.00	18.50	18.00	17.50	16.75	15.75

**CLASS "B"**  
(All other times)

1 hour....	64.00	61.50	59.00	56.50	54.00	51.50	43.00
1/2 hour....	43.00	41.00	39.00	37.00	35.00	33.00	28.00
1/4 hour....	30.50	29.25	28.00	26.75	25.50	24.00	20.50
5 minutes	13.25	12.75	12.25	11.75	11.25	10.75	10.00

**ANNOUNCEMENTS**  
**CLASS "A"**  
(After 6:00 p.m.)

One minute transcription or station.

	1	13	26	52	104	156	260
	ti.	ti.	ti.	ti.	ti.	ti.	ti.
break.....	8.00	7.75	7.50	7.25	7.00	6.25	5.75

**CLASS "B"**  
(Before 6:00 p.m.)

One minute transcription.

	1	13	26	52	104	156	260
	ti.	ti.	ti.	ti.	ti.	ti.	ti.
break.....	5.00	4.85	4.70	4.55	4.40	4.25	4.10

**Combination Rates**  
Information requests concerning combination rates for WHLM, Bloomsburg, Pa.; WHOL, Allentown, Pa.; and WAZL, Hazleton, Pa. should be addressed to Thomas Tito, National Sales Manager, WAZL, Hazleton, Pa.

**SPECIAL FEATURES**  
News Service—AP.  
Participating Programs  
"The Spinning Wheel"—8:45 a.m. to 9:30 a.m. Monday through Friday. Regular card rates plus 3.50 talent fee per spot.  
"The Frances Carter Show"—12:30 p.m. to 12:45 p.m. Monday through Friday. Women's participation program.  
"Afternoon Ballroom"—2:00 p.m. to 3:00 p.m. Popular dj show.  
"Niteley Serenade"—10:30 p.m. to 11:00 p.m. Monday through Friday.  
Talent costs available on request.  
**TRANSIENT AND POLITICAL**  
Regular rates apply; cash in advance.  
**TRANSCRIPTIONS**  
Library Service—World.  
Closing Time  
24 hours before broadcast.

## HOMESTEAD

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

**WAMO**  
(Established 1948)



Rates effective February 1, 1953. (Card No. 3.)  
Card received March 6, 1953.  
Rev. (1/4 hr. rates) rec'd August 27, 1953.  
Owned and operated by Dynamic Broadcasting, Inc.

**Personnel**  
Pres. & Gen'l Mgr.—Leonard Walk.  
Sales Manager—Joe Bassett, Jr.  
Program Director—Carl Stuart.  
**Representatives**  
Forjoe & Company, Inc.  
**Mailing Instructions**  
Business Office and Studio—105 E. 8th Ave., Homestead, Pa., telephone HO 2-6000.  
Transmitter—Pittsburgh, Pa.  
**Wave—Power—Time**  
Operating power—250 watts days.  
Frequency—880 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Time.  
Operating schedule: 7:00 a.m. to 8:00 p.m.  
**Agency Commission**  
15% to recognized agencies; no cash discount. Commission does not apply to talent. Bills rendered first of month following service; payable 10th of month. Short rate billing if frequency rate is not earned.  
**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time..	100.00	60.00	40.00	15.00	10.00
13 times	95.00	57.00	38.00	14.25	9.50
26 times	90.00	54.00	36.00	13.50	9.00
52 times	85.00	51.00	34.00	12.75	8.50
104 times	80.00	48.00	32.00	12.00	8.00
260 times	75.00	45.00	30.00	11.25	7.50
312 times	70.00	42.00	28.00	10.50	7.00

**WEEKLY SATURATION PACKAGES**

One minute:	
18 announcements per week.....	130.00
24 announcements per week.....	165.00
30 announcements per week.....	188.00
36 announcements per week.....	228.00
42 announcements per week.....	250.00
48 announcements per week.....	293.00
54 announcements per week.....	310.00
60 announcements per week.....	330.00
10-second announcements take minute rate less 50%.	
30-second announcements take minute rates less 25%.	

**SPECIAL FEATURES**  
Participating Programs  
"Porky Chedwick"—7:00 a.m. to 9:00 a.m. Rhythm and blues.

"Carl Stuart"—9:00 a.m. to noon and 1:00 p.m. to 4:30 p.m. Country and western DJ.  
"Slim Bryant"—noon to 1:00 p.m. Country and western DJ.  
"Sunny Jim"—4:30 p.m. to 6:00 p.m. Rhythm and blues, gospel.  
"Porky Chedwick"—6:00 p.m. to 8:30 p.m. Rhythm and blues DJ. (D)

## HUNTINGDON

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

**WHUN**  
(Established 1946)

Rates effective October 1, 1957.  
Rates received August 2, 1957.  
Owned and operated by The Joseph F. Biddle Publishing Company, Inc.

**Personnel**  
President—John H. Biddle.  
Manager—William E. Germann.  
**Representatives**  
None.  
**Mailing Instructions**  
Business Office and Studio—400 Washington St., Huntingdon, Pa., Michael 3-3340.  
Transmitter—RDF 3, Huntingdon, Pa.  
**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1150 kilocycles.  
Non-directional.  
Licensed to operate to local sunset.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: Sunrise to sunset.  
**Agency Commission**  
15% to recognized agencies on station time only. No cash discount. Bills rendered 1st of month and due 10th of month.  
**General Advertising**  
Affiliated with Keystone Network. The following rates are for national advertising. Rates include charges by owners of music copyrights.  
Beer and wine advertising accepted.

	1	1/2	1/4	10	5	1	Sta.
	hr.	hr.	hr.	min.	min.	min.	brk.
1 time....	62.40	35.10	20.18	17.94	15.60	5.40	3.60
13 times..	59.28	33.38	19.27	17.16	14.82	5.13	3.30
26 times..	56.16	31.59	18.25	16.38	14.04	4.86	3.00
52 times..	53.04	29.84	17.23	15.60	13.25	4.59	2.70
104 times..	49.92	28.08	16.22	14.82	12.48	4.32	2.40
312 times..	46.80	24.96	15.21	14.04	11.70	4.05	2.10

**SPECIAL FEATURES**  
News Service—UPI.  
**POLITICAL**  
One time rate applies; cash in advance.  
**TRANSCRIPTIONS**  
Library Service—Sesac.  
**Closing Time**  
One week in advance of broadcast. Announcement copy and transcriptions, 24 hours in advance.

## INDIANA

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

**WDAD**  
(Established 1945)

Rates effective October 1, 1954.  
Card received November 22, 1954.  
Owned and operated by WDAD, Inc.

**Personnel**  
General Manager—W. J. Thomas.  
Station Manager—Jonas Termin.  
Program Director—Clifford C. Porter.  
**Representatives**  
None.  
**Mailing Instructions**  
Studios—637 Philadelphia St., Indiana, Pa., telephone 5-5511.  
**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:05 a.m.  
**Agency Commission**  
15% to recognized agencies on station time. No cash discount.  
**General Advertising**  
For combination rates see CBS Radio Network and the Laurel Network.  
ASCAP, BMI and SESAC licensees.  
Beer and wine advertising accepted.

	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	68.00	41.00	27.00	20.50	13.50
26 times	66.50	40.00	26.00	19.50	13.00
52 times	65.00	39.00	25.00	19.00	12.50
65 times	63.00	38.00	24.00	18.50	12.00
130 times	61.50	37.00	23.00	18.00	11.50
156 times	60.00	36.00	22.00	17.50	11.00
260 times	58.00	35.00	21.00	17.00	10.50
312 times	55.00	34.00	20.00	16.50	10.00
468 times	53.00	33.00	19.00	16.00	9.50
624 times	50.00	32.00	18.00	15.50	9.00
1000 times	48.00	30.00	17.00	15.00	8.50

**ANNOUNCEMENTS**  
20 or 30 second announcements, flat, commissionable 4.60. No frequency discounts.

**SPECIAL FEATURES**  
News Service—UPI.  
Sports—rates on request.  
Foreign language programs—rates on request.  
Time signals available daily—rates on request.  
**POLITICAL**  
Regular rates apply. Cash in advance.  
**RELIGIOUS**  
Church and religious broadcasts—consult management.  
**TRANSCRIPTIONS**  
Library Service—World.

## JOHNSTOWN (3 AM; 2 FM)

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

**WARD**  
(Established 1946)



Rates effective June 1, 1958. (Card No. 3.)  
Card received May 20, 1958.  
Owned and operated by the Central Broadcasting Company, Inc.

**Personnel**  
Vice-Pres. & Gen'l Mgr.—George D. Gartland.  
Station Manager—Howard F. Morris.  
Sales Director—Joe Cavanaugh.  
Program Director—Bill Santoro.  
**Representatives**  
Weed Radio Corporation.  
**Mailing Instructions**  
Business Office and Studio—Porch Bldg., 235 Franklin St., Johnstown, Pa., telephone 8-1216.  
Transmitter—Johnstown, Pa.  
**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Operating schedule: 6:00 a.m. to 1:00 a.m. weekdays; 8:00 a.m. to 12:05 a.m. Sunday.  
**FM Facilities**  
Effective radiated power—250 watts, Interlm Frequency—92.1 megacycles.  
Antenna height—150 feet above average terrain.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Duplicates AM programs and times.  
**Agency Commission**  
15% to recognized agencies; no cash discount. Invoices due when rendered. No discounts on talent or remote facilities.  
**General Advertising**  
For combination rates see CBS Radio Network. Accepts AAAA copyrighted contract. Maximum length of contract one year. Frequency discounts of announcements and programs cannot be combined.  
Rates include copyright fees.  
AM duplicated over FM.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time..	110.00	70.00	45.00	25.00	9.00
13 times..	105.00	67.00	42.50	23.75	8.55
26 times..	100.00	64.00	40.00	22.50	8.10
52 times..	95.00	61.00	37.50	21.25	7.65
104 times..	90.00	58.00	35.00	20.00	7.20
156 times..	85.00	55.00	32.50	18.75	6.75
260 times..	80.00	52.00	30.00	17.50	6.30
520 times..	75.00	49.00	27.50	16.25	5.85
624 or more times....	70.00	46.00	25.00	15.00	5.40

(\*) One minute or less.

**SPOT PACKAGE RATES**

1-minute, per week:	1 wk.	6 wks.	13 wks.	26 wks.
10 times.....	6.75	6.50	6.25	6.00
15 times.....	6.50	6.25	6.00	5.75
20 times.....	6.25	6.00	5.75	5.50

**SPECIAL FEATURES**  
News Service—UPI and local.  
Sports, special events and stereo programs—rates on request.  
Participating Programs  
"Al Bird Show"—6:00 a.m. to 10:00 a.m.  
"Jerry Glen Show"—3:30 p.m. to 5:45 p.m. and 8:00 p.m. to 1:00 a.m.

**POLITICAL**  
Regular rates apply. Cash in advance.  
**TRANSCRIPTIONS**  
Library Service—World.

**WCRO**  
(Established 1947)

Rates effective January 1, 1957.  
Rates received May 15, 1957.  
Owned and operated by Century Broadcasting Corp.

**Personnel**  
General Manager—John D. Reilly.  
**Representatives**  
Forjoe and Company, Inc.  
**Mailing Instructions**  
Business Office and Studio—Fort Stanwix Hotel, Main St., Johnstown, Pa., telephone 9-1187.  
Transmitter—Johnstown, Pa.  
**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1230 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 1:00 a.m.  
**Agency Commission**  
15% to recognized agencies on net charges for station facilities. No cash discount. No commission on program costs or production charges.  
**General Advertising**  
For combination rates see ABC Radio and Mutual Broadcasting System.  
The following rates are for national advertising.  
(6:00 a.m. to midnight)

	1	1/2	1/4	5	1	20	10
	hr.	hr.	hr.	min.	min.	sec.	sec.
1 time....	80.00	48.00	32.00	16.00	9.00	6.00	4.00
13 times..	76.00	46.00	30.00	15.00	8.50	5.50	3.75
26 times..	72.00	43.00	29.00	14.00	8.00	5.00	3.50
52 times..	68.00	41.00	27.00	13.00	7.50	4.50	3.25
104 times..	64.00	38.00	26.00	12.00	7.00	4.00	3.00
156 times..	60.00	36.00	24.00	11.00	6.50	3.50	2.75
260 times..	56.00	34.00	22.00	10.00	6.00	3.25	2.50
520 times..	52.00	31.00	21.00	9.00	5.50	3.00	2.25
624 or more times..	48.00	29.00	19.00	8.00	5.00	2.75	2.00

**SPECIAL PACKAGES**

One minute:	4 wks	8 wks	13 wks	26 wks	52 wks
5 times per wk.	8.25	7.75	7.30	6.75	6.00
10 times per wk.	7.75	7.25	6.75	6.00	5.50
15 times per wk.	7.40	6.80	6.25	5.75	4.75
20 times per wk.	7.25	6.35	6.00	5.50	4.54

(This listing continued on next page)



**Johnstown—WCRO—Continued**

**SPECIAL FEATURES**  
Participating Programs  
"Top of the Morning"—8:00 a.m. to 9:00 a.m.  
"Morning Melodies"—9:30 a.m. to 11:30 a.m.  
"Club 1230"—12:30 p.m. to 2:00 p.m.  
"Music Inc."—2:05 p.m. to 6:00 a.m.  
"Herb Ruth Show"—6:15 p.m. to 1:00 a.m.

**POLITICAL**

Regular rates apply. Cash in advance.

**WJAC**  
(Established 1925)  
**NBC Affiliate**



Rates effective August 1, 1958. (Card No. 4.)  
Card received July 10, 1958.  
Owned and operated by WJAC, Inc.

**Personnel**

President—Walter W. Krebs.  
Station Manager—Park Claycomb.  
Program Director—Ronald Stephenson.

**Representatives**

New York—Richard O'Connell, Inc.  
Chicago—William J. Reilly, Inc.  
West Coast—Tracy Moore and Associates, Inc.

**Mailing Instructions**

Business Office and Studio—WJAC Bldg., 329 Main St., Johnstown, Pa., telephone 5-1262.  
Transmitter—Tribune Bldg., Johnstown, Pa.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.

Licensed to operate unlimited 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 1:00 a.m.

**FM Facilities**

Effective radiated power—8,300 watts.  
Frequency—95.5 megacycles; channel 238.  
Antenna height—1,070 feet above average terrain.

**Agency Commission**

15% to recognized agencies; cash discount 2%. No discount on talent.

**General Advertising**

For combination rates see NBC Radio Network. FM operated in conjunction with AM. The following rates are for national advertising. Quantity discounts apply on each classification only. Announcements and programs cannot be combined to secure quantity discounts. Maximum length of contract, one year. All programs are subject to approval by the station management. Rates include music copyright fees.

	1/2 hr.	1/4 hr.	5 min.	1 min.
Flat rate.....	72.00	48.00	24.00	10.00

**ANNOUNCEMENT PACKAGES**

Per week: Each Per wk.	Each Per wk.
5 times.... 9.00	45.00 20 times..... 6.00 120.00
10 times.... 8.00	80.00 30 times..... 5.50 165.00
15 times.... 7.00	105.00 50 times..... 5.00 250.00
20 or 30 second spots.....	75% applicable minute rate.
8 or 10 second ID's.....	50% applicable minute rate.

**NEWSCAST PACKAGES**

3 5-minute newscasts.....	22.00	66.00
5 5-minute newscasts.....	20.00	100.00

**SPECIAL FEATURES**

News Service—AP.

**POLITICAL**

Regular rates apply.

**Closing Time**

All programs close one week in advance of broadcast.

**KANE**

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

**WADP**

(Established 1954)

Rates effective June 1, 1954. (Card No. 1.)

Card received June 17, 1954.

Owned and operated by Northern Allegheny Broadcasting Co.

**Personnel**

Pres. & General Mgr.—A. David Potter.  
Mgr. & Com'l Mgr.—Richard E. Felt.  
Traffic Manager—Carol Jean Hauk.  
Program Director—Dave Sill.

**Representatives**

(all Kane office—collect 1520.)

**Mailing Instructions**

Business Office and Studios—Penn-Kane Hotel, Kane, Pa., telephone 1520.  
Transmitter—Highland Road, one mile from business district.

**Wave—Power—Time**

Operating power—500 watts days.  
Frequency—960 kilocycles.  
Non-directional.

Licensed to operate daytime only.

Operates on Eastern Time.

Daylight Saving Time observed.

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

**Agency Commission**

15% to recognized agencies on net time and talent charges; no cash discount. Bills due and payable when rendered.

**General Advertising**

Rates are for national advertising and include music copyright fees. BMI, ASCAP and SESAC licenses. Advertising of alcoholic beverages other than beer and light wines not accepted.

Length of commercial copy:	Programs	News
5 minutes.....	1:30 min.	1:00 min.
10 minutes.....	2:00 min.	1:30 min.
15 minutes.....	2:30 min.	2:00 min.
30 minutes.....	3:00 min.	
60 minutes.....	6:00 min.	

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	28.00	16.80	11.20	7.00
13 times.....	26.60	15.96	10.64	6.65
26 times.....	25.20	15.12	10.08	6.30
52 times.....	23.80	14.28	9.52	5.95
104 times.....	22.40	13.44	8.96	5.60
156 times.....	21.00	12.60	8.40	5.25
260 times.....	19.60	11.76	7.84	4.90
312 times.....	18.20	10.92	7.28	4.55

**ANNOUNCEMENTS**  
One minute transcribed, 100 words live; 20 seconds transcribed, 35 words live:

1 time.....	4.50	52 times.....	3.85
13 times.....	4.25	150 times.....	3.60
26 times.....	4.05	300 times.....	3.40

**Combination Rate**

Sold in combination with WNAE, Warren, 25% discount on either programs and spots when both stations are ordered.

**SPECIAL FEATURES**

News Service—UPI and local.  
Weather forecasts, time signals, temperature reports and market quotations, at spot rates.

**Participating Programs**

"Morning Express"—6:00 a.m. to 8:00 a.m.  
"Dunkin'" with Dave—9:05 a.m. to 10:30 a.m.  
"The A.M. Show"—10:30 a.m. to 11:30 a.m.  
"Turn Table Time"—3:30 p.m. to 5:00 p.m.  
(Subject to change due to daylight time schedule.)

**POLITICAL**

Political programs or announcements accepted for broadcasts in behalf of legally qualified candidates for public office at regular rates. Payment required in advance.

**KITTANNING**

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

**WACB**

(Established 1948)

Rates effective June 1, 1957.

Card received May 16, 1957.

Owned and operated by Armstrong County Broadcasting Corp.

**Personnel**

President—Sheridan W. Pruett.  
Vice-Pres. & Gen'l Mgr.—Charles M. Erhard.  
Station Manager—Harold H. Stoops.  
Nat'l Sales Manager—Charles M. Erhard, Jr.

Representatives Rambaue, Vance, Hopple, Inc.

**Mailing Instructions**

Business Office and Studio—325 Market St., Kittanning, Pa., Liberty 3-1381.  
Transmitter—Bunker Hill, two miles southeast of Kittanning, Pa.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—1380 kilocycles.  
Non-directional.

Licensed to operate to local sunset.

Operates on Eastern Time.

Daylight Saving Time observed.

Operating schedule: 7:00 a.m. to local sunset.

**Agency Commission**

15% to recognized agencies on net time charges; no cash discount. Commission not paid on remote control broadcast or talent and production. Bills rendered the first of each month.

**General Advertising**

Affiliated with Keystone Network. Rates include music copyright fees. BMI, ASCAP and SESAC licenses. Advertising of alcoholic beverages other than beer and light wine not accepted.

Retroactive discount for continuous time used within one year. 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.

Rates shown after deduction of all applicable discounts.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time....	40.00	25.00	15.00	13.50	10.50
13 times..	38.50	24.00	14.50	13.25	10.00
26 times..	37.00	23.00	14.00	12.75	9.50
52 times..	35.50	22.00	13.50	12.25	9.00
104 times..	34.50	21.00	13.00	12.00	8.50
260 times..	33.50	20.00	12.75	12.50	8.00
312 times..	32.00	19.00	12.50	11.75	7.50

**ANNOUNCEMENTS**

One-minute or less:	52 times.....	5.50
1 time.....	7.00	104 times..... 5.00
13 times.....	6.50	260 times..... 4.50
26 times.....	6.00	312 times..... 4.00

**SPECIAL FEATURES**

News Service—AP.  
News every hour on the hour—five minute rates apply. Special features, special newscasts and sportscast, play-by-play sports, packaged produced programs and announcements—talent and production rates on request; not commissionable to agency.

**POLITICAL**

Political programs or announcements accepted for broadcasts in behalf of legally qualified candidates for public office at regular rates. Payment required in advance.

Library Service—Thesaurus.

**TRANSCRIPTIONS**

Closing Time  
Broadcast copy and program material must be received by station 48 hours in advance.

**LANCASTER (2 AM; 2 FM)**

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

**WGAL**

(Established 1922)

**NBC Affiliate**



**NBC Affiliate**

A Steinman Owned Station

Rates effective April 1, 1957. (Card No. 13.)  
Card received May 24, 1957.  
Owned and operated by WGAL, Inc.

**PENNSYLVANIA**

**Personnel**

Station Executive—Clair R. McCollough.  
Station Manager—Kenneth L. Kreider.  
General Sales Manager—J. Robert Gulick.  
National Sales Manager—Thomas R. Nunan, Jr.

**Representatives**

The Meeker Company, Inc.

Canada—Andy McDermott.

**Mailing Instructions**

Business Office and Studio—24 S. Queen St., Lancaster, Pa., Express 7-0333.  
Transmitter—8 West King St., Lancaster, Pa.

**Wave—Power—Time**

Operating power—250 watts.  
(100% modulation—automatic crystal control.)  
Frequency—1490 kilocycles.  
Non-directional.

Licensed to operate on unlimited time.

Operates on Eastern Time.

Daylight Saving Time observed.

Operating schedule: 6:00 a.m. to 1:00 a.m.

**FM Facilities**

Effective radiated power—3,800 watts.  
Frequency—101.3 megacycles on channel 267.  
Antenna height—215 feet above average terrain.

**Agency Commission**

15% to recognized advertising agencies; no cash discount. No discounts on talent, remote facilities, etc. Invoices due 20th of month following broadcast.

**General Advertising**

For combination rates see NBC Radio Network. FM operated in conjunction with AM. Advertising of alcoholic beverages other than beer and wine not accepted.

Programs and announcements may not be combined to earn higher discounts. Maximum contract term, one year. Price quoting allowed.

	1	13	26	52	104	156	260
	tl.	tl.	tl.	tl.	tl.	tl.	tl.
1 hour....	85.00	81.00	77.00	73.00	69.00	65.00	57.00
1/2 hour....	55.00	53.00	51.00	49.00	47.00	45.00	40.00
1/4 hour....	35.00	33.75	32.50	31.25	30.00	27.50	25.00
5 minutes..	17.50	17.00	16.50	16.00	15.50	15.00	14.00

To earn discounts, programs must be used within 12 month period.

**ANNOUNCEMENTS**

**CLASS "A"**

(7:00 a.m. to 9:00 a.m. Monday through Saturday)

1 minute or	100 words	10.00	9.75	9.00	8.50	8.25	7.50	7.00
Station break or	30 words	8.50	8.25	7.75	7.25	6.75	6.25	5.75

**CLASS "A"**

(All other times)

1 minute or	100 words	9.00	8.75	8.50	8.25	7.75	7.25	6.75
Station break or	30 words..	8.00	7.75	7.25	6.75	6.50	6.00	5.50

10-second "A" announcements—50% of applicable station break rate.  
To earn discounts, announcements must be used within 12 month period.

(This listing continued on next page)

**by Pulse**  
in  
**Lancaster, Pa.**

**TOP RATED**

**WGAL**

Established 1922

Lancaster's  
pioneer station

.....

Representative:

The  
**MEEKER**  
Company

**NBC**



# PENNSYLVANIA

## Lancaster—W G A L—Continued

Saturation Announcements  
Not subject to further discounts.

20 announcements or more per week.....	6.00
30 announcements or more per week.....	5.50
40 announcements or more per week.....	5.00

Group Discounts  
An advertiser who buys a like schedule for a minimum of 13 weeks on any 4 Steinman Stations will be permitted a 15% discount on regular rates; on any 5 Steinman Stations, a 20% discount, on 6 or 7 Steinman Stations, a 25% discount. Saturation announcement schedules do not earn group discount.

### SPECIAL FEATURES

News Service—AP.  
POLITICAL  
Regular rates apply, cash in advance.  
Closing Time  
Five days in advance.

## WLAN (Established 1946) ABC - - MBS Networks



Rates effective April 1, 1955.  
Rates received April 4, 1955.  
Rev. (Pkg. Plans) rec'd October 31, 1957.  
Owned and operated by Peoples Broadcasting Co., Inc.

Personnel  
Owner & General Mgr.—Frank Altdorfer.  
Manager—Samuel M. Altdorfer.  
Sales Manager—J. Stanley Baker.  
Representatives  
Headley-Reed Company.

Mailing Instructions  
Business Office and Studio—252 N. Queen St., Lancaster, Pa., Lancaster 4-7261, TWX 06.  
Transmitter—Manheim Township, one mile northwest of Lancaster, Pa.

Wave—Power—Time  
Operating power—1,000 watts.  
Frequency—1390 kilocycles.  
Directional—nighttime only.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: 6:00 a.m. to 12:35 a.m.

FM Facilities  
Effective radiated power—7,200 watts.  
Frequency—96.9 megacycles on channel 375.  
Non-directional—day and night.  
Antenna height—200 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 all recognized advertising agencies. Invoices mailed monthly. No cash discount.

General Advertising  
For combination rates see Mutual Broadcasting System and ABC Radio.  
FM only—rates on request.

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..... 90.00	60.00	35.00	30.00	20.00
26 times..... 81.00	54.00	31.00	27.00	18.00
52 times..... 76.50	51.00	29.00	25.50	17.00
156 times..... 67.50	45.00	25.00	22.50	15.00
260 times..... 63.00	42.00	23.00	21.00	14.00

### ANNOUNCEMENTS

1 time..... 10.00	9.00	156 times..... 7.50	6.25
26 times..... 8.40	7.50	260 times..... 7.00	5.75
52 times..... 8.10	7.00	312 times..... 6.50	5.25

To earn discounts, announcements must be used within a 12 month period.

### PACKAGE BREAKDOWN

(Not subject to further discounts)

Per week, each:	1 wk.	13 wks.	26 wks.	52 wks.
10 spots.....	7.00	6.75	6.50	6.25
12 spots.....	7.00	6.75	6.50	6.25
15 spots.....	7.00	6.75	6.50	6.25
18 spots.....	7.00	6.75	6.50	6.25
20 spots.....	6.50	6.25	6.00	5.75
25 spots.....	6.50	6.25	6.00	5.75
30 spots.....	6.00	5.75	5.50	5.25
35 spots.....	6.00	5.75	5.50	5.25
40 spots.....	6.00	5.75	5.50	5.25

Per week, total:

10 spots.....	70.00	67.50	65.00	62.50
12 spots.....	84.00	81.00	78.00	75.00
15 spots.....	105.00	101.25	97.50	93.75
18 spots.....	126.00	121.50	117.00	112.50
20 spots.....	130.00	125.00	120.00	115.00
25 spots.....	162.50	156.25	150.00	143.75
30 spots.....	180.00	172.50	165.00	157.50
35 spots.....	210.00	201.25	192.50	183.75
40 spots.....	240.00	230.00	220.00	210.00

30-seconds—75% of above Package Rate.

### SPECIAL FEATURES

News Service—AP.  
Weather forecasts, temperature reports and time signals—rates on request.  
POLITICAL  
Regular rates apply, cash in advance.  
TRANSCRIPTIONS  
Library Service—Capitol.  
Closing Time  
Five days in advance.

## LANSFORD

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

### WLSH

(Established 1952)



Rates effective February 1, 1958. (Card No. 3.)  
Rates received February 24, 1958.  
Owned and operated by Miners Broadcasting Service.

Personnel  
President—Joseph L. Maguire.  
Gen'l & Com'l Mgr.—Bud Angst.  
Representatives  
None.

Mailing Instructions  
Business Office and Studio—P. O. Box "D", Lansford, Pa., telephone 1440.  
Transmitter—Lansford, Pa.

Wave—Power—Time  
Operating power—1,000 watts day.  
Frequency—1410 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Operating schedule: Local sunrise to local sunset.

Agency Commission  
15% to recognized agencies on net charges for station 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 length of contract 52 weeks.  
Contracts cancelled by written notice subject to contract terms and short rate to date of last broadcast.  
All acceptable accounts are subject to the same rates. No time is sold in bulk for resale.  
Programs and announcements cannot be combined to earn increased discounts.  
Wine and beer advertising acceptable.  
Length of commercial copy: Programs  
60 minutes..... 7:00 min.  
30 minutes..... 4:15 min.  
15 minutes..... 3:00 min.  
5 minutes..... 1:15 min.

### GENERAL BROADCASTING RATES

	1/2 hr.	1/4 hr.	5 min.
1 time.....	42.00	30.00	14.25
26 times.....	34.00	23.00	9.75
52 times.....	32.00	21.25	9.50
104 times.....	30.00	20.00	9.25
156 times.....	28.50	19.00	8.75
260 times.....	26.75	17.75	8.00
312 times.....	25.00	16.75	7.25

### ANNOUNCEMENTS

(fixed position)  
One minute:  
1 time..... 4.75  
52 times..... 4.50  
104 times..... 4.25

### BULK ANNOUNCEMENT RATES

(Short-Term)  
No predetermined scheduling permissible.  
One minute:  
Minimum of 30 announcements per week..... 125.00

### "SHORTIE" ANNOUNCEMENTS

Minimum of 30 shorties within 7 consecutive days, each..... 1.80  
No predetermined scheduling. Ten-to-fifteen words permissible; time signals, if used, to be considered part of word-count. Restricted to one piece of commercial copy during any one broadcast day. Cannot be combined with longer announcements to compute frequency discounts. Transcriptions permissible.

### SATURATION RATES

Includes sponsorship of every available program.  
October thru February, per day..... 250.00  
March thru September, per day..... 300.00  
Including opening and closing identification; 3 full-length commercials per half-hour program, 2 per quarter-hour program, 1 per five-minute program; 1 full-length commercial in each half-hour participating program, except where competitor protection must be considered.  
Fifteen minute competitor protection will be considered in all Saturation Day Schedules. Ten different pieces of commercial copy are permitted. Copy must be submitted to the station 24 hours in advance of broadcast and must be approved by sponsor before close-of-business of day previous to broadcast. No copy changes permitted during day of broadcast.

### SPECIAL FEATURES

News Service—UPI.  
Special programs—rates on request.  
POLITICAL  
Regular rates apply; cash in advance.

## LATROBE (2 AM)

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

### WAKU

(Established 1952)

Rates effective February 1, 1958.  
Rates received April 7, 1958.  
Owned and operated by WAKU, Inc.

Personnel  
General Manager—William Thomas.  
Office Mgr. & Chief Engr.—Manuel J. Alvarez.  
Commercial Manager—Robert Johnson.  
Representatives  
None.

Mailing Instructions  
Business Office—P. O. Box 208, Latrobe, Pa., Keystone 7-7744.  
Transmitter—Latrobe, Pa.

### Wave—Power—Time

Operating power—1000 watts day.  
Frequency—1570 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Eastern Standard Time.  
Operating schedule: 8:30 a.m. to local sunset.  
Agency Commission  
15% to recognized agencies; 2% cash discount.  
General Advertising  
Affiliated with Mutual Broadcasting System.  
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.....	35.00	23.50	11.75	8.75	6.00	4.25
13 times.....	32.00	20.50	10.50	8.25	5.50	4.00
26 times.....	30.00	18.75	10.00	7.75	5.25	3.80
52 times.....	29.25	17.50	9.50	7.00	5.00	3.50
104 times.....	26.50	17.00	9.00	6.50	4.75	3.25
260 times.....	23.50	16.50	8.75	6.00	4.50	3.00

### SPECIAL FEATURES

News Service—AP. 1-minute rate applies.  
Community Club Awards.  
POLITICAL  
Regular rates apply; payable in advance.  
TRANSCRIPTIONS  
Library Service—Thesaurus.

## WTRA

(Established 1956)

Rates effective August, 1956. (Card No. 1.)  
Card received January 24, 1957.  
Owned and operated by Latrobe Broadcasters, Inc.

Personnel  
General Manager—William Dymond.  
Commercial Manager—Janet Mahady.  
Representatives  
Joseph Hershey McGillivra, Inc.

Mailing Instructions  
Business Office and Studio—202 Main St., Latrobe, Pa., Keystone 7-3338.  
Transmitter—Lawson Heights, Latrobe, Pa.

Wave—Power—Time  
Operating power—500 watts.  
Frequency—1480 kilocycles.  
Licensed to operate to local sunset.  
Operates on Eastern Standard Time.  
Operating schedule: sunrise to sunset.

Agency Commission  
15% on time and talent; 2% cash discount. Bills due and payable 10 days.

General Advertising

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	*1 min.
1 time.....	90.00	60.00	30.00	22.50	15.00	7.50
13 times.....	82.50	52.50	27.00	21.75	14.25	6.00
26 times.....	78.00	48.00	26.25	21.00	13.50	5.40
52 times.....	75.00	45.00	25.50	20.25	12.75	4.80
65 times.....	72.00	43.50	24.75	19.50	12.00	4.65
130 times.....	69.00	42.00	24.00	18.75	11.25	4.50
156 times.....	66.00	40.50	23.25	18.00	10.50	4.35
260 times.....	63.00	39.00	22.50	17.25	9.75	4.20
312 times.....	60.00	37.50	21.75	16.50	9.00	4.05
468 times.....	57.00	36.00	21.00	15.75	8.25	3.90
624 times.....	54.00	34.50	20.25	15.00	7.50	3.75
1,000 times.....	51.00	33.00	19.50	14.25	6.75	3.00

(\* Rate also applies to station breaks.  
20-30 Second Special (must be used within 10 weeks):  
50 spots..... 115.50  
100 spots..... 202.50  
Billboard (15 words):  
100 (must be used within 30 days)..... 157.50  
10 per day (minimum 13 weeks), per week 73.00  
10 per day (yearly contract), per month..... 300.00

### SPECIAL FEATURES

News Service—UPI. No extra charge.  
POLITICAL  
Regular rates apply. Cash in advance.  
TRANSCRIPTIONS  
Library Service—Standard.

## LEBANON (1 AM; 1 FM)

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

### WLBR

(Established 1946)



Rates effective July 1, 1952. (Card No. 4.)  
Rates received June 2, 1952.  
Card received July 9, 1951.

Owned and operated by Lebanon Broadcasting Co., Inc.  
Personnel  
General Manager—H. Raymond Stadler.  
Man'g Dir. & Dir. of Nat'l Sales—Lester P. Etter.  
Representatives  
Burn-Smith Company, Incorporated.

Mailing Instructions  
Business Office, Studio and Transmitter—Route 20, Lebanon, Pa. Crestview 2-7651.

Wave—Power—Time  
Operating power—1,000 watts.  
Frequency—1270 kilocycles.  
Directional—nighttime only.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: 5:00 a.m. to 1:00 a.m. weekdays; 7:30 a.m. to midnight Sundays.

FM Facilities  
Effective radiated power—500 watts.  
Frequency 100.1 megacycles; channel 261; Class A.  
Antenna height—300 feet above average terrain.  
Licensed to operate unlimited time.  
Operating schedule (FM): 5:00 a.m. to 1:00 a.m. weekdays; 7:30 a.m. to midnight Sundays.

Agency Commission  
15% to recognized advertising agencies on net time and talent charges. No cash discounts. Bills due and payable when rendered.

(This listing continued on next page)

**Lebanon—W L B R—Continued**

**General Advertising**  
 Accepts AAAA copyrighted contract.  
 FM duplicated over AM as a bonus; FM not sold separately.  
 Rates are for national advertising and 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.  
 All rates guaranteed for one year from date of first broadcast, with or without interruption.  
 Announcements and programs cannot be combined to earn larger discounts.  
 Discounts are allowed retroactively on the number of broadcasts given within one year.  
 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 or 1 hour rate, whichever applies.  
**Length of commercial copy:**

5 minutes.....	1:15 minutes
10 minutes.....	2:10 minutes
15 minutes.....	3:00 minutes
25 minutes.....	4:00 minutes
30 minutes.....	4:15 minutes
60 minutes.....	7:00 minutes

1 hr. 1/2 hr. 1/4 hr. 5 min. 1 min.  
 1 time..... 75.00 50.00 32.00 18.00 8.00  
 13 times.. 70.00 45.00 28.00 15.00 7.50  
 26 times.. 65.00 43.00 25.00 13.00 7.00  
 52 times.. 62.00 41.00 23.00 12.00 6.75  
 104 times.. 57.00 36.00 21.00 11.00 6.50  
 156 times.. 53.00 32.00 18.00 10.00 6.25  
 260 times.. 49.00 28.00 15.00 9.00 6.00

**Weekly Package Plan**  
 One-minute announcements, in fixed position, to be used within 1 week.  
 Per announcement:  
 10 announcements..... 6.50 40 announcements..... 5.50  
 20 announcements..... 6.25 50 announcements..... 5.00  
 30 announcements..... 6.00

**Combination Rates**  
 Similar schedules paid on WLBR and WCOY, Columbia, Pa. will earn special discounts. See listing under WCOY.

**SPECIAL FEATURES**  
 News Service—AP. Regular rates apply.  
 Rates for time signals, weather reports and participations in special features on request.

**TRANSCRIPTIONS**  
 Library Service—World.

**LEVITTOWN**

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

**W B C B**  
 (Established 1957)



Rates effective December 1, 1957.  
 Rates received January 8, 1958.  
 Owned and operated by O'Keefe Broadcasting Co., Inc.

**Personnel**  
 Pres. & Gen'l. Mgr.—Jack J. Dash.  
 Vice-President—William F. Waterbury.

**Representatives**  
 None.

**Mailing Instructions**  
 Business Office, Studio and Transmitter—200 Magnolia Dr., Levittown, Pa. Windsor 9-1490.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1490 kilocycles.  
 Non-directional.  
 Operates on Eastern Standard Time. Daylight Saving Time observed.  
 Operating schedule: 6:00 a.m. to midnight daily.

**Agency Commission**  
 15% on time; no cash discount. Bills payable 1st of month.

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

1 time.....	1/2 hr.	1/4 hr.	5 min.	1 min.
13 times.....	42.00	34.00	16.00	7.50
26 times.....	40.00	33.00	15.00	7.00
52 times.....	38.00	32.00	14.00	6.00

**WEEKLY SATURATION RATES**  
 Minimum 4 weeks:  
 6 5-minute programs..... 50.00  
 6 10-minute programs..... 63.00  
 6 15-minute programs..... 78.00  
 5% discount on 52 weeks.

**Announcements**

Per week:	20 Ann.	30 Ann.
1-4 weeks.....	82.00	115.00
5-10 weeks.....	76.00	105.00
11-15 weeks.....	70.00	97.00
16-25 weeks.....	65.00	92.00
26 or more weeks.....	60.00	90.00

50 announcements per week:  
 1-25 weeks..... 147.00  
 26 or more weeks..... 117.00

**COMMUTER'S SPECIAL**  
 Announcements  
 (7:00 a.m. to 9:00 a.m.)  
 1-51 times..... 10.00 104-156 times..... 6.00  
 52-103 times..... 8.00 156 or more times..... 5.00

**Segments**  
 6 5-minute shows..... 70.00  
 Minimum 6 weeks, 5% discount after 52 consecutive weeks.

**SPECIAL FEATURES**  
 News Service—UPI and local coverage.  
**Closing Time**  
 48 hours in advance of broadcast.  
**TRANSCRIPTIONS**  
 Library Service—Sesac.

**LEWISBURG**

Union County—Map location H-4.  
 See SRDS consumer market map and data at beginning of the State.

**WITT**  
 (Established 1956)

Rates effective September 1, 1957.  
 Rates received September 18, 1957.  
 Owned and operated by Wireline Radio Inc.

**Personnel**  
 Sta. & Com'l Mgr.—Peter E. Farrell.

**Representatives**  
 None.

**Mailing Instructions**  
 Business Office and Studio—34 S. 8th St., Lewisburg, Pa., Jackson 3-1222.

**Transmitter**—1-1/4 miles southeast of Lewisburg on US 15.

**Wave—Power—Time**  
 Operating power—250 watts days.  
 Frequency—1010 kilocycles.  
 Operates on Eastern Standard Time.  
 Daylight Saving Time observed.  
 Operating schedule: Local sunrise to sunset.

**Agency Commission**  
 15% to recognized agencies; no cash discount.  
 Bills due and payable on 1st of month.

**General Advertising**  
 Affiliated with Keystone Network.  
 ASCAP, BMI and SESAC licenses.  
 Rates include music copyright fees.  
 Copy subject to approval of station.

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	40.00	25.00	16.00	12.00
11 times.....	37.50	23.40	15.00	11.25
25 times.....	35.00	21.80	14.00	10.50
50 times.....	30.00	18.60	12.00	9.00
100 times.....	25.00	15.40	10.00	7.75
150 times.....	20.00	14.25	9.25	7.00
200 times.....	15.00	9.25	7.50	5.50

**SPOT ANNOUNCEMENTS**

1 time.....	4.00	150 times.....	2.85
25 times.....	3.65	250 times.....	2.55
50 times.....	3.35	350 times.....	2.25
100 times.....	3.10	750 times.....	2.00

30 seconds—75% of 1-minute rate (minimum rate, 1.50).

**SPECIAL FEATURES**  
 News Service—UPI.  
 Remote broadcasts—payable in advance.  
 Talent—rates on request.  
 Political—payable in advance.  
 Time signals—4 per day, 6 days per week, 32.50.  
 Each package equivalent to six spots and subject to same percentage drop as individual spots on card.

**LEWISTOWN (2 AM)**

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

**WKVA**  
 (Established 1949.)

Rates effective December 1, 1956.  
 Rates received November 1, 1956.  
 Owned and operated by the Central Pennsylvania Broadcasting Co.

**Personnel**  
 General Manager—Robert L. Wilson.

**Representatives**  
 Gill-Perna, Inc.

**Mailing Instructions**  
 Office—P. O. Box 432, Lewistown, Pa., Lewistown 8-6771-2.

**Studios**—19 S. Wayne St., Lewistown, Pa.  
**Transmitter**—Granville Twp., Mifflin Co., outside Lewistown, Pa.

**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—920 kilocycles.  
 Non-directional.  
 Operates on Eastern Standard Time.  
 Daylight Saving Time observed.  
 Operating schedule: 5:35 a.m. to local sunset.

**Agency Commission**  
 15% to recognized agencies on net charges for station time; 2% cash discount 10 days, net 30. No commission on program charges.

**General Advertising**  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 ASCAP, SESAC and BMI licenses.  
 Beer and wine advertising accepted week days only.

1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	60.00	32.50	20.00	12.00
13 times.....	58.00	30.00	19.00	11.00
26 times.....	56.00	27.50	18.00	10.00
52 times.....	54.00	25.00	17.00	9.00
104 times.....	52.00	22.50	16.00	8.00
260 times.....	50.00	20.00	15.00	7.00

Package Plans available on request.

**SPECIAL FEATURES**  
 News Service—UPI and local news.  
 Full-time "Beeper", phone facilities.

**WMRF**  
 (Established 1941)

**NBC Affiliate**



Rates effective June 1, 1941. (Card No. 1.)  
 Owned and operated by Lewistown Broadcasting Co.  
**Personnel**  
 General Manager—Thomas W. Metzger.  
**Representatives**  
 Burn-Smith Company, Incorporated.

**PENNSYLVANIA**

**Mailing Instructions**  
 Business Office and Studio—5 W. Market St., Lewis-town, Pa.  
 Transmitter—One mile north of Lewistown, Pa.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1490 kilocycles.  
 Non-directional.  
 Licensed to operate full time on local channel.  
 Operates on Eastern Time.  
 Daylight Saving Time observed.  
 Operating schedule: 6:00 a.m. to midnight daily.

**Agency Commission**  
 Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered 1st of month and are due 10th of month.

**General Advertising**  
 For combination rates see NBC Radio Network.  
 All national advertising schedules placed on WMRP will be duplicated on WJUN, Mexico, at no additional cost.

The following rates are for national advertising.  
 Rates include charges by owners of music copyrights.  
 (6:00 p.m. to 12:00 midnight)

1 hr.	13 tl.	26 tl.	52 tl.	104 tl.	312 tl.
1 hour.....	60.00	57.00	54.00	51.00	48.00
1/2 hour.....	35.00	33.25	31.50	29.75	28.00
1/4 hour.....	20.00	19.00	18.00	17.00	16.00
5 minutes.....	12.00	11.40	10.80	10.20	9.60
1 minute.....	6.00	5.70	5.40	5.10	4.80

(Before 6:00 p.m.)

1 hour.....	40.00	38.00	36.00	34.00	32.00
1/2 hour.....	22.50	21.38	20.25	19.13	18.00
1/4 hour.....	13.00	12.35	11.70	11.05	10.40
5 minutes.....	10.00	9.50	9.00	8.50	8.00
1 minute.....	4.50	4.28	4.05	3.83	3.60

**SPECIAL FEATURES**  
 News Service—AP and local.

**Participating Programs**  
 Monday through Saturday:  
 "Breakfast with Bloom"—5:55 a.m. to 8:45 a.m.  
 Music, news, time and weather.  
 "Brunch with Bloom"—9:30 a.m. to 10:30 a.m.  
 household hints, women's news, time and weather.  
 "Wayne's Wax Works"—1:15 p.m. to 3:00 p.m.  
 Pop music, news, time and weather. Regular rates apply on above listed programs.

**Closing Time**  
 Contracts close one week in advance of first broadcast. Announcement copy and transcriptions close 24 hours in advance. Talks close 48 hours in advance.

**LOCK HAVEN**

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

**W B P Z**  
 (Established 1946)



Rates effective March 1, 1958.  
 Rates received January 27, 1958.  
 Owned and operated by Lock Haven Broadcasting Corp.

**Personnel**  
 Manager—Harris Lipetz.

**Representatives**  
 Devney, Incorporated.

**Mailing Instructions**  
 Business Office and Studio—132-1/2 Main St., Lock Haven, Pa.  
 Transmitter—One mile west of Lock Haven, Pa.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1250 kilocycles.  
 Non-directional.  
 Licensed to operate full time.  
 Operates on Eastern Time.

**Agency Commission**  
 Agency commission 15%; no cash discount.

**General Advertising**  
 For combination rates see Mutual Broadcasting System.  
 The following rates are for station time only.

1 hr.	13 tl.	26 tl.	52 tl.	104 tl.	312 tl.
1 hour.....	40.00	38.00	36.00	34.00	32.00
1/2 hour.....	22.50	21.38	20.25	19.13	18.00
1/4 hour.....	13.00	12.35	11.70	11.05	10.40
5 minutes.....	10.00	9.50	9.00	8.50	8.00
1 minute.....	6.00	5.70	5.40	5.10	4.80

**SPECIAL FEATURES**  
 News Service—AP and UPI.

**TRANSCRIPTIONS**  
 Library Service—World, Lang-Worth.

**McKEESPORT (2 AM)**

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

**W E D O**  
 (Established 1946)

**CBS Radio Network**



Rates effective March 15, 1958. (Card No. 8.)  
 Card received March 21, 1958.  
 Owned and operated by Tri-City Broadcasting Co.

**Personnel**  
 Pres. & Gen'l Mgr.—E. J. Hirschberg.  
 Program Director—Bill Brant.  
 Sales Manager—Earl Buncher.  
 National Sales Director—Jim Murray.

**Representatives**  
 Weed Radio Corporation.

(This listing continued on next page)

# PENNSYLVANIA

## McKeesport—W E D O—Continued

### Mailing Instructions

Business Office and Studio—547 Fifth Ave., P. O. Box 810, McKeesport, Pa., Ho 1-3113, No 4-7167.  
Other Offices—415 Empire Bldg., Liberty Ave., Pittsburgh, Pa.  
Transmitter—Foster Road, McKeesport, Pa.

### Wave—Power—Time

Operating power—1,000 watts.  
Frequency—810 kilocycles.  
Non-directional.  
Licensed to operate to local sunset on cleared channel.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: local sunrise to sunset.

### Agency Commission

15% to recognized advertising agencies on net charges for station time. No cash discount. No commission on talent, program, line or service charges. Bill rendered 1st of month, payable by 10th.

### General Advertising

Affiliated with CBS Radio Network.  
The following rates include music copyright fees.  
ASCAP, SESAC and BMI licenses.  
Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.  
In order to earn net rates quoted contracts must be completed in 12 months.  
Programs and/or participating announcements cannot be combined to earn frequency rate.

	1 hr.	1/2 hr.	10 min.	5 min.
1 time....	125.00	75.00	50.00	25.00
13 times....	120.00	71.00	47.00	24.00
26 times....	115.00	67.00	44.00	23.00
52 times....	110.00	63.00	41.00	22.00
104 times....	105.00	59.00	38.00	21.00
208 times....	100.00	55.00	35.00	20.00
300 times....	95.00	51.00	32.00	19.00

### MULTIPLE PACKAGE PLANS

	1 min.	30 sec.
10 spots per week.....	105.00	85.00
15 spots per week.....	150.00	123.00
20 spots per week.....	190.00	160.00
25 spots per week.....	225.00	193.00

### WEEKEND SATURATIONS

20 1-minute spots.....	120.00
20 station breaks.....	90.00

### STATION ID'S

10 per week.....	50.00	30 per week.....	120.00
20 per week.....	90.00		

### NEWS STRIPS

13 weeks per week.....	100.00	52 weeks, per week.....	80.00
26 weeks, per week.....	90.00		

### SPECIAL FEATURES

News Service—AP  
Local and national news on the hour.  
Sports—Carnegie Tech College football every Saturday.

### Participating Programs

"Bill Brant Show"—sign-on to 10:00 a.m.  
"Morton and Music"—3:30 p.m. to sign-off.  
Regular rates apply to all programs.

### Closing Time

Talks and continuity should be submitted 24 hours in advance.

## WMCK

(Established 1946)

## Mutual Affiliate

Rates effective October 1, 1958.

Rates received August 28, 1958.

Owned and operated by the Mon-Yough Broadcasting Company, Inc.

### Personnel

President—Robert M. Cox.  
General Manager—Sam Vidovic.  
Program Director—Pat Haley  
Sales Promotion Director—Sally Mossman.

### Representatives

Jack Masla & Co., Inc.

### Mailing Instructions

Business Office and Studio—516 Market St., McKeesport, Pa. Orchard 8-8888, Pittsburgh, Homestead 1-4221.  
Other Offices—513 Second Ave., Pittsburgh 19, Pa., HO 1-4221.

Transmitter—Lincoln Township, Pa.

### Wave—Power—Time

Operating power—1,000 watts.  
Frequency—1360 kilocycles.  
Directional—nighttime only.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: 5:00 a.m. to midnight.

### Agency Commission

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

### General Advertising

Affiliated with Mutual Broadcasting System.  
Accepts AAAA copyrighted contract.  
Rates are for national advertising and include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Beer and wine advertising only.  
No periods sold in bulk for resale.  
Length of commercial copy: NAB Standards.

### ANNOUNCEMENTS

	1 min.	30 sec.	15 sec.
1 time.....	6.60	4.70	3.50
13 times.....	6.30	4.50	3.40
26 times.....	6.00	4.30	3.30
52 times.....	5.70	4.10	3.20
104 times.....	5.40	3.90	3.10
300 or more times.....	4.50	3.45	2.70

8 seconds—50% of 15-second rate.

### Special Package Plan

300 time rates apply to 50 spots used within 10 days.

### PROGRAMS

	1 hr.	1/2 hr.	10 min.	5 min.
1 time....	80.00	52.50	30.00	22.50
13 times....	76.00	49.50	28.50	21.25
26 times....	72.00	46.50	27.00	20.00
52 times....	68.00	43.50	25.50	18.75
104 times....	64.00	40.50	24.00	17.50
300 times....	54.00	33.00	20.00	14.75

### SPECIAL FEATURES

News Service—UPI.  
5-minute newscasts from Mutual—every hour on the half-hour, 7:30 a.m. through 11:30 p.m. Monday through Saturday.

5-minute local newscasts—every hour on the hour, 7:00 a.m. through 11:00 p.m. Monday through Saturday.

"Sports" with Sam Vidovic—9:00 a.m. to 9:05 a.m. Complete high school sports. Regular rates plus 20%.  
"Caravan of Sports" with Neenie Campbell—6:15 p.m. to 6:30 p.m. Mutual collegiate game of the week. Regular rates plus 20%.

### Participating Programs

"TNT" with Pat Halcy—6:00 a.m. to 9:00 a.m. Monday through Saturday. Time, news, temperature.  
"Talk of the Town" with Sally Mossman—9:05 a.m. to 10:00 a.m. Monday through Saturday. Woman's program available to non-competitive advertisers.  
"Date with Kathy"—4:00 p.m. to 5:00 p.m. Monday through Friday; 12:30 p.m. to 3:30 p.m. Saturday.

### Foreign Language Programs

(Rates on Request)  
"Polka Music"—12:05 p.m. to 1:00 p.m.  
"Italian Music"—2:00 p.m. to 2:30 p.m.  
"German Hour"—4:00 p.m. to 5:00 p.m.  
"Rosary Hour"—5:00 p.m. to 6:00 p.m.  
"Hungarian Music"—3:35 p.m. to 4:00 p.m.

### POLITICAL

Regular rates apply, payable in advance.

### Closing Time

Programs close one week in advance of broadcast. Talks, programs, continuities, etc., must be submitted at least 24 hours in advance for review by program director.

## MEADVILLE (1 AM; 1 PM)

Crawford County—Map Location B-2

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

## WMGW

(Established 1947)



Rates effective April 1, 1957. (Card No. 2.)

Rates received April 29, 1957.

Revisions received September 3, 1957.

Owned and operated by Regional Broadcasters, Inc.

### Personnel

Station Manager—James H. Strickler.  
Commercial Manager—Frederick P. Tascone.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—First National Bank Bldg., Meadville, Pa., telephone 46-382, 61-111.  
Transmitter—Meadville, Pa.

### 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: 6:30 a.m. to 11:30 p.m.

### FM Facilities

Effective radiated power—10,000 watts.  
Frequency—100.3 megacycles on channel 262.  
Antenna height—585 feet above average terrain.

### Agency Commission

15% to recognized agencies; no cash discount. No discounts on talent or remote facilities. Bills due and payable 20th of month following broadcast.

### General Advertising

Accepts AAAA copyrighted contract.  
FM operated in conjunction with AM.  
The following rates are for national advertising.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

### PROGRAMS

Rates on request.

### ANNOUNCEMENTS

	1 min.	1 min.
1 time.....	6.00	104 times..... 5.00
13 times.....	5.75	156 times..... 4.75
26 times.....	5.50	260 times..... 4.50
52 times.....	5.25	

### SPECIAL FEATURES

News Service—AP.

## MEXICO

Juniata County—Map Location G-5

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

## WJUN

(Established 1955)

Rates effective September 1, 1955.

Rates received August 29, 1955.

Owned and operated by Lewistown Broadcasting Co., dba Juniata Perry Broadcasting Company.

### Personnel

General Manager—Thomas W. Metzger.  
Station Manager—Ralph S. Parker.

### Representatives

Burn-Smith Company, Incorporated.

### Mailing Instructions

Business Office, Studio and Transmitter—1/2 mile East of Mexico, Pa. Mifflintown 295.  
Mailing Address—P. O. Box 97, Mifflintown, Pa.

### Wave—Power—Time

Operating power—1,000 watts.  
Frequency—1220 kilocycles.  
Non-directional.  
Licensed to operate daytime only.

Operates on Eastern Standard Time.

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

### Agency Commission

15% to recognized agencies on time and talent; 2% cash discount—10 days.

### General Advertising

There is no charge for national advertising on WJUN when schedule is placed on WMRP, Lewistown, Pa. The following rates are for WJUN only.

	1 hr.	1/2 hr.	5 min.	1 min.	1/2 min.
1 time.....	35.00	24.00	14.50	7.25	4.00
13 times....	33.00	23.00	14.00	7.00	3.95
26 times....	31.00	22.00	13.50	6.75	3.90
52 times....	29.00	21.00	13.00	6.50	3.80
104 times....	27.00	20.00	12.50	6.25	3.70
312 times....	25.00	19.00	12.00	6.00	3.50

### SPECIAL FEATURES

News Service—AP. No extra charge.  
Participating Programs  
"Early Bird Show" and "Don's Den."

### POLITICAL

Regular rates apply.

## MILTON

Northumberland County—Map Location H-5

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

## WMLP

(Established 1955)

Rates effective September 1, 1955 (Card No. 1.)

Card received January 11, 1956.

Owned and operated by WMLP, Inc.

### Personnel

Sta. & Com'l Mgr.—John P. Foster.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—YMCA Bldg., Milton, Pa.  
Transmitter—1-1/2 miles southwest of Milton on Hwy. 15.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1570 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operating schedule: Local sunrise to sunset.

### Agency Commission

15% to recognized agencies; no cash discounts. Bills rendered and payable monthly.

### General Advertising

All time contracts for must be used within one year from starting date.

No periods sold in bulk for resale.

Advertisers co-operating in group broadcasts are required to make individual contracts subject to card rates and regulations.

Time of broadcasting subject to change to other periods on 28-day notice to accommodate network broadcasts in event that said broadcast periods are set aside for network use. Independent and service announcements may be moved to other periods if available and as arranged by station management upon 24-hours' notice.

Rates for periods longer than one hour are in exact proportion to the one-hour rate.

CLASS "A"

	1 hr.	1/2 hr.	*10 min.	*5 min.
1 time....	80.00	36.00	24.00	18.00
13 times....	57.00	34.20	22.80	17.10
26 times....	54.00	32.40	21.60	16.20
52 times....	51.00	30.60	20.40	15.30
104 times....	48.00	28.80	19.20	14.40
260 or more times.....	45.00	27.00	18.00	13.50

(\* Available in restricted periods.)

### ANNOUNCEMENTS

125 words participating or 50-word station break:

1 time.....	6.00	104 times.....	5.10
26 times.....	5.70	260 times.....	4.80
52 times.....	5.40	365 or more times....	4.50

### SPECIAL FEATURES

News Service—Charge of 10% additional on station time is made on all news programs.

### POLITICAL

Cash in advance.

### Closing Time

Two weeks in advance of program. Program material must be submitted one week in advance of broadcast date.

(Call letters not received)

(C.P. 1,000 watts, 1380 kc., days)

Williamsport Radio Broadcasting, Inc.

c/o W. W. Ott

330 Government Place

Williamsport, Pennsylvania

(C.P. is for Milton)

## MONTROSE

Susquehanna County—Map Location K-2

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

## WPEL

(Established 1953)

Owned and operated by Montrose Broadcasting Corp.

Frequency—1250 kilocycles.

Does not sell time.

(Call letters not received)

(C.P.—Class B-FM ERP 57,000 w. 96.5 mc.)

Montrose Broadcasting Corp.

35 Lake Ave.

Montrose, Penn.



# NANTICOKE

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

## WNAK

(Formerly WHWL)  
(Established 1946)

Rates effective January 1, 1959. (Card No. 2.)  
Rates received November 28, 1958.  
Owned and operated by Wyoming Radio, Inc.

### Personnel

Pres. & Gen'l Mgr.—E. D. McWilliams.  
Station Manager—Milton Laughlin.  
Assistant Manager—Bill Jones.  
Program Director—Bob Whitehead.

### Representatives

Forjue & Company, Inc.

### Mailing Instructions

Business Office and Studio—70 S. Main St., Wilkes-Barre, Pa., Valley 2-6108, 6109.  
Other Studios: 38 E. Main St., Nanticoke, Pa.  
Transmitter—On U.S. Highway No. 11, Plymouth Township.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—730 kilocycles.  
Non-directional.  
Licensed to operate daytime on Mexican 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 time only.  
Bills are rendered monthly. Talent and/or remote control charges to be separate with 10% commission deductible from talent; only.

### General Advertising

Accepts AAAA copyrighted contract.

BMI, ASCAP and SESAC licenses.

	1 hr.	1/2 hr.	5 min.
1 time.....	80.00	45.00	30.00
26 times.....	76.00	42.75	28.50
52 times.....	72.00	40.50	27.00
104 times.....	68.00	38.25	25.50
156 times.....	64.00	36.00	24.00
260 times.....	60.00	33.75	22.50

### ANNOUNCEMENTS

	1 min.	30 sec.	15 sec.
1 time.....	6.50	5.00	3.00
26 times.....	6.25	4.75	2.75
52 times.....	6.00	4.50	2.50
104 times.....	5.75	4.00	2.25
366 times.....	5.50	3.50	2.00
731 times.....	5.00	3.00	1.75

### Saturation and Package Plan

Rates on request.

### SPECIAL FEATURES

News Service—AP. Mobile news unit.  
Weather and sports.

### POLITICAL

Regular rates apply.

### TRANSCRIPTIONS

Library Service—World.

### Closing Time

Copy for programs must be received at least 24 hours prior to initial broadcast.

# NEW CASTLE

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

## WKST

(Established 1938)



Rates effective May 1, 1952. (Card No. 8.)  
Card received May 5, 1952.  
Owned and operated by WKST, Inc.

### Personnel

President—S. W. Townsend.

Manager—Harry Reith.

### Representatives

Everett-McKinney, Inc.

### Mailing Instructions

Business Office—First Federal Plaza, New Castle, Pa. Oliver 4-5501.  
Studios—New Castle and Ellwood City.  
Transmitter—3-1/2 miles southeast of New Castle, Pa.

### Wave—Power—Time

Operating power—1,000 watts.  
Frequency—1280 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time on regional channel.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: Sundays 8:15 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight.

### Agency Commission

15% to recognized advertising agencies; no cash discount. Invoices mailed 1st of month.

### General Advertising

For combination rates see Mutual Broadcasting System. All rates guaranteed for one year from date of contract. In case of cancellation, advertiser will be short rated according to actual broadcasts used. Accepts AAAA copyrighted contract with certain exceptions; modified contract forms available. 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 include music copyright fees.  
ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	5 min.	(*)	(†)
1 time.....	70.00	42.00	28.00	14.00	8.00
26 times.....	66.50	39.90	26.60	13.30	7.60
52 times.....	63.00	37.80	25.20	12.60	7.20
104 times.....	59.50	35.70	23.80	11.90	6.80
156 times.....	56.00	33.60	22.40	11.20	6.40
260 times.....	52.50	31.50	21.00	10.50	6.00
312 times.....	49.00	29.40	19.60	9.80	5.60

(\*) One minute transcription or 125 words.

(†) 30-second transcription or 60 words.

### SATURATION RATES

1-minute or less, run-of-schedule, single-week plans:  
20 or more per week, each..... 6.00  
30 or more per week, each..... 5.50  
40 or more per week, each..... 5.00

### SPECIAL FEATURES

News Service—UPI.  
Weather, time signals, temperature reports and market quotations. Package rates on request.

### POLITICAL

Regular rates apply, payable in advance.

### TRANSCRIPTIONS

Instantaneous reference recordings: 15 minutes or less, each 5.00; 30 minute programs, each 8.00; 60 minutes, each 15.00.  
Tape recordings: per six-inch reel, 10.00 each.

# NEW KENSINGTON—TARENTUM

Westmoreland County—Map Location C-6 and Allegheny County—Map Location B-5  
See SRDS consumer market map and data at beginning of the State.

## WKPA

(Established 1940)



Rates effective July 1, 1958. (Card No. 6.)  
Card received October 1, 1958.

Owned and operated by the Allegheny-Kiski Broadcasting Company.

### Personnel

General Manager—Melvin A. Goldberg.

Commercial Manager—Nelson Goldberg.

Program Director—Phil Brooks.

News Director—Michel Felack.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—810 5th Ave., New Kensington, Pa., Edison 7-3589.  
Other studio—321 Fifth Ave., Tarentum, Pa.  
Transmitter—Glassmere, Pa.

### Wave—Power—Time

Operating power—1,000 watts.  
Frequency—1150 kilocycles.  
Directional.  
Licensed to operate daytime on a regional channel.  
Operates on Eastern Time.  
Actual operating schedule: Sundays 9:00 a.m. to local sunset. Weekdays 6:45 a.m. to local sunset.

### Agency Commission

Agency commission 15% to recognized advertising agencies on station time only. No cash discount. Bills rendered first time of broadcast and due 20 days after broadcast.

### General Advertising

Accepts AAAA copyrighted contract.  
Rates include charges by owners of music copyrights. The following rates are for national advertising:  
1 hr. 1/2 hr. 1/4 hr. 5 min. 1 min. 30 sec.  
1 time..... 80.00 45.00 30.00 18.00 8.00 6.00  
26 times..... 76.00 42.00 28.00 16.20 7.20 5.40  
52 times..... 72.00 40.00 27.00 15.30 6.80 5.10  
104 times..... 68.00 38.00 25.00 14.40 6.40 4.80  
300 times..... 60.00 33.00 22.00 13.50 6.00 4.50

### WEEKLY PACKAGES

(1-minute announcements)  
Per week:  
20 times..... 100.00 40 times..... 180.00  
"TNT"

(Time, Newsheadlines, Temperature on the 1/2 hour)  
Per week:  
6 times..... 45.00 18 times..... 108.00  
12 times..... 80.00

### DISCOUNTS

Frequency discounts are based on number used during a 12 month period and become effective from beginning of service. Announcements and programs of five minutes or longer cannot be combined for frequency discount.

### SPECIAL FEATURES

News Service—AP.

### POLITICAL RATES

Regular rates apply.

### Closing Time

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

# NORRISTOWN

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

## WNAR

(Established 1946)



Rates effective March 1, 1956.

Rates received February 13, 1956.

Owned and operated by Norristown Broadcasting Co.

### Personnel

President—N. Joe Rahall.

General Manager—Ogden R. Davies.

Station & Nat'l Sales Mgr.—John M. Banzhoff.

Local Sales Manager—Donald L. Jones.

### Representatives

Weed & Company.

### Mailing Instructions

Mailing Address—P. O. Box 431, Norristown, Pa.  
Business Office, Studio and Transmitter—Old Arch Road, Norristown, Pa.

# PENNSYLVANIA

### Wave—Power—Time

Operating power—500 watts days.  
Frequency—1110 kilocycles.  
Non-directional.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: Sunrise to local sunset.

### Agency Commission

Agency commission 15%; no cash discount.

### General Advertising

Maximum contract one year. All programs, transcriptions and announcements subject to station approval. The following rates are for national advertising.

	1 hr.	1/2 hr.
1 time.....	105.00	55.00
13 times.....	99.75	53.62
26 times.....	94.50	52.25
52 times.....	84.00	50.40
104 times.....	78.75	48.00
208 times.....	76.12	45.88
312 times.....	73.50	44.10

1/4 hour, 10 minute and five minute rates on request.

Spot rates:	125 words	60 words
1 time.....	10.00	8.00
13 times.....	9.60	7.70
26 times.....	9.20	7.40
52 times.....	8.80	7.10
156 times.....	8.40	6.80
260 times.....	8.00	6.50
312 times.....	7.60	6.30

### CONTRACT RATES

1/4 hour show, Monday through Saturday, per week.....	100.00
1/4 hour show, one per week.....	20.00
10 minute show, Monday through Saturday, per week.....	80.00
5 minute show, Monday through Saturday, per week.....	45.00

### COMBINATION RATES

Discounts on above rates for national spot advertisers using Raball stations: WKAP, Allentown, Pa.; WNAR, Norristown, Pa.; WTSP, St. Petersburg, Fla.; WWRN, 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

News Service—AP.  
News—Leased wire services available.  
Play by play sports broadcast in season.  
Baseball, football, boxing and basketball—rates on request.

### POLITICAL

Payable in advance.

### Closing Time

Five days in advance.

# POWER REFERENCES REFLECT CURRENT OPERATION

Changes in radio station operating 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 permits 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 "target dates" estimating final completion of facilities under construction are included in *Spot Radio Rates and Data* listings.

3B-13

# PENNSYLVANIA

## OIL CITY

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

### WKRZ

(Established 1915)

Rates effective \_\_\_\_\_  
Rates received June 9, 1958.  
Owned and operated by WKRZ, Inc.

**Personnel**  
General Manager—Kenneth E. Rennekamp.  
Station Manager—Edward Erickson.

**Representatives**  
None.

#### Mailing Instructions

Business Office and Studio—Broadcast Bldg., Rich Hill, Oil City, Pa. Phone 8-0355 and 4-1269.  
Other offices—513 Berger Bldg., Pittsburgh, Pa., Atlantic 1-1365.  
First National Bank Bldg., Franklin, Pa. Idlewood 2-8818.  
Transmitter—Rich Hill, Oil City, Pa.

#### Wave—Power—Time

Operating power—250 watts.  
Frequency—1340 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 6:00 a.m. to 12:00 midnight.

#### Agency Commission

15% to all recognized advertising agencies; no cash discount.

#### General Advertising

Affiliated with NBC (Basic Group).  
Affiliated with Keystone Network.  
The following rates are for national advertising.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Spots
1 time....	40.00	20.00	10.00	7.00	5.70
13 times..	37.50	18.50	9.00	6.50	5.40
26 times..	37.50	18.50	9.00	6.50	5.10
52 times..	35.00	17.50	8.50	5.75	4.80
104 times..	34.00	17.00	8.50	5.75	4.50
312 times..	33.00	16.50	8.50	5.75	4.10

#### PACKAGE RATE

Special package rate for WKRZ plus WOTR, Carry on request.

#### SPECIAL FEATURES

News Service—AP.  
News broadcasts: Add 10% of time rate for news service.  
Baseball, football and basketball broadcasts—rates on request.  
Time Signals—30 per week, 30.00.  
Ten words of copy plus time.  
POLITICAL  
No discount. Payable in advance.

## PHILADELPHIA (11 AM; 7 PM)

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

### WCAU

(Established 1922)

**CBS Owned**



Rates effective March 1, 1958. (Card No. 32.)  
Card received January 15, 1958.  
Owned and operated by CBS Radio, a division of Columbia Broadcasting System, Inc.

#### Personnel

Managing Director—Donald W. Thornburgh.  
General Manager—Joseph T. Connolly.  
Sales Manager—John S. de Russy.  
Sales Promotion Manager—Fred Birnbaum.

#### Representatives

CBS Radio Spot Sales (all territory other than Philadelphia.)

#### Mailing Instructions

Business Office and Studio—City and Monument Aves., Philadelphia 31, Pa., Greenwood 7-8300.  
Address all program and advertising copy to Sales Service Manager, WCAU Radio, City Line and Monument Rd., Philadelphia 31, Pa.  
Transmitter—Moorestown Township, N. J.

#### Wave—Power—Time

Operating power—50,000 watts.  
Frequency—1210 kilocycles.  
Non-directional.  
Licensed to operate full time non-directional.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 24 hours daily, except Monday, when station is off the air from 1:05 a.m. to 5:00 a.m.

#### Agency Commission

15% to recognized agencies on net charges for station time. Time rates stipulated already reflect a 2% cash discount allowed if said payments are made on or before the 15th day of the month following broadcasts. If payments are not made on or before the said day, the 2% cash discount will be disallowed and added to the sum due before the agency commission.

#### General Advertising

For combination rates see CBS Radio Network (Basic Network).  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Contracts for programs of 5 minutes or longer for 13 or more weeks acceptable 60 days in advance of initial broadcast. All other contracts are acceptable 30 days in advance of initial broadcast.

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. Maximum length of contract 1 year.

The contract year extends from the date of 1st broadcast under a given contract forward for 52 weeks. Non-cancellable contracts earn all applicable discounts from start of service.

Advertisers continuing beyond 52 weeks will be allowed all applicable discounts from date of renewal so long as there is no lapse. In the event of any reduction in schedule, the rate which the schedule projected for 52 weeks would earn will be allowed. 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.

Length of commercial copy—NAB Standards:

Announcements:  
1 minute (125 words live).....60 seconds  
30 seconds (60 words live).....30 seconds  
Station breaks (50 words live).....20 seconds  
ID's (20 words live).....10 seconds  
ID's (15 words live).....7 seconds

#### RATE CLASSIFICATIONS

Announcements and Programs  
Class "A"—7:00 a.m. to 9:00 a.m. and 5:00 p.m. to 7:00 p.m. Monday through Friday.  
Class "B"—6:30 a.m. to 7:00 a.m.; 9:00 a.m. to 5:00 p.m. and 7:00 p.m. to 8:00 p.m. Monday through Friday; 11:00 a.m. to 8:00 p.m. Saturday and Sunday.  
Class "C"—5:00 a.m. to 6:30 a.m. Monday through Friday; 5:00 a.m. to 11:00 a.m. Saturday and Sunday; 8:00 p.m. to midnight Sunday through Saturday.

#### 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 Section II or III to earn lower rates. Purchase of 10 or more units per week earn an additional 10% discount.

#### 1-25 Consecutive Weeks

	Days per week				
	1 or 2	3 or 4	5	6	7
<b>1 hour:</b>					
A .....	500.	480.	460.	440.	420.
B .....	400.	384.	368.	352.	336.
C .....	300.	288.	276.	264.	252.
<b>1/2 hour:</b>					
A .....	300.	288.	276.	264.	252.
B .....	240.	230.	221.	211.	202.
C .....	180.	173.	166.	158.	151.
<b>1/4 hour:</b>					
A .....	200.	192.	184.	176.	168.
B .....	160.	154.	147.	141.	134.
C .....	120.	115.	110.	106.	101.
<b>10 minutes:</b>					
A .....	150.	144.	138.	132.	126.
B .....	120.	115.	110.	106.	101.
C .....	90.	86.	83.	79.	76.
<b>5 minutes:</b>					
A .....	100.	96.	92.	88.	84.
B .....	80.	77.	74.	70.	67.
C .....	60.	58.	55.	53.	50.

#### 26-51 Consecutive Weeks

<b>1 hour:</b>					
A .....	470.	451.	432.	414.	395.
B .....	376.	361.	346.	331.	316.
C .....	282.	271.	259.	248.	237.
<b>1/2 hour:</b>					
A .....	282.	271.	259.	248.	237.
B .....	226.	217.	208.	199.	190.
C .....	169.	162.	155.	149.	142.
<b>1/4 hour:</b>					
A .....	188.	180.	173.	165.	158.
B .....	150.	144.	138.	132.	126.
C .....	113.	108.	104.	99.	95.
<b>10 minutes:</b>					
A .....	141.	135.	130.	124.	118.
B .....	113.	108.	104.	99.	95.
C .....	85.	82.	78.	75.	71.
<b>5 minutes:</b>					
A .....	94.	90.	86.	83.	79.
B .....	75.	72.	69.	66.	63.
C .....	56.	54.	52.	49.	47.

#### 52 Consecutive Weeks

<b>1 hour:</b>					
A .....	440.	422.	405.	387.	370.
B .....	352.	338.	324.	310.	296.
C .....	264.	253.	243.	232.	222.
<b>1/2 hour:</b>					
A .....	264.	253.	243.	232.	222.
B .....	211.	203.	194.	186.	177.
C .....	158.	152.	145.	139.	133.
<b>1/4 hour:</b>					
A .....	176.	169.	162.	155.	148.
B .....	141.	135.	130.	124.	118.
C .....	106.	102.	98.	93.	89.
<b>10 minutes:</b>					
A .....	132.	127.	121.	116.	111.
B .....	106.	102.	98.	93.	89.
C .....	79.	76.	73.	70.	66.
<b>5 minutes:</b>					
A .....	88.	84.	81.	77.	74.
B .....	70.	67.	64.	62.	59.
C .....	53.	51.	49.	47.	45.

#### SECTION II

(All rates quoted are net dollar cost per unit)

#### ANNOUNCEMENTS AND ANNOUNCEMENT PACKAGES

NOTE: 1-minute station breaks and 30-second announcements and participations (see note under Special Features) may combine with each other to earn lower rates. 7-second announcements combined only with 10-second announcements when available to earn lower rates. Announcements scheduled where the rate changes take the higher rate. Announcements scheduled between 7:00 a.m. to 9:00 a.m. Monday through Friday do not earn times-per-week discounts. In computing Weekend Packages, use the 20-times-per-week column for packages of 10; the 40-times-per-week column for packages of 20 in the appropriate rate table. Rates for 10-second announcements available on request.

#### 1-59 Times Per Year

	Times per week			
	1 ti.	10 ti.	*20 ti.	†40 ti.
<b>1-minute, 125 words live or transcribed:</b>				
A .....	80.	72.	64.	60.
B .....	63.	57.	50.	47.
C .....	40.	36.	32.	30.
<b>Station breaks, 50 words live or 20 seconds transcribed:</b>				
A .....	65.	59.	52.	49.
B .....	55.	50.	44.	41.
C .....	35.	32.	28.	26.
<b>30-seconds, 65 words live or 30-seconds transcribed:</b>				
A .....	60.	54.	48.	45.
B .....	45.	41.	36.	34.
C .....	35.	32.	28.	26.
<b>7-seconds or 15 words live:</b>				
A .....	35.	32.	28.	26.
B .....	25.	23.	20.	19.
C .....	20.	18.	16.	15.

(\*) and (†) See Weekend Packages.

#### 60-119 Times Per Year

	Times per week			
	1 ti.	10 ti.	20 ti.	40 ti.
<b>1-minute:</b>				
A .....	76.	68.	61.	57.
B .....	60.	54.	48.	45.
C .....	38.	34.	30.	29.
<b>Station breaks:</b>				
A .....	62.	56.	50.	47.
B .....	52.	47.	42.	39.
C .....	33.	30.	26.	25.
<b>30-seconds:</b>				
A .....	57.	51.	46.	43.
B .....	43.	39.	34.	32.
C .....	33.	30.	26.	25.
<b>7-seconds:</b>				
A .....	33.	30.	26.	25.
B .....	24.	22.	19.	18.
C .....	19.	17.	15.	14.

#### 120-239 Times Per Year

<b>1-minute:</b>				
A .....	72.	65.	58.	54.
B .....	57.	51.	46.	43.
C .....	36.	32.	29.	27.
<b>Station breaks:</b>				
A .....	59.	53.	47.	44.
B .....	50.	45.	40.	38.
C .....	32.	29.	26.	24.
<b>30-seconds:</b>				
A .....	54.	49.	43.	41.
B .....	41.	37.	33.	31.
C .....	32.	29.	26.	24.
<b>7-seconds:</b>				
A .....	32.	29.	26.	24.
B .....	23.	21.	18.	17.
C .....	18.	16.	14.	13.

#### 240-499 Times Per Year

<b>1-minute:</b>				
A .....	68.	61.	54.	51.
B .....	54.	49.	43.	41.
C .....	34.	31.	27.	26.
<b>Station breaks:</b>				
A .....	55.	50.	44.	41.
B .....	47.	42.	38.	35.
C .....	30.	27.	24.	23.
<b>30-seconds:</b>				
A .....	51.	46.	41.	38.
B .....	38.	34.	30.	29.
C .....	30.	27.	24.	23.
<b>7-seconds:</b>				
A .....	30.	27.	24.	23.
B .....	21.	19.	17.	16.
C .....	17.	15.	14.	13.

#### 500-999 Times Per Year

	Times per week			
	1 ti.	10 ti.	*20 ti.	†40 ti.
<b>1-minute:</b>				
A .....	64.	58.	51.	48.
B .....	50.	45.	40.	38.
C .....	32.	29.	26.	24.
<b>Station breaks:</b>				
A .....	52.	47.	42.	39.
B .....	44.	40.	35.	33.
C .....	28.	25.	22.	21.
<b>30-seconds:</b>				
A .....	48.	43.	38.	36.
B .....	36.	32.	29.	27.
C .....	28.	25.	22.	21.
<b>7-seconds:</b>				
A .....	28.	25.	22.	21.
B .....	20.	18.	16.	15.
C .....	16.	14.	13.	12.

#### 1,000 or More Times Per Year

<b>1-minute:</b>				
A .....	60.	54.	48.	45.
B .....	47.			

Philadelphia—WCAU—Continued

Full participation:  
 3 afternoons and 3 mornings, per week..... 375.00  
 2 mornings, 2 afternoons and 2 evenings,  
 per week..... 360.00  
 1/2 participation:  
 2 afternoons and 1 morning alternating with  
 2 mornings and 1 afternoon, per week..... 205.00  
 1 morning, 1 afternoon, 1 evening, per week 200.00  
 Group II:  
 For Women Only with Greighton Stewart—12:15 p.m.  
 to 12:30 p.m. and 2:45 p.m. to 3:00 p.m. Monday  
 through Friday. Participations: Full 1/2  
 1 or 2 per week..... 75.00 60.00  
 3 per week..... 72.00 58.00  
 5 per week..... 69.00 55.00  
 Full participation may be 1-1/2 minutes at Stewart's  
 discretion. They may be combined with other an-  
 nouncements to earn times-per-year discounts. Part-  
 icipations in For Women Only may count numerically  
 as part of Weekly Packages. If so called, Class "A"  
 minute and 30-second rates listed in Section II will  
 be used in place of the rates listed.  
 Group III:  
 Rural Digest with Hugh Ferguson—5:45 a.m. to 6:15  
 a.m. Monday through Saturday.  
 1 or 2 participations per week, each..... 50.00  
 3 participations per week, each..... 48.00  
 5 participations per week, each..... 46.00  
 Farm and crop news, markets, weather service. Part-  
 icipations may be combined with other announce-  
 ments to earn times-per-year discounts only.  
 Group IV:  
 All Night Watch—12:30 a.m. to 5:45 a.m. Monday  
 through Saturday. Pops, concert music and news,  
 weather, traffic and road conditions featured. Sold in  
 program segments or in any of the announcement  
 classifications in Section II. Rates on request.  
 Group V:  
 Weekend Packages—6:00 p.m. Friday to midnight  
 Sunday.  
 NOTE: These special weekend packages may not be  
 combined with any other facilities except to earn  
 times-per-year discounts.  
 A minimum of 10 announcements per weekend earns  
 20% discount—(see (\*) in announcement table).  
 A minimum of 20 announcements per weekend earns  
 35% discount (see (†) in announcement table).  
 Station time during a weekend as available:  
 1 hour..... 250.00 2 hours..... 450.00

SERVICE FACILITIES

News Service—UPI and AP. Local coverage from  
 newsrooms of the Philadelphia Bulletin.  
 Instantaneous Reference Recordings: available at a  
 charge of 20.00, each, net, per 15-minute unit or  
 less, plus shipping charges.  
 Remote broadcasts—rates on request.  
 TRANSCRIPTIONS  
 Service charge of 10% net of gross time rate is  
 applicable on all transcribed or musical programs.  
 POLITICAL  
 Broadcasts will be accepted according to provisions  
 for such broadcasts established by the station. De-  
 tails available on request. Regular time rates apply.  
 Closing Time  
 48 hours prior to broadcast (exclusive of Saturday,  
 Sunday and holidays).

WDAS

(Established 1922)

Rates effective February 1, 1958.  
 Rates received January 3, 1958.  
 Owned and operated by Max M. Leon, Inc.  
**Personnel**  
 President—Max M. Leon.  
 Exec. Vice Pres. & Gen'l Mgr.—Robert A. Klein.  
 Commercial Manager—William H. Vogt.  
 Nat'l Sales Mgr.—Alexander S. Klein.  
 Program Director—Jerry Grove.  
**Representatives**  
 John E. Pearson Company.  
**Mailing Instructions**  
 Business Office, Studio and Transmitter — WDAS  
 Bldg., Belmont Ave. and Edgely Rd., Philadelphia  
 31, Pa.  
**Wave—Power—Time**  
 Operating power—1,000 watts.  
 Frequency—1430 kilocycles.  
 Directional.  
 Licensed to operate full time.  
 Operates on Eastern Time.  
**Agency Commission**  
 15% to recognized agencies on station time; no cash  
 discount. No commission on program talent or ser-  
 vice charges. Bills due when rendered; without prior  
 credit approval cash must be paid in advance.  
**General Advertising**  
 The following rates are for national advertising and  
 do not include talent costs.  
 Announcements and programs cannot be combined to  
 earn larger discounts.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Advertising of alcoholic beverages other than beer or  
 wine not accepted.  
**Length of commercial copy:**  
 5 minutes..... 1:30 minutes  
 10 minutes..... 2:00 minutes  
 15 minutes..... 3:00 minutes  
 30 minutes..... 5:00 minutes  
 60 minutes..... 8:00 minutes  
 1 hr. 125.00 1/2 hr. 75.00 1/4 hr. 50.00 10 min. 37.50 5 min. 25.00  
 13 times 120.00 71.50 47.50 36.00 24.00  
 26 times 115.00 68.00 45.00 34.50 23.00  
 52 times 110.00 64.50 42.50 33.00 22.00  
 104 times 105.00 61.00 40.00 31.50 21.00  
 208 times 100.00 57.50 37.50 30.00 20.00  
 312 times 95.00 54.00 35.00 28.50 19.00  
 450 times 90.00 50.50 32.50 27.00 18.00  
 600 times 85.00 47.00 30.00 25.50 17.00

PROGRAM DISCOUNTS

13 weeks..... 2-1/2% 39 weeks..... 7-1/2%  
 26 weeks..... 5% 52 weeks..... 10%

ANNOUNCEMENTS

(Anchored spots and fixed adjacencies)  
 (\*) (\*) (\$) (†)  
 1 time..... 15.00 12.00 9.00  
 13 times..... 14.25 11.40 8.55  
 26 times..... 13.50 10.80 8.10  
 52 times..... 12.75 10.20 7.65  
 104 times..... 12.00 9.60 7.20  
 208 times..... 11.25 9.00 6.75  
 312 times..... 10.50 8.40 6.30  
 450 times..... 9.75 7.80 5.85  
 600 times..... 9.00 7.20 5.40  
 1,040 times..... 8.50 6.60 4.95  
 (\*) One minute transcribed or 135 words live.  
 (†) 1/2 minute transcribed or 65 words live.  
 (\$) 15 seconds or less transcribed or 30 words live.

PACKAGE RATES

"Weekly Floating Package Plans"  
 Per week  
 One minute: 1 wk. 13 wks. 26 wks. 52 wks.  
 10 times..... 107.55 99.45 96.80 86.00  
 12 times..... 127.65 118.10 114.90 102.10  
 15 times..... 157.85 146.00 142.05 126.25  
 18 times..... 186.30 172.35 167.65 149.05  
 24 times..... 241.50 223.40 217.85 193.20  
 30 times..... 293.25 271.25 263.95 234.60  
 36 times..... 342.70 317.00 308.45 274.15  
 42 times..... 386.40 357.40 347.75 309.10  
 48 times..... 427.80 395.70 385.00 342.25  
 54 times..... 465.75 433.10 419.20 372.60  
 60 times..... 500.25 462.75 450.25 400.20  
 66 times..... 531.30 491.45 478.15 425.05  
 72 times..... 558.90 516.95 503.00 447.10

SPECIAL FEATURES

News Service—AP and local.  
 Newscasts, time signals, temperature and weather  
 reports, details on request.  
 Merchandising plans expenditure requirements and  
 details available on request.  
 Negro Market Participating Programs  
 Monday through Saturday:  
 "A New Day" with Randy Dixon—5:00 a.m. to 6:00  
 a.m. Spirituals.  
 "Give Us This Day" with Kae Williams—6:00 a.m.  
 to 7:00 a.m.  
 "Ebony Hall of Fame" with Kae Williams—7:00 a.m.  
 to 10:00 a.m. Rhythm and blues.  
 "Morning Time" with Bernice Thompson—10:00 a.m.  
 to 11:30 a.m.  
 "Morning Time Meditations" with Bernice Thompson  
 —11:30 a.m. to noon.  
 "The Negro World" with Randy Dixon—noon to 12:10  
 p.m. and 6:00 p.m. to 6:15 p.m. News.  
 "Luncheon with Bernice and Kae"—12:05 p.m. to  
 2:00 p.m.  
 "The R & B Club" with Cannonball—2:00 p.m.  
 to 3:30 p.m.  
 "Jocko's Rocket Ship" with Jocko—3:30 p.m. to 5:00  
 p.m.; 6:15 p.m. to 7:00 p.m.  
 "The Big Swing Ship" with Georgie Woods—5:00  
 p.m. to 6:00 p.m.; 7:00 p.m. to 11:00 p.m.  
 "The Big Cannonball" with Julian Graham—11:00  
 p.m. to 12:30 a.m.  
 "Quaker City Beat" with Art Peters—9:00 a.m. to  
 9:05 a.m. and 12:55 a.m. to 1:05 a.m.  
 Sundays:  
 "Spirituals" with Kae Williams—8:00 a.m. 9:00 a.m.  
 "Spirituals for Sunday Morning" with Bernice Thomp-  
 son—10:30 a.m. to 11:00 a.m.  
 "The Billy DuFree Show" with Billy DuFree—2:00  
 p.m. to 5:00 p.m.  
 "Opus in Jazz" with Del Shields—12:30 a.m. to 2:00  
 p.m.  
 "Sunday Evening Spirituals" with Bernice Thompson  
 —11:15 p.m. to midnight.

PENNSYLVANIA

WFIL

(Established 1922)

A Triangle Station  
 THE JOHN BLAIR  
 REPRESENTED STATION



Rates effective August 1, 1958. (Card No. 28.)  
 Rates received July 3, 1958.  
 Operated by (Radio—Television Division) Triangle  
 Publications, Inc.  
**Personnel**  
 General Manager—Roger W. Clapp.  
 Station Manager—George A. Koehler.  
 Dir. of Radio Sales & Prog.—Clyde R. Spitzner.  
 General Sales Manager—Kenneth W. Stowman.  
 Director of National Sales—Edward H. Benedict.  
 485 Lexington Ave., New York, N. Y., Oxford  
 7-9736.  
**Representatives** John Blair & Company.  
**Mailing Instructions**  
 All departments—Connie Day, 46th and Market Sts.,  
 Philadelphia 39, Pa., Evergreen 2-4700, TWX PH  
 670.  
 Transmitter—Whitemarsh Township, Philadelphia, Pa.  
**Wave—Power—Time**  
 Operating power—5,000 watts.  
 Frequency—560 kilocycles.  
 Directional—separate patterns, day and night.  
 Licensed to operate full time.  
 Operates on Eastern Time.  
 Daylight Saving Time observed.  
 Operating schedule: Sundays 8:00 a.m. to 1:00 a.m.,  
 week days 5:30 a.m. to 1:00 a.m.

F M Facilities

Operating power—10,000 watts.  
 Frequency—102.1 megacycles, Class B.  
 Antenna height—909-3/4 feet 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 net time charges; no  
 cash discount. Bills are due and payable by the tenth  
 of the month following date of invoice.

General Advertising

For combination rates see ABC Radio.  
 Maximum length of contract—1 year.  
 Where cancellation privileges exist, programs may be  
 cancelled 28 days after notice; announcements, 14  
 days.  
 Station reserves the right to change its rates effec-  
 tive on such date as it may announce. In the event  
 of revision of station rates, advertisers using facili-  
 ties on the effective date of any rate increase will  
 be protected on time rates quoted herein for a max-  
 imum period of 6 consecutive months on schedules  
 continuing without interruption.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Length of copy may not exceed copy limits specified  
 by the code of the NAB.  
 All program material and commercial copy are sub-  
 ject to the approval of the station.

ANNOUNCEMENTS

(6:00 a.m. to 10:00 a.m. Monday through Saturday)  
 Flat  
 1 minute: Fixed (\*)  
 6 weekly, staggered, 1 per day..... 52.00  
 Less than 6, staggered, 1 per day..... 60.00  
 Specified position..... 75.00  
 (4:00 p.m. to 7:00 p.m. Monday through Friday):  
 5 weekly, 1 per day..... 35.00  
 Less than 5 weekly..... 40.00  
 1 weekly..... 50.00  
 (10:00 a.m. to 4:00 p.m. Monday through Friday):  
 5 weekly, 1 per day..... 30.00  
 Less than 5 weekly, 1 per day..... 35.00  
 1 weekly..... 40.00  
 (7:00 p.m. to 6:00 a.m. Monday through Friday; after  
 10:00 a.m. Saturday; all day Sunday):  
 5 weekly, 1 per day..... 20.00  
 Less than 5 weekly, 1 per day..... 22.00  
 1 weekly..... 25.00

IMPACT PLANS

(10:00 a.m. to 4:00 p.m. Monday through Friday):  
 Fixed (\*)  
 12 announcements weekly..... 28.00 21.00  
 24 announcements weekly..... 26.00 20.00  
 48 announcements weekly..... 24.00 18.00  
 96 announcements weekly..... 20.00 15.00  
 (7:00 p.m. to 6:00 a.m. Monday through Friday; after  
 10:00 a.m. Saturday; all day Sunday):  
 12 announcements weekly..... 18.00 14.00  
 24 announcements weekly..... 17.00 13.00  
 48 announcements weekly..... 16.00 12.00  
 96 announcements weekly..... 15.00 11.00  
 (\*) Schedules at discretion of station by days of  
 the week and between hours designated.

Impact Plans may be scheduled in 6:00 a.m. to 10:00  
 a.m. Monday through Saturday and 4:00 p.m. to 7:00  
 p.m. Monday through Friday, at the applicable rates  
 for these periods. Since these announcements may  
 count toward Impact Plan frequency, the balance of  
 the schedule will be sold at pro-rata the Impact Plan  
 rate.

PROGRAMS

(9:00 a.m. to 8:00 p.m.)  
 1/2 hour..... 210.00 10 minutes..... 105.00  
 1/4 hour..... 140.00 5 minutes..... 70.00  
 (8:00 p.m. to sign-off)  
 1/2 hour..... 105.00 10 minutes..... 52.50  
 1/4 hour..... 70.00 5 minutes..... 35.00  
 Discounts  
 26 weeks..... 5% 52 weeks..... 10%

SPECIAL FEATURES  
 ID'S AND/OR TIME, TEMPERATURE AND  
 WEATHER SIGNALS

(6-seconds transcribed or 12 words)  
 50% applicable 1-minute rate. ID's and Time, Tem-  
 perature and Weather Signals may not be combined  
 with other broadcast services for the purpose of estab-  
 lishing frequency discounts on either the ID's, the  
 Time, Temperature and Weather Signals or the other  
 broadcast service.

(This listing continued on next page)

ONLY WAMS  
 SELLS WILMINGTON



PULSE - JULY '58

Wilmington Metro Area

SHARE OF AUDIENCE

	6 A.M. to Noon	NOON to 6 P.M.	1/4 Hour Firsts
<b>WAMS</b>	<b>31</b>	<b>31</b>	<b>43</b>
Station V	26	21	3
Station W	11	12	0
Station X	10	12	0
Phila. Y	5	7	0
Phila. Z	5	5	0
Others	13	11	0

EFFECTIVE SELLING CANNOT BE REPLACED  
 BY IMPLIED COVERAGE

Phila. Agencies call Dick Lee collect at WAMS

Represented by

ROBERT E. EASTMAN CO., Inc.

NEW YORK • CHICAGO • SAN FRANCISCO



# PENNSYLVANIA

## Philadelphia—W F I L—Continued

5 MINUTE NEWSCASTS (6:00 a.m. to 10:00 a.m. Monday through Saturday):		
	Each	Per wk.
6 weekly, 1 per day.....	90.00	540.00
Less than 6 weekly.....	100.00	
(3:55 p.m. to 7:00 p.m. Monday through Friday):		
5 weekly, 1 per day.....	45.00	225.00
Less than 5 weekly.....	50.00	
(10:00 a.m. to 3:55 p.m.; 7:00 p.m. to 6:00 a.m. Monday through Friday; after 10:00 a.m. Saturday; all day Sunday):		
5 weekly, 1 per day.....	30.00	150.00
Less than 5 weekly.....	35.00	
14 5-minute programs, run-of-schedule.....		350.00
Minimum contract—4 weeks firm.		

### RENEWALS

All renewals must be received 14 days prior to expiration to retain existing schedule or portion thereof.

### POLITICAL

Regular rates apply; cash in advance.

### Closing Time

No changes in broadcast material or facilities will be accepted later than 48 hours preceding program 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.  
Dir. of Nat'l Sales—Edward H. Benedict.  
Dir. of Pub. Rel. & Prog.—John D. Scheuer.  
Director of Engineering—Henry E. Rhea.  
Business Manager—John C. Harlan.  
Chief Statistician—Richard W. Gideon.

## W F I L-FM

(Established 1941)

Rates effective July 1, 1957. (Card No. 2.)

Rates received August 16, 1957.

Radio and Television Division, Triangle Publications, Inc.

### Personnel

General Manager—Roger W. Clipp.  
Station Manager—Joseph J. Novenson.  
Program Director—Alfred I. Rosenthal.  
Director of National Sales—Edward H. Benedict.  
485 Lexington Ave., New York 17, N.Y. Oxford 7-9736.

### Representatives

None.

### Wave—Power—Time

Effective radiated power—10,000 watts.  
Frequency—102.1 megacycles.  
Antenna height—397 feet above average terrain.  
Operating schedule: 6:00 p.m. to midnight Monday through Sunday.

### General Advertising

Time sold in blocks of one hour daily, rotating, 5 days per week, in firm 13 week cycles, flat, per week, 300.00. No spot announcements sold. No program segments other than one hour daily are sold.

## W F L N

(Established 1949)



Rates effective March 14, 1958.

Rates received February 3, 1958.

Owned and operated by Franklin Broadcasting Co.

### Personnel

President—L. M. C. Smith.  
Vice-Pres. & Gen'l Mgr.—Raymond S. Green.  
Commercial Manager—Joseph C. Winkler.

### Representatives

Good Music Broadcasters.

### Mailing Instructions

Business Office and Studio—8200 Ridge Ave., Philadelphia 28, Pa., Ivy Ridge 2-6000.  
AM Transmitter—65th St. & Essington Ave., Philadelphia, Pa.  
FM Transmitter—8200 Ridge Ave., Philadelphia 28, Pa.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—900 kilocycles.  
Directional.  
Licensed to operate days.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: local sunrise to sunset.

### FM Facilities

Effective radiated power—20,000 watts.  
Frequency—95.7 megacycles; channel 239; Class B.  
Antenna height—490 feet above average terrain.  
Licensed to operate unlimited time.  
Operating Schedule: 7:00 a.m. to 12:05 a.m. week days; 8:00 a.m. to 12:05 a.m. Sunday.

### Agency Commission

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

### General Advertising

Affiliated with GMB—Good Music Broadcasters.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Maximum length of contract 52 weeks.  
Length of copy must not exceed limits specified by the code of NAB.

In the event of revision of station rates or discounts, any continuous broadcast under contract may be extended at the rates and discounts herein shown without penalty of short rates or loss of discounts on previous broadcasts for a period of not more than 26 weeks from the effective date of such revision.

Frequency discounts are allowed retroactively on the total number of broadcasts within 52 weeks. If the contract is renewed for identical service without interruption, beyond a 52-week period, the same earned discount will be allowed for the duration of such extended uninterrupted service as the discount for previous 52-week term.

## PROGRAMS

1 hour.....	150.00	142.50	135.00	127.50	120.00	112.50
55 minutes.....	135.00	128.00	121.50	115.00	108.00	101.25
1/2 hour.....	90.00	85.50	81.00	76.50	72.00	67.50
25 minutes.....	81.00	77.00	73.00	69.00	65.00	60.00
1/4 hour.....	60.00	57.00	54.00	51.00	48.00	45.00
10 minutes.....	45.00	42.75	40.50	38.25	36.00	33.75
5 minutes.....	30.00	28.50	27.00	25.50	24.00	22.50

## ANNOUNCEMENTS

1 time.....	20.00	10.00	156 times	14.00	7.00
13 times.....	19.00	9.50	260 times	13.00	6.50
26 times.....	18.00	9.00	312 times	12.00	6.00
39 times.....	17.00	8.50	624 times	11.00	5.50
52 times.....	16.00	8.00	1000 times	10.00	5.00
104 times.....	15.00	7.50			
(*) 30-seconds or less.					

## SPECIAL FEATURES

News Service—UPI. No extra charge.

## TRANSCRIPTIONS

Library Service—Associated.

## WHAT

(Established 1925)

Rates effective January 1, 1958.

Rates received March 26, 1958.

Owned and operated by the Independence Broadcasting Company.

### Personnel

Pres. & Gen'l Mgr.—William A. Banks.  
Assistant General Manager—Miss Dolly Banks.  
Program Director—Robert C. Ardrey.

### Representatives

Stars National, Inc.

### Mailing Instructions

Business Office and Studios—WHAT Bldg., Conshohocken and Windermere Ave., Philadelphia 31, Pa., Trinity 8-1500.

### 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: 24 hours daily.

### FM Facilities

Effective radiated power—20,000 watts.  
Frequency—96.5 megacycles.  
Antenna height—290 feet above average terrain.  
Licensed to operate full time.  
Daylight Saving Time observed.  
FM operated in conjunction with AM 24 hours daily except from 5:00 p.m. to 1:00 p.m.

### Agency Commission

Agency commission 15% to recognized agencies on time rates only; no cash discount. Bills payable weekly.

### General Advertising

Affiliated with National Negro Network.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Discounts allowed as earned; must be earned within one year from starting date of contract.  
Announcements and programs may not be combined to earn discounts.  
AM and FM programmed separately. The following rates apply to either AM or FM schedules:

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time.....	120.00	72.00	48.00	42.00	24.00	11.25
13 times.....	114.00	68.40	45.60	39.90	22.80	10.70
26 times.....	108.00	64.80	43.20	37.80	21.60	10.50
52 times.....	102.00	61.20	40.80	35.70	20.40	10.35
78 times.....	96.00	57.60	38.40	33.60	19.20	9.55
156 times.....	90.00	54.00	36.00	31.50	18.00	9.00
312 times.....	84.00	50.40	33.60	24.90	16.80	8.45
30 seconds or less—70% of one minute rates.						

## FLOATING SATURATION SCHEDULES

Per week:	1 min.	30 sec.
18 spots.....	151.75	106.30
36 spots.....	281.25	196.90
54 spots.....	388.10	271.65
72 spots.....	450.00	315.00

## Additional Discounts

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

## SPECIAL FEATURES

News Service—AP.  
Newscasts, time signals, temperature and weather reports—rates on request.

## WHAT-AM Programming

National Negro Network Shows.  
Negro Personality Shows  
"Bill Curtis"—6:00 a.m. to 9:00 a.m. Monday through Saturday.  
"Portia Perry"—9:45 a.m. to noon Monday through Saturday.  
"Lloyd Fatman"—Noon to 5:00 p.m. Monday through Saturday.  
"Portia Perry"—8:00 p.m. to 9:00 p.m. Monday through Saturday.  
"Rock and Roll Kingdom"—9:00 p.m. to 2:00 a.m. Monday through Saturday.  
"Gospel Train"—6:00 a.m. to noon Sunday.  
Weekly Package All Night Show  
"Sounds in the Night"—1-minute participations per week:

6 spots.....	45.00	36 spots.....	207.00
12 spots.....	85.50	48 spots.....	250.00
18 spots.....	116.50	72 spots.....	342.00
24 spots.....	153.00	96 spots.....	417.50
30 spots.....	180.00		

Rates for time only; talent charges on programs on request.

"Merchandising Plans" and/or "Feature Stores" expenditure requirements and details available on request.

## WHAT-FM Programming

"Jazz at Ninety Six Point Five" with Sid Mark—5:00 p.m. to 11:00 p.m.  
"Jazz at Ninety Six Point Five" with Harvey Miller—11:00 p.m. to 1:00 a.m.  
"Sounds in the Night" with Chuck Sherman—1:00 a.m. to 6:00 a.m. Same as AM listing.

## TRANSCRIPTIONS

Disc Recordings:	Single	Double
16 inch.....	7.50	14.00
12 inch.....	4.00	5.00
10 inch.....	3.00	4.00

Tape Recordings:  
30 minutes..... 14.00  
15 minutes..... 11.00  
Includes tape and recording charge.

## WIBG

(Established 1925)

A Storer Station



Rates effective January 1, 1959. (Card No. 10.)  
Card received November 26, 1958.

Owned and operated by Seaboard Radio Broadcasting Corporation.

### Personnel

Managing Director—Lionel F. Baxter.  
Sta. Mgr. & Sales Mgr.—John R. Mahoney.  
National Sales Manager—Joseph Conway.  
Program Manager—Grady Edney.  
Promotion Mgr.—Roy Schwartz.  
Director, Program Plans—Doug Arthur.  
Nat'l Sales Director—Maurice E. McMurray, 625 Madison Ave., New York 22, N. Y., Plaza 1-3940.  
Midwest Radio Sales Mgr.—Floyd E. Beaton, 230 N. Michigan Ave., Chicago 1, Ill. Franklin 2-6498.

### Representatives

The Katz Agency, Inc.

### Mailing Instructions

Studios—117 Ridge Pike, Lafayette Hill, Pa. Rittenhouse 6-2300. (Send all copy to "Operations Desk" at studio.)  
Business Office—Suburban Station Bldg., Philadelphia 3, Pa., Rittenhouse 6-2300. TWX PH 1136.  
Transmitter—Whitemarsh Township, Pa.

### Wave—Power—Time

Operating power—50,000 watts days, 10,000 watts nights.  
Frequency—990 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate full time.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: 21 hours daily, 5:00 a.m. to 2:00 a.m. Sunday through Saturday.

### FM Facilities

Effective radiated power—20,000 watts.  
Frequency—94.1 megacycles; channel 231, Class B.  
Antenna height—350 feet above average terrain.

### Agency Commission

15% to recognized agencies; 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 given within one year. Announcements and programs cannot be combined to earn larger discounts.  
Advertising of alcoholic beverages, other than beer and wine, not accepted.  
Station reserves right to change its rates effective on such date as it may announce.  
Rate increases will not apply for 6 months from effective date of increase, to advertisers who have established a contractual year prior to effective date of increase.  
1 year contracts accepted only for purpose of determining frequency discounts.

(This listing continued on next page)

A CITY LARGER THAN FORT WORTH IS HIDDEN INSIDE PHILADELPHIA

... and will not hear your message unless and until you employ ... NEGRO RADIO



Nearly one in four Philadelphians (23.4%) is NEGRO. This "hidden city" is also larger than the entire metropolitan area of Jacksonville or Oklahoma City or Akron or Toledo.

Can you afford not to appeal directly to the 516,500 Negroes\* of Philadelphia??  
(In 8 county area nearly 70,000 additional Negroes also served by WHAT.)

Represented by STARS NATIONAL, INC.

\* (October 24, 1958, Phila. Chamber of Commerce)

CLASS 'A' (6:00 a.m. to 1:00 p.m. and 6:00 p.m. to 7:30 p.m.)

CLASS 'B' (1:00 p.m. to 6:00 p.m.)

(\* For 5-minute newscasts add news service charge of 5.00, commissionable per 5-minute unit.

ANNOUNCEMENTS CLASS 'AA'

1-minute: Less than 6 per week, 6 per week, 12 per week, 18 per week, 24 per week, 36 per week, 72 per week

(\* Fixed Position: 10:00 a.m. to 1:00 p.m. and 6:00 p.m. to 7:30 p.m. Monday through Saturday.

CLASS 'A'

1-minute: Less than 6 per week, 6 per week, 12 per week, 18 per week, 24 per week, 36 per week, 72 per week

(\* 6:30 a.m. to 10:00 a.m. Monday through Saturday.

CLASS 'B'

1-minute: Less than 6 per week, 6 per week, 12 per week, 18 per week, 24 per week, 36 per week, 72 per week

(\* Fixed Position: 6:00 a.m. to 6:30 a.m.; 1:00 p.m. to 6:00 p.m. and 7:30 p.m. to 8:00 p.m. Monday through Saturday.

CLASS 'C'

1-minute: Less than 6 per week, 6 per week, 12 per week, 18 per week, 24 per week, 36 per week, 72 per week

(\* Fixed Position: 8:00 p.m. to 6:00 a.m. Monday through Saturday; all day Sunday.

Announcements scheduled between 2 rate classifications take the rate of the higher rate classification.

BIG 10 SPECIAL

10 1-minute announcements per week; 5 in the Doug Arthur programs plus 5 in "Top O' the Morning"

No more than 1 participation in the Doug Arthur programs may be scheduled on any one day.

Big 10 announcements may be counted toward the number of announcements necessary to qualify for times-per-week rates.

SPECIAL FEATURES

News Service—UPI. 5-Minute News Programs—Charge: 5.00 commissionable per 5-minute unit.

Weekly Time Charges: Discounts apply to time charges only.

Participating Programs Regular rates apply:

"Top O' the Morning" with Bill Wright—5:00 a.m. to 10:00 a.m. "Danceland" with Doug Arthur—10:00 a.m. to 1:00 p.m.

MERCHANDISING PROGRAM

In store merchandising participation program available, based on minimum weekly expenditure of 300.00 on a firm 13-week contract.

POLITICAL

Time sold at regular rates to qualified political candidates or parties, when available.

Closing Time

Arrangements for broadcast must be made one week in advance. Talent programs close ten days in advance.



Rates effective December 1, 1955. (Card No. 26.) Rev. (Annot. Pkgs.) rec'd June 2, 1958.

Owned and operated by WIP Broadcasting, Inc.

Personnel: Pres. & Gen'l Mgr.—Benedict Gimbel, Jr. Vice-Pres. & Dir. of Sales—Raif Brent.

Program Director—Varner Paulsen. Dir. of Sales Promotion—Mitchell Krauss. Grocery Products Sales Mgr.—Jack Faber.

Merchandising Manager—Arthur P. Critchlow.

Representatives: Edward Petry & Co., Inc.

Mailing Instructions: Business Office and Studio—35 S. Ninth St., Philadelphia 7, Pa., Walnut 2-6800, TWX PH 168.

Wave—Power—Time: Operating power—5,000 watts. Frequency—610 kilocycles.

Directional—same pattern, all hours. Licensed to operate full time. Operates on Eastern Time.

Daylight Saving Time observed. Operates 24 hours daily.

Agency Commission: 15% on net time charges to recognized agencies; no cash discount. Bills payable monthly following broadcast.

General Advertising: For combination rates see listing of Mutual Broadcasting System.

CLASS 'A' (4:00 p.m. to 11:00 p.m. Monday through Saturday; 8:00 a.m. to midnight Sunday)

Per week: 1/2 hour: 1-5 weeks, 6-12 weeks, 13-25 weeks, 26-51 weeks, 52 weeks

1/4 hour: 1-5 weeks, 6-12 weeks, 13-25 weeks, 26-51 weeks, 52 weeks

5 minutes: 1-5 weeks, 6-12 weeks, 13-25 weeks, 26-51 weeks, 52 weeks

CLASS 'B' (10:00 a.m. to 4:00 p.m. and 11:00 p.m. to 12:30 a.m. Monday through Saturday; 6:00 a.m. to 8:00 a.m. Sunday)

1/2 hour: 1-5 weeks, 6-12 weeks, 13-25 weeks, 26-51 weeks, 52 weeks

1/4 hour: 1-5 weeks, 6-12 weeks, 13-25 weeks, 26-51 weeks, 52 weeks

5 minutes: 1-5 weeks, 6-12 weeks, 13-25 weeks, 26-51 weeks, 52 weeks

(\* For all other times see Special Features. In all time periods, the one hour rate is 1.66 of the half hour rate; the 10 minute rate is one-half of the 1/2 hour rate.

ANNOUNCEMENTS

1-minute, 30-seconds or 20-seconds: Class 'A', Class 'B', Class 'A', Class 'B'

(6:00 a.m. to 9:55 a.m.): 1 time, 26 times, 52 times, 104 times

(All other times): 1 time, 26 times, 52 times, 104 times

5 seconds: 60% of 10-second announcement rates.

DISCOUNTS

Dollar Volume Discount: Contracted value of time for any single product within a one week period.

Weekly: 425.00-999.00, 1,000.00-1,499.00, 1,500.00 or more

Announcements, participations and programs with the exception of any announcement packages or merchandising programs may be combined for dollar volume discount purposes.

Special Announcement Packages: (One-minute announcements weekly; run-of-schedule)

15 times, 25 times, 35 times

(20-second announcements weekly, run-of-schedule): 20 times, 25 times, 30 times

No further discounts. (10-second announcements weekly; run-of-schedule)

20 times, 30 times

No further discounts. Nighttime Package: Ten 1-minute announcements per week Monday through Sunday, between 8:00 p.m. and midnight, run-of-schedule, per week, flat, 150.00.

SPECIAL COMBINATION PACKAGES

60/10 Plan: 10 1-minute announcements per week and 10 10-second announcements per week, run-of-schedule, 6:00 a.m. to midnight, 300.00.

2/3 Plan: 2 5-minute news or sportscasts weekly plus 3 1-minute announcements per week, run-of-schedule, 6:00 a.m. to midnight, 150.00.

Big Three Personality Plan: 15 1-minute fixed position announcements per week, of which five will be scheduled in "Start the Day Right"

On a per week basis, per week, 595.00. On a 13 week firm basis, per week, 493.00

9 1-minute fixed position announcements per week, of which three will be scheduled in "Start the Day Right"

On a per week basis, per week, 360.00. On a 13 week firm basis, per week, 300.00

SPECIAL FEATURES

News Service—AP, UPI. Time rates for newscasts and announcements in newscasts subject to a net service charge of 10% of time charge after frequency.

Participating Programs: "Start the Day Right" with Joe McCauley—6:00 a.m. to 9:55 a.m. Monday through Saturday. Copy live or transcribed.

Spots—Fixed Position (Between 6:45 a.m. and 9:00 a.m.)

1-minute or 30 seconds spots, each, flat, 70.00. Spots—Rotating

1-minute or 20-second spots, per participation (subject to all discounts): 1 time, 52 times, 104 times

Segments: 5 days per week: 15-minute program, flat, 1,000.00

10-minute program, flat, 700.00. 5-minute program, flat, 500.00

3 days per week, 65% of above rates. 2 days per week, 50% of above rates.

"Early Riser News"—6:45 a.m. to 7:00 a.m. Monday through Saturday, commissionable. Rates include talent and news charge, no further discounts.

15-minute segments: 3 programs weekly, 450.00. 5 programs weekly, 700.00. 6 programs weekly, 750.00

"Question Mike"—9:15 a.m. to 9:20 a.m.; 12:15 p.m. to 12:20 p.m.; 3:15 p.m. to 3:20 p.m. and 6:15 p.m. to 6:30 p.m. Monday through Friday.

Man on the street interview program. Live or transcribed copy. Per participation, each, flat, 60.00.

Advertisers contracting for a minimum of 13 weeks firm, 5 days a week, per week, flat, 240.00. Complete brochure on request.

"WIP 'Kitchen Kapers In Person' Show"—5-minute live interviews on location at 9:45 a.m., 11:45 a.m., 1:45 p.m., 3:45 p.m. and 7:45 p.m. Monday through Friday; 9:45 a.m. Saturday. Per participation, 60.00.

Minimum 2 participations per week, 13 weeks. Complete merchandising service available. Live audience in different communities weekly. Live or transcribed copy. Store merchandise checks, displays and sampling, regular merchandising report. Complete brochure on request.

"Special Kitchen Kapers-In Person Package"—2 participations per week plus 3 1-minute run-of-schedule announcements, 8:00 p.m. to midnight, per week, 150.00.

"Living Should Be Fun" with Carlton Fredericks—10:35 a.m. to 11:00 a.m. Monday through Friday. Per participation, 60.00. Minimum 4 participations per week, 13 weeks. Merchandising service available for grocery product advertisers.

"Special Carlton Fredericks Package"—2 participations per week plus 3 1-minute run-of-schedule announcements, 8:00 p.m. to midnight, per week, 150.00.

"Jack Pyle Show"—11:00 a.m. to 3:00 p.m. Monday through Friday. Spot rates subject to Dollar Volume Discount.

Spots—Rotating: 1-minute or 20-seconds, per participation: 1 time, 52 times, 104 times

Segments: 5 days per week: 15-minute program, flat, 500.00

10-minute program, flat, 350.00. 5-minute program, flat, 250.00

3 days per week, 65% of above rates. 2 days per week, 50% of above rates.

"Heading Home" with Bob Menefee—3:00 p.m. to 5:55 p.m. Monday through Friday. A drive home program for listeners in cars. Spot rates subject to Dollar Volume Discount.

Spots—Rotating: 1-minute or 20-seconds, per participation: 1 time, 52 times, 104 times

(This listing continued on next page)

# PENNSYLVANIA

## Philadelphia—WIP—Continued

Segments  
Minimum contract 13 weeks, 4 weeks written cancellation notice.  
5 days per week:  
15 minute program, flat..... 600.00  
10-minute program, flat..... 400.00  
5-minute program, flat..... 300.00  
"Fulton Lewis, Jr., News"—7:00 p.m. to 7:15 p.m. Monday through Friday. MBS Co-op newscast. Mr. Lewis will cut openings and closings for advertisers at cost on request. Rates include time and talent. No further discount.  
15 minute segments:  
5 programs weekly, flat..... 500.00  
3 programs weekly, flat..... 350.00  
Less than 3 programs weekly, flat, each..... 125.00  
"Dawn Patrol"—Midnight to 6:00 a.m. Monday through Saturday; midnight to 6:45 a.m. Sunday. All-night programs. 35 announcement participations weekly (one minute approximately) per week, flat, 175.00.  
Additional rate packages on request.  
Retail rate: available to recognized retailers by request on company letterhead.

**POLITICAL**  
Time sold at regular rates to qualified political candidates or parties, when available.  
**TRANSCRIPTIONS**  
Library Service—World.

### WIP-FM

(Established 1942)



Rates effective January 1, 1958.  
Rates received December 6, 1957.  
Transmitter—35 S. 9th St., Philadelphia, Pa.  
**Representatives**  
Edward Petry & Company, Inc.  
**Wave—Power—Time**  
Effective radiated power—20,000 watts.  
Frequency—93.3 megacycles; Class "B".  
Antenna height—430 feet above average terrain.  
Licensed to operate full time.  
Operating schedule: 8:00 a.m. to 2:00 a.m. daily.

**Agency Commission**  
15% to recognized agencies; no cash discount. Bills payable monthly following broadcast.

**General Advertising**  
FM duplicates AM operating schedule, except when special programs are carried. During such programs, programs and announcements available at 40% of applicable AM rates.

### WJMJ

(Established 1947)

Rates effective July 8, 1958. (Card No. 3.)  
Card received June 26, 1958.  
Owned and operated by WJMJ Broadcasting Corp.

**Personnel**  
Pres & Gen'l Mgr.—Patrick J. Stanton.  
Assistant General Manager—James L. Rubenstone.  
Sales Manager—Charles Stahl.  
Program Director—Michael Deegan.

**Representatives**  
Broadcast Time Sales.

**Mailing Instructions**  
Business Office and Studio—2043 Locust St., Philadelphia 3, Pa., Locust 4-2300.  
Transmitter—Pennsauken, N. J.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
(C.P. 50,000 watts.)  
Frequency—1540 kilocycles.  
Non-directional.  
Licensed to operate sunrise to local sunset.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.

**Agency Commission**  
15% to recognized agencies. Bills due and payable when rendered.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licensees.  
No periods sold in bulk for resale.  
Rates subject to change without advance notice.  
Advertisers protected for entire length of contract for same schedule being broadcast at time of rate revisions, and continuing without interruption. Contracts are for 1 year maximum.

#### ANNOUNCEMENTS

	1 min.	30 sec.	20 sec.	10 sec.
1 time.....	22.00	18.00	13.50	11.00
50 times.....	20.00	16.00	12.00	10.00
200 times.....	19.00	15.00	11.50	9.50
500 times.....	18.00	14.50	11.00	9.00
1,000 times.....	17.00	13.50	10.00	8.50
2,000 times.....	15.00	12.00	9.00	7.50

Fixed position announcements are subject to advance notice by the station of broadcast time changes, if moved from the specified half hour period. These rates permit retroactive discounts for quantity, but only fixed position announcements of the same type may be used in computing totals. No quantity credit is given for programs or announcements of a different length, nor for announcements under floating rates.

#### FLOATING SCHEDULE DISCOUNTS

Per week:	1 min.	30 sec.	20 sec.	10 sec.	(*)
6 times.....	90.00	72.00	54.00	45.00	210.00
12 times.....	168.00	132.00	96.00	84.00	396.00
24 times.....	312.00	252.00	180.00	156.00	768.00
48 times.....	576.00	480.00	336.00	288.00	1,440.00
96 times.....	960.00	768.00	576.00	480.00	.....

Floating announcements are subject to changed broadcast times without advance notice by the station. No combinations of different length announcements are permitted to gain any further discounts. In the event

the advertiser cancels the schedule of announcements prior to the date shown in the contract, all announcements broadcast will then be considered as having been as fixed position announcements. The short-rate will be calculated on the number of fixed position announcements broadcast at rate in effect at the start of the contract.

(\*) Newscasts: Above rates for newscasts include time, talent, news service, etc.  
In the event the advertiser cancels the schedule of newscasts prior to the expiration date as shown in the contract, a short-rate will then apply. Short-rate for newscasts calculated at twice the fixed position 1-minute rate for the number of newscasts broadcast, at the rate in effect at the start of the contract.

#### PROGRAMS

1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min.  
Flat rate 110.00 60.00 40.00 35.00 30.00  
These rates are for basic time only and do not cover added charges for studios, any technical facilities, production, talent, etc. Cost of these extra services on request. No frequency discounts apply and programs cannot be combined with announcement for discounts.

**Time—Temperature—Weather Announcements**  
20 second time, temperature and weather forecast available with all announcements. 20 seconds in addition to regular length of announcements.  
Add 20% to rate after computation of all discounts.

#### SPECIAL FEATURES

**Participating Programs**  
"Mister Matinee"—12:30 p.m. to 5:00 p.m. Monday through Friday; 1:00 p.m. to 5:00 p.m. Saturday.  
"Pat Stanton's Irish Hour"—9:00 a.m. to 10:00 a.m. Monday through Friday; 9:00 a.m. to 9:30 a.m. Saturday; 1:00 p.m. to 2:00 p.m. Sunday. Irregular rates apply.

#### Foreign Language Programs

Regular rates apply and include translations:  
Polish—9:30 a.m. to 10:30 a.m. Sunday; 10:00 a.m. to 10:45 a.m. Monday through Friday.  
Italian—10:45 a.m. to 12:30 p.m. Monday through Friday; 10:00 a.m. to 1:00 p.m. Saturday and 2:30 p.m. to 3:30 p.m. Sunday.  
Greek—4:00 p.m. to 5:00 p.m. Sunday.

#### RELIGIOUS PROGRAMS

Religious—rates on request.  
Closing Time Three days in advance of broadcast.

### WKDN

CAMDEN, N. J.

(Established 1948)

(This is a duplicate of the listing appearing under Camden, N. J.)  
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** Rambeau, 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 licensees.  
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	66.00	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—one 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.

	Base rate	6 wky	13 wky	26 wky	40 wky
1-minute:		5% off	10% off	15% off	20% off
1 time.....	14.00	13.30	12.60	11.95	11.30
13 times.....	13.30	12.65	11.95	11.30	10.65
26 times.....	12.60	11.95	11.35	10.70	10.05
52 times.....	8.50	8.10	7.65	7.15	6.70
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-seconds:  
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)

### WPEN

(Established 1929)



Rates effective November 1, 1957. (Card No. 9.)  
Rates received October 3, 1957.  
Owned and operated by William Penn Broadcasting Company.

**Personnel**  
Exec. Vice-Pres.—William B. Caskey.  
Station Manager—Murray Arnold.  
General Sales Manager—Erwin Hosner.  
Development Manager—John E. Surrick.  
Promotional Director—James M. Kiss.

**Representatives**  
Gill-Perna, Inc.

**Mailing Instructions**  
Business Office and Studio—2212 Walnut Street, Philadelphia 3, Pa., Locust 4-6000.  
Transmitter—77th Street and Brookhaven Road, Philadelphia 39, Pa.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—950 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Eastern Time (Also EDST)  
Operating schedule: 24 hours daily.

**Agency Commission**  
15% to recognized agencies on net charges for station time; no commission on program charges. Rates listed apply if payments are made on or before due date stated in contract; otherwise 2% will be added to net amount due before deduction of agency commission, if any.

**General Advertising**  
Accepts AAAA copyrighted contract with certain exceptions.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licensees.  
Announcements and programs may not be combined to earn discounts. Programs of five minutes or less are 30 seconds less than indicated; programs over five minutes are one minute less than indicated. All discounts must be earned within one year from starting date of contract. 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. Copy length may not exceed limits specified by NAB code.

#### PROGRAMS

Rates on request.

#### SPECIAL FEATURES

**Personality Shows**  
"Jack O'Reilly Show"—6:00 a.m. to 9:00 a.m. Monday through Saturday. Fixed positions within 1/2 hour periods, flat 65.00. Rotating participations:  
1 min. 30 sec. 1 min. 30 sec.  
1 time..... 60.00 45.00 208 times.. 55.00 42.00  
26 times.. 58.75 44.25 312 times.. 53.75 41.25  
52 times.. 57.50 43.50 520 times.. 52.50 40.50  
104 times.. 56.25 42.75

"Jack O'Reilly Show"—6:00 a.m. to 9:00 a.m. Sunday. Participations:  
1 time..... 35.00 25.00 208 times.. 28.00 20.00  
26 times.. 33.25 23.75 312 times.. 26.25 18.75  
52 times.. 31.50 22.50 520 times.. 24.50 17.50  
104 times.. 29.75 21.25

"Pat and Jack Show"—9:00 a.m. to 10:00 a.m. Monday through Saturday. Guaranteed merchandising in leading food chain. Daily participations, per week:  
13 weeks..... 300.00 39 weeks..... 275.00  
26 weeks..... 287.50 52 weeks..... 262.50  
Minimum contract, 13 weeks.

"Red Benson Show"—10:00 a.m. to 1:00 p.m. Monday through Saturday. Fixed positions within 1/2 hour periods, flat 50.00. Rotating participations:  
1 min. 30 sec. 1 min. 30 sec.  
1 time..... 50.00 35.00 208 times.. 42.00 29.00  
26 times.. 48.00 33.50 312 times.. 40.00 27.50  
52 times.. 46.00 32.00 520 times.. 38.00 26.00  
104 times.. 44.00 30.50

"Red Benson Show"—10:00 a.m. to 1:00 p.m. Sunday. Participations:  
1 time..... 40.00 30.00 208 times.. 33.00 25.00  
26 times.. 38.25 28.75 312 times.. 31.25 23.75  
52 times.. 36.50 27.50 520 times.. 29.50 22.50  
104 times.. 34.75 26.25

"950 Club" Part I—1:00 p.m. to 4:00 p.m. Monday through Saturday. Fixed positions within 1/2 hour periods, flat 50.00. Rotating participations:  
1 time..... 50.00 35.00 208 times.. 42.00 29.00  
26 times.. 48.00 33.50 312 times.. 40.00 27.50  
52 times.. 46.00 32.00 520 times.. 38.00 26.00  
104 times.. 44.00 30.50

"950 Club" Part II—4:00 p.m. to 7:00 p.m. Monday through Saturday. Fixed positions within 1/2 hour periods, flat, 60.00. Rotating participations:  
1 time..... 55.00 40.00 208 times.. 45.00 33.00  
26 times.. 52.50 38.25 312 times.. 42.50 31.25  
52 times.. 50.00 36.50 520 times.. 40.00 29.50  
104 times.. 47.50 34.75

"Bud Brees Show"—7:00 p.m. to 11:00 p.m. Monday through Saturday. Participations:  
1 time..... 35.00 25.00 208 times.. 28.00 20.00  
26 times.. 33.25 23.75 312 times.. 26.25 18.75  
52 times.. 31.50 22.50 520 times.. 24.50 17.50  
104 times.. 29.75 21.25

"Frank Ford Show"—11:00 p.m. to 2:00 a.m. Monday through Sunday. Daily participations. 150.00 weekly; minimum contract 13 weeks.  
Art Raymond's "After Hours Club"—2:00 a.m. to 5:00 a.m. Monday through Saturday. Rates on request.

"Jack O'Reilly's Rugged Listeners Club"—5:00 a.m. to 6:00 a.m. Monday through Saturday. Participations:  
1 time..... 30.00 20.00 208 times.. 25.00 17.00  
26 times.. 28.75 19.25 312 times.. 23.75 16.25  
52 times.. 27.50 18.50 520 times.. 22.50 15.50  
104 times.. 26.25 17.75

"Mac McGuire's Sunday 950 Club"—1:00 p.m. to 7:00 p.m. Sunday only. Participations:  
1 time..... 40.00 30.00 208 times.. 33.00 25.00  
26 times.. 38.25 28.75 312 times.. 31.25 23.75  
52 times.. 36.50 27.50 520 times.. 29.50 22.50  
104 times.. 34.75 26.25

(This listing continued on next page)



Table with columns for time slots (1 min., 30 sec., 1 min., 30 sec.) and rates for various participation shows.

Weekly Plans
Personality Saturation plans available around the clock, seven days a week.

Table with columns for weeks (13, 26) and rates for various weekly plans.

The above rates include talent and news charges.
Weekday newscasts are sold only in strips Monday through Saturday.

Table with columns for time slots and rates for 5-minute newscasts.

Regular rates apply.
TRANSCRIPTIONS
Instantaneous reference recordings: Initial aircheck furnished free.

Closing Time
Program copy must be in one week before broadcasts.

Advertisement
WPEN, Philadelphia's leading independent station, features standard music and news programming.

WPEN-FM

(Established 1942)

Rates received July 22, 1955.
Transmitter—201 S. 18th St., Philadelphia, Pa.
Representatives: Gill-Perna, Inc.

Table with columns for time slots and rates for announcements.

WTEL

(Established 1925)

Rates effective January 1, 1951.
Revisions received December 30, 1957.
Owned and operated by Foulkrod Radio Engineering Company, Inc.

Personnel
Pres. & Program Dir.—E. Douglas Hibbs.
Secretary-Treasurer—Henry N. Cocker.

Mailing Instructions
Business Office and Main Studio—WTEL Building, 4312-14 N. Broad St., Philadelphia, Pa.

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

FOREIGN LANGUAGE PROGRAMS
Polish: Sunday 1:00 p.m. to 2:30 p.m. and 3:30 p.m. to 4:30 p.m.

FOREIGN LANGUAGE ADVERTISING
On foreign language schedules, each language must be considered as a separate contract.

Table with columns for time slots and rates for foreign language advertising.

WRCV

(Established 1921)

Rates effective November 1, 1958. (Card No. 4.)
Rates received October 2, 1958.

Personnel
Vice-Pres. & Gen'l Mgr.—Raymond W. Welpott.
Station Manager—Harold J. Pannepacker.

Mailing Instructions
Business Office and Studio—1619 Walnut St., Philadelphia 3, Pa., Locust 4-3700.

Agency Commission
15% to recognized agencies on net charges for station time; no commission on program charges.

General Advertising
Affiliated with NBC Radio Network.
Commitments made prior to the effective date of card N. 4 will be completed at rates called for by such commitments.

ANNOUNCEMENTS
1 time..... 8.00
50 times..... 7.60
100 times..... 7.20

Closing Time
Closing date is two weeks in advance of initial program, and program material must be submitted one week in advance of broadcast.

PENNSYLVANIA

ed 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.

Table with columns for Programs, News, and Day/Evening/Day & Eve rates.

CLASS "A"
(7:00 a.m. to 10:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Friday)

CLASS "B"
(6:00 a.m. to 7:00 a.m. and 10:00 a.m. to 4:00 p.m. Monday through Friday; 5:00 a.m. to 7:00 p.m. Saturday and Sunday)

CLASS "C"
(5:00 a.m. to 6:00 a.m. Monday through Friday; 7:00 p.m. to 1:00 a.m. Sunday through Saturday)

ANNOUNCEMENTS
CLASS "A"
1 time..... 1 min. 20/30 sec. 10 sec.

CLASS "B"
1 time..... 30.00 21.00 15.00

CLASS "C"
1 time..... 20.00 14.00 10.00

WEEKLY ANNOUNCEMENT PACKAGES
-Class "A"—Class "B"—Class "C"—
1-minute: Each Total Each Total Each Total

SPECIAL FEATURES
News Service—AP, UPI.
Merchandising service available. Rates on request.

DISCOUNTS
Announcements and program periods of five minutes or longer may not be combined for discount purposes.

POLITICAL
Time is sold for political broadcasts on the basis of rigid conformity with the Federal Communications Act and with the Federal Communications Commission Rules and Regulations.

TRANSCRIPTIONS
Reasonable requests for air checks will be honored without charge. Others available at 5.00 for each 15 minutes or less program and at 10.00 for each 30 minute program.

Closing Time
Closing date is two weeks in advance of initial program, and program material must be submitted one week in advance of broadcast.

**PENNSYLVANIA**

**PITTSBURGH (7 AM; 4 FM)**

Allegheny County—Map Location B-5

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

**KDKA**

(Established 1920)

A Westinghouse Owned Station



Rates effective March 1, 1958. (Card No. 12.)  
Card received February 12, 1958.

Owned and operated by Westinghouse Broadcasting Company, Inc.

**Personnel**

President—D. H. McGannon.  
Vice-President—Harold C. Lund.  
General Manager—L. R. Rawlins.  
Sales Manager—Donald J. Trageser.  
Program Manager—Guy Harris.  
Promotion Manager—June L. Buzzelli.

**Representatives**

Peters, Griffin, Woodward, Inc.

**Mailing Instructions**

Studio and Offices—1 Gateway Center, Pittsburgh 22, Pa., Express 1-3000.  
Transmitter—Aliison Park, Hampton Township, Pa.

**Wave—Power—Time**

Operating power—50,000 watts.  
Frequency—1020 kilocycles.

Non-directional.  
Licensed to operate full time on clear channel.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.

Operating schedule: 24 hours daily except Mondays from 12:15 a.m. to 5:30 a.m.

**Agency Commission**

15% to recognized agencies on net charges for station time; no cash discount. Bills due and payable when rendered. Without prior credit approval, cash in advance required.

**General Advertising**

Rates include music copyright fees on locally originated programs only.  
BMI, ASCAP and SESAC licenses.

No hard liquor advertising. Beer and wine advertising acceptable.

No periods sold in bulk for resale. Advertisers on participating broadcast periods are required to make individual contracts subject to card rates and regulations.

Current advertisers as of March 1, 1958, will receive rate protection for 26 weeks provided advertising is continuous week-to-week. In the event of revision of station rates or discounts, any continuous broadcasts under the advertiser's contract may be extended at the rates and discounts herein shown without penalty of short rate or loss of discounts on previous broadcasts for a period of not more than 26 weeks from the effective date of such revision.

Contracts for announcements and station breaks may be accepted 30 days before starting date. Firm program contracts, for other than sporting or special events, may be accepted not more than 60 days before initial broadcast, subject to the discretion of the station.

All programs and announcements are subject to removal without notice for any broadcast which in station's opinion, is in the public interest.

Length of commercial copy:	All programs
5 minutes.....	1:15 minutes
10 minutes.....	2:10 minutes
15 minutes.....	3:00 minutes
30 minutes.....	4:15 minutes
60 minutes.....	7:00 minutes

Announcements: 1-minute, 60 seconds transcribed or 125 words live; station breaks, 20 seconds transcribed or 35 words live. Live announcements and station breaks in excess of word limitations above may be accepted if the broadcast of such copy can be accommodated within the respective time limitations in accordance with good broadcast practice.

**PROGRAMS**

**CLASS "AA"**  
(7:00 a.m. to 9:00 a.m. and 6:00 p.m. to 7:00 p.m. Monday through Saturday)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	500.00	300.00	200.00	165.00	100.00
26 times.....	475.00	285.00	190.00	156.75	95.00
52 times.....	450.00	270.00	180.00	148.50	90.00
156 times.....	425.00	255.00	170.00	140.25	85.00
260 times.....	400.00	240.00	160.00	132.00	80.00
520 times.....	375.00	225.00	150.00	123.75	75.00
1000 times.....	350.00	210.00	140.00	115.50	70.00

**CLASS "A"**  
(6:00 a.m. to 10:00 p.m. Sunday through Saturday except 7:00 a.m. to 9:00 a.m. and 6:00 p.m. to 7:00 p.m. Monday through Saturday—  
for 1-minute announcements 6:00 a.m. to 10:00 a.m. and 8:00 p.m. to 10:00 p.m. see "Cordic & Co." and "Program PM" under Special Features)

	1 min.	20 sec.	10 sec.
1 time.....	300.00	180.00	120.00
26 times.....	285.00	171.00	114.00
52 times.....	270.00	162.00	108.00
156 times.....	255.00	153.00	102.00
260 times.....	240.00	144.00	96.00
520 times.....	225.00	135.00	90.00
1000 times.....	210.00	126.00	84.00

**CLASS "B"**  
(5:00 a.m. to 6:00 a.m. and 10:00 p.m. to 1:00 a.m. Sunday through Saturday)

	1 min.	20 sec.	10 sec.
1 time.....	200.00	120.00	80.00
26 times.....	190.00	114.00	76.00
52 times.....	180.00	108.00	72.00
156 times.....	170.00	102.00	68.00
260 times.....	160.00	96.00	64.00
520 times.....	150.00	90.00	60.00
1000 times.....	140.00	84.00	56.00

**CLASS "C"**  
(1:00 a.m. to 5:00 a.m. Sunday through Saturday)

	1 min.	20 sec.	10 sec.
1 time.....	200.00	120.00	80.00
26 times.....	190.00	114.00	76.00
52 times.....	180.00	108.00	72.00
156 times.....	170.00	102.00	68.00
260 times.....	160.00	96.00	64.00
520 times.....	150.00	90.00	60.00
1000 times.....	140.00	84.00	56.00

Rates on request.

**ANNOUNCEMENTS**

**CLASS "AA"**

	1 min.	20 sec.	10 sec.
1 time.....	75.00	55.00	27.50
26 times.....	71.25	52.25	26.13
52 times.....	67.50	49.50	24.75
156 times.....	63.75	46.75	23.38
260 times.....	60.00	44.00	22.00
520 times.....	56.25	41.25	20.63
1,000 times.....	52.50	38.50	19.25

**CLASS "A"**

	1 min.	20 sec.	10 sec.
1 time.....	60.00	45.00	22.50
26 times.....	57.00	42.75	21.38
52 times.....	54.00	40.50	20.25
156 times.....	51.00	38.25	19.13
260 times.....	48.00	36.00	18.00
520 times.....	45.00	33.75	16.88
1000 times.....	42.00	31.50	15.75

**CLASS "B"**

	1 min.	20 sec.	10 sec.
1 time.....	30.00	25.00	12.50
26 times.....	28.50	23.75	11.88
52 times.....	27.00	22.50	11.25
156 times.....	25.50	21.25	10.63
260 times.....	24.00	20.00	10.00
520 times.....	22.50	18.75	9.38
1000 times.....	21.00	17.50	8.75

Rates on request.

**SPECIAL FEATURES**

News Service—UPI, AP. All news programs are subject to a service charge equal to 15% of the gross time rate of the applicable length and time classification of the program.  
"Cordic & Company"—6:00 a.m. to 10:00 a.m. Monday through Saturday.  
(Rotating schedule within times specified)

**One-minute spots:**

	(*)	(†)	(*)	(†)
1 time.....	65.00	75.00	260 times 52.00	60.00
26 times.....	61.75	71.25	520 times 48.75	56.25
52 times.....	58.50	67.50	1000 times 45.50	52.50
156 times.....	55.25	63.75		

(\*) 6:00 a.m. to 7:00 a.m. and 9:00 a.m. to 10:00 a.m.  
(†) 7:00 a.m. to 9:00 a.m.

"Art Pallan Show"—10:00 a.m. to noon and 4:00 p.m. to 7:30 p.m. Monday through Saturday.  
"Bob Tracey Show"—12:15 p.m. to 4:00 p.m. Monday through Saturday. Available for one minute and program segments. All program periods in Cordic & Co., "Art Pallan Show" and "Bob Tracey Show" are subject to a program charge as follows:

15 minutes, per program, net.....	14.00
10 minutes, per program, net.....	11.75

"Program PM"—8:00 p.m. to 10:00 p.m. Monday through Saturday. Per week:

	1-minute—	20-seconds—
	Each	Per wk.
1 time.....	40.00	40.00
6 times.....	36.00	216.00
12 times.....	32.00	384.00
20 times.....	28.00	560.00

"Party Line"—10:00 p.m. to midnight Monday through Saturday. 6 1-minute announcements, rotating between 10:00 p.m. and midnight Monday through Saturday, net, per week, 125.00. Cannot be combined with other announcements.

**ONE MINUTE SPOT SATURATION PLANS**

**PLAN "A"**

	Each	Total
8 1-minute announcements per week, 2 Cordic & Co.—6:00 a.m. to 10:00 a.m. and 6 between 10:00 a.m. and 8:00 p.m. ....	57.50	460.00
12 1-minute announcements per week, 3 Cordic & Co.—6:00 a.m. to 10:00 a.m. and 9 between 10:00 a.m. and 8:00 p.m. ....	51.00	612.00

20 1-minute announcements per week, 5 Cordic & Co.—6:00 a.m. to 10:00 a.m. and 15 between 10:00 a.m. and 8:00 p.m. .... 45.00 900.00

These packages consist of 1-minute announcements scheduled Monday through Saturday. Announcements scheduled between 6:00 a.m. and 8:00 p.m. on a fair and equitable basis. No minimum contract required. Plan "A" cannot be combined with other announcement services.

**PLAN "B"**

(10:00 a.m. to 8:00 p.m. Monday through Saturday)

6 1-minute announcements per week....	54.00	324.00
12 1-minute announcements per week....	48.00	576.00
20 1-minute announcements per week....	42.00	840.00

Minimum buy—1 week schedule. Plan "B" may be combined with Program PM only.

**Weekend Package**

(Multiples of three)

1-minute announcements, all time classifications between 8:00 p.m. Friday and midnight Sunday. Minimum 3 per weekend, each, 35.00. Cannot be combined with other announcements.

**20-second Announcement Floating Package**  
10 20-second announcements per week..... 350.00  
15 20-second announcements per week..... 450.00  
Announcements scheduled at station's discretion and cannot be combined with other announcements.

**10-second Floating Announcements**

10-seconds transcribed or 15 words live—50% of 20-second announcement package rates. Subject to exemption for frequency station break advertisers. Cannot be combined with other announcement and/or station break schedules for frequency.

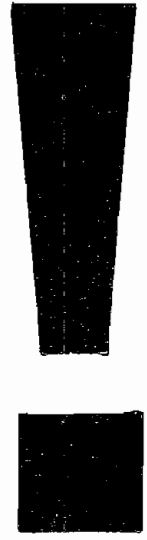
(This listing continued on next page)

**What would you expect if...**

You bought one 20-second spot in Pittsburgh • this spot was put on during a football game • the game was also on television • you were offering a booklet on Social Security laws • this was the only advertising done • this was a Saturday and your offer started the next Monday •



Here's what happened: Fidelity Trust Co. of Pittsburgh used one 20-second spot on KDKA during the Notre Dame-Pitt football game, on Saturday, November 8. On Monday, over 600 people came in to get the Social Security booklet. That's power. That's typical. That's KDKA. Pittsburgh's first radio station is still first in Pittsburgh radio.



**KDKA Radio**  
**Pittsburgh** 50,000 watts, clear channel  
WESTINGHOUSE BROADCASTING COMPANY, INC.

**Weather Jingle Package**  
 Scheduled 6:30 a.m. to 8:30 p.m. Monday through Saturday (30 seconds jingle and weather, 30 seconds commercial) available every hour on the half-hour on a rotating basis, 10 per week \$50.00. Fully commissionable, no minimum contract.

**DISCOUNTS**

Tables under Program Periods and Announcements show all applicable discounts within 1 year. Announcements and programs of 5 minutes or longer may not be combined for discount purposes. Discounts are based on total number of programs or announcements and/or special feature participations used during the established fiscal year, except where specified. (10-second announcements may not be combined with 1-minute and 20-second announcements for frequency discounts). Non-package announcements can apply to the total to earn package discounts; however, package announcements cannot be combined with non-package announcements to earn greater frequency discounts.

**Continuing Discounts**

After the 1st contractual year an advertiser may continue his schedule into the next year at the frequency discount applicable to a 52-week projection of the schedule in force during the crossover week, provided this discount is no greater than the discount earned in the preceding year, in which case the earned discount would apply. In the event an advertiser reduces his schedule during a 2nd or succeeding year, the reduced schedule would receive the frequency discount applicable to a 52-week projection to that schedule. In the event an advertiser interrupts his schedule during a 2nd or succeeding year, any subsequent schedule within that year receives the frequency discount applicable to the actual number of announcements run during that year.

**Multi-Brands**

Multi brands may be combined for frequency discount purposes on card rate announcements. Multi brands may be combined to earn weekly package plan rates only when such brands are bought on a single broadcast order.

**POLITICAL**

Time is sold for political broadcasts on the basis of rigid conformity with the federal communications act and with the federal communications commission rules and regulations pertaining to political broadcasting and all other pertinent statutes, rules and regulations, both federal and state. Card rates apply.

**TRANSCRIPTIONS**

Reasonable requests for air checks will be honored without charge. Others available at 5.00 for each program, 15 minutes or less, and at 10.00 for each 30 minute program.

**Closing Time**

Closing date is two weeks in advance of initial program, and program material must be submitted one week in advance of broadcast date. No changes within two days preceding broadcast.

**KDKA-FM**  
 (Established 1942)

Rates effective \_\_\_\_\_  
 Rates received January 10, 1958.  
 Owned and operated by Westinghouse Broadcasting Co., Inc.

**Personnel**

President—D. H. McGannon.  
 Vice-President—Harold C. Lund.  
 General Manager—L. R. Rawlins.  
 Sales Manager—Donald J. Trageser.  
 Program Manager—Guy Harris.  
 Promotion Manager—June L. Buzzelli.  
 Sup. of FM Sales—Eugene E. Koen.

**Mailing Instructions**

Business Office and Studio—1 Gateway Center, Pittsburgh 22, Pa. Express 1-3000.  
 Transmitter—4101 Grizella St., Pittsburgh, Pa.

**Wave—Power—Time**

Effective radiated power—47,100 watts.  
 Frequency—92.9 megacycles; channel 225; Class B.  
 Antenna Height—894 feet above average terrain.  
 Licensed to operate full time.  
 Operates on Eastern Standard Time.  
 Daylight Saving Time observed.  
 Operating schedule: 7:00 a.m. to midnight daily.  
 Duplicates AM schedule 7:00 a.m. to 4:00 p.m. daily.

**Agency Commission**

15% on time only; no cash discount. Bills due and payable when rendered. Without prior credit approval, cash in advance.

**General Advertising**

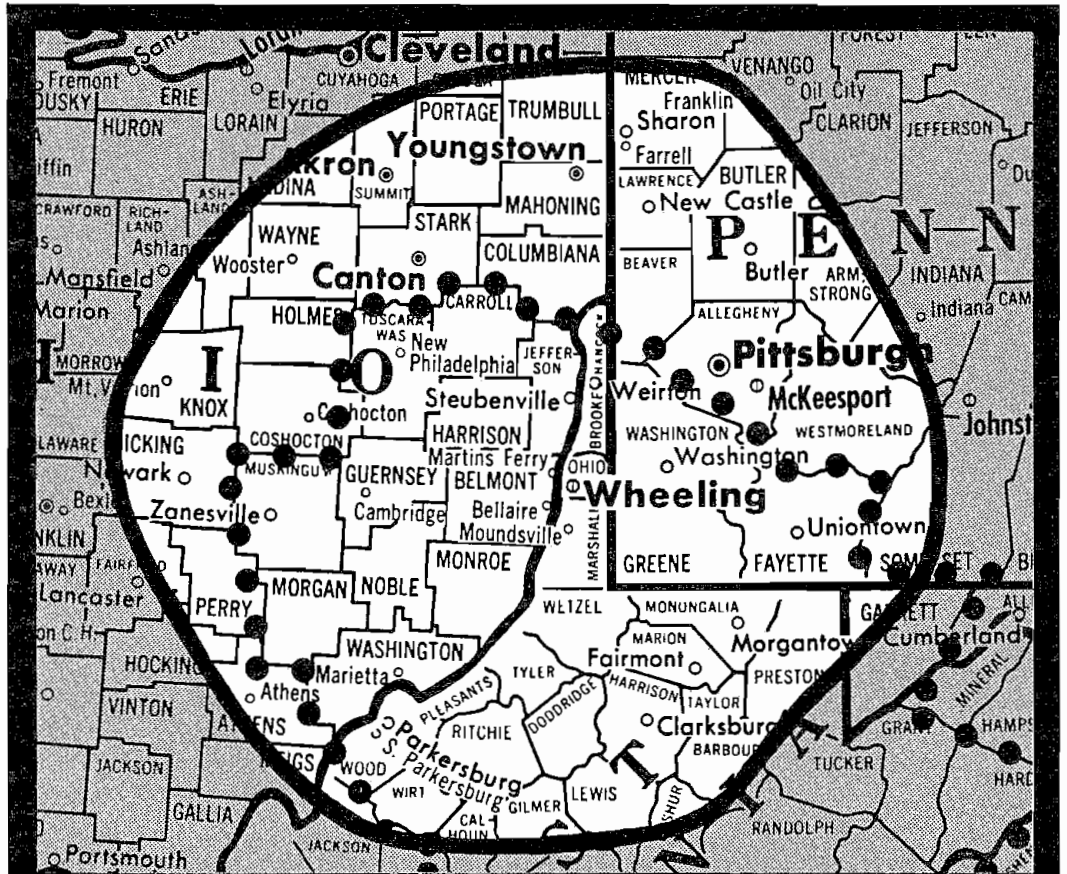
(4:00 p.m. to midnight daily)					
	1 hr.	1/2 hr.	1/4 hr.	5 min. news	
I time.....	100.00	60.00	40.00	20.00	
26 times.....	95.00	57.00	38.00	19.00	
52 times.....	90.00	54.00	36.00	18.00	
156 times.....	85.00	51.00	34.00	17.00	
260 times.....	80.00	48.00	32.00	16.00	

**ANNOUNCEMENTS**

(4:00 p.m. to midnight)						
	1 tl.	26 tl.	52 tl.	156 tl.	260 tl.	1000 tl.
1 minute..	10.00	9.50	9.00	8.50	8.00	7.50
30 seconds..	7.50	7.12	6.75	6.37	6.00	5.62

(Pittsburgh continued on next page)

without **WWVA**  
 you miss **HALF** of this  
**\$6,000,000,000**  
**PITTSBURGH TRI-STATE MARKET**



It's a fact—if you are not using WWVA, you are missing half of this 67-county tri-state market of more than 5½ million people, the Heart of Industrial America.

For complete coverage, the answer is the 50,000 Watt Voice of WWVA in Wheeling, which dominates the area. Large numbers of major chain and independent supermarkets credited to Pittsburgh distribution are in the area reached by WWVA at point of sale and outside the effective service area of Pittsburgh media.

So dominant is WWVA that it is first in every time period, from 6 AM to midnight, seven days a week, in the entire 46-county area covered by the latest Pulse (Jan. 1958) as shown by the dotted lines on the map.

See your John Blair man today.



Only full time  
**CBS**  
 Network Station  
 in the  
**PITTSBURGH**  
**TRI-STATE AREA**



# PENNSYLVANIA

## Pittsburgh—Continued

**KQV**

(Established 1919)



Rates effective October 1, 1958.  
Card received September 5, 1958.  
Owned and operated by Allegheny Broadcasting Corp.  
A subsidiary of the American Broadcasting Co.

### Personnel

Vice-Pres & Gen'l Mgr.—Ralph Beaudin.  
Program Director—John Gibbs.  
Production Manager—Chuck Dougherty.

### Representatives

Adam Young, Inc.

### Mailing Instructions

Business Office and Studio—1st floor, Chamber of Commerce Bldg., Pittsburgh 19, Pa.  
Transmitter—139 Oakglen Rd., Millvale, Pa.

### Wave—Power—Time

Operating power—5,000 watts.  
Frequency—1410 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate full time on regional channel.  
Operates on Eastern Standard Time  
Operating schedule: 24 hours weekdays; Sunday to midnight.

### Agency Commission

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

### General Advertising

Affiliated with ABC Radio.  
Accepts AAAA copyrighted contracts.  
Rates are for national advertising and include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Station reserves the right to demand cash in advance where advisable in judgment of station management.  
Rates guaranteed for 6 months from effective date of rate increase, providing advertising is running at time of increase and continues without interruption.  
Length of commercial copy:

5 minute news.....	160 words
10 minutes.....	260 words
15 minutes.....	400 words
30 minutes.....	600 words
60 minutes.....	1,000 words

### PROGRAMS

#### CLASS "A"

(7:00 a.m. to 7:00 p.m. Sunday through Saturday)				
	1 hr.	1/2 hr.	1/4 hr.	10 min.
I time.....	180.00	110.00	75.00	55.00
13 times.....	175.50	107.25	73.13	53.63
26 times.....	171.00	104.50	71.25	52.25
52 times.....	166.50	101.75	69.38	50.88
104 times.....	162.00	99.00	67.50	49.50
260 times.....	153.00	93.50	63.75	46.75
312 times.....	144.00	88.00	60.00	44.00

#### CLASS "B"

(7:00 p.m. to 7:00 a.m. Sunday through Saturday)				
	1 hr.	1/2 hr.	1/4 hr.	10 min.
1 time.....	105.00	66.00	45.00	33.00
13 times.....	102.38	64.35	43.88	32.18
26 times.....	99.75	62.70	42.75	31.35
52 times.....	97.13	61.05	41.63	30.53
104 times.....	94.50	59.40	40.50	29.70
260 times.....	89.25	56.10	38.25	28.05
312 times.....	84.00	52.80	36.00	26.40

### ANNOUNCEMENTS

#### CLASS "AA"

(3:30 p.m. to 6:30 p.m. and 6:00 a.m. to 9:00 a.m. Monday through Friday)				
	1 minute	20-30 seconds	Each	Total
12 times per week.....	30.00	360.00	22.50	270.00
6 times per week.....	34.00	204.00	25.50	153.00
5 times per week.....	38.00	285.00	28.50	.....

#### CLASS "A"

(9:00 a.m. to 3:30 p.m. and 6:30 p.m. to 8:00 p.m. Monday through Friday; 6:00 a.m. to 8:00 p.m. Saturday and Sunday)					
	36 times per week	21.00	756.00	15.80	568.80
	24 times per week	22.00	528.00	18.50	396.00
	18 times per week	23.00	414.00	17.30	311.40
	12 times per week	24.00	288.00	18.00	216.00
	6 times per week	27.00	162.00	20.50	123.00
	5 times per week	30.00	150.00	22.50	.....

Saturation Plan I—When 12 or more Class "A" announcements are purchased during a given week, a maximum of 1/3 of them may be scheduled in Class "AA" time, when available.

#### CLASS "B"

(8:00 p.m. to 1:00 a.m. daily)					
	36 times per week	15.00	540.00	11.30	406.80
	24 times per week	16.00	384.00	12.00	288.00
	18 times per week	17.00	306.00	12.80	230.40
	12 times per week	18.00	216.00	13.50	162.00
	6 times per week	19.00	114.00	14.30	85.80
	5 times per week	20.00	100.00	15.00	.....

Saturation Plan II—When 12 or more Class "B" announcements are purchased during a given week, 1/2 of these announcements may be scheduled in Class "A" time, when available.

#### CLASS "C"

(All other times)

### Rates on request.

ID's  
50% of the applicable 1 minute rate. ID's may not be combined with other broadcasting for the purpose of establishing frequency discounts on either the ID's or the other broadcasting.

### SPECIAL FEATURES

News Service—UPI.

#### Newscasts

	Class "A"	Class "B"	Class "C"
5 minutes.....	42.00	35.00	25.00

#### Participating Programs

"Chuck Dougherty Show"—6:00 a.m. to 9:00 a.m. Monday through Saturday.  
"Breakfast Club"—9:00 a.m. to 10:00 a.m. Monday through Friday.  
"Henry DaBecco Show"—10:00 a.m. to 1:00 p.m. Monday through Friday; 9:00 a.m. to 1:00 p.m. Saturday.  
"Roy Elwell Show"—1:00 p.m. to 3:00 p.m. Monday through Saturday; 7:15 p.m. to 9:00 p.m. Monday through Friday; 7:00 p.m. to 9:00 p.m. Saturday.

"Dave Scott Show"—3:00 p.m. to 6:30 p.m. Monday through Friday; 3:00 p.m. to 7:00 p.m. Saturday.  
"Lee Vogel Show"—9:00 p.m. to 1:00 a.m. Monday through Saturday.  
"All Nite Satellite" with Jim McLaughlin—1:00 a.m. to 6:00 a.m. Monday through Saturday.  
Sunday:  
"Chuck Dougherty Show"—noon to 2:00 p.m.  
"Henry DaBecco Show"—2:00 p.m. to 4:00 p.m.  
"Dave Scott Show"—4:00 p.m. to 6:00 p.m.  
"Roy Elwell Show"—6:00 p.m. to 8:00 p.m.  
"Lee Vogel Show"—8:00 p.m. to 10:00 p.m.

### POLITICAL

Regular rates apply; cash in advance.

**WAMO**  
**HOMESTEAD**

(Established 1948)



(This is a duplicate of the listing appearing under Homestead, Pa.)

Rates effective February 1, 1953. (Card No. 3.)  
Card received March 6, 1953.  
Rev. (1/4 hr. rates) rec'd August 27, 1958.  
Rev. (5 min. rates) rec'd September 29, 1958.

Owned and operated by Dynamic Broadcasting, Inc.

### Personnel

Pres. & Gen'l Mgr.—Leonard Walk.  
Sales Manager—Joe Bassett, Jr.  
Program Director—Carl Stuart.

### Representatives

Forjoe & Company, Inc.

### Mailing Instructions

Business Office and Studio—105 E. 8th Ave., Homestead, Pa., telephone HO 2-6000.

Transmitter—Pittsburgh, Pa.

### Wave—Power—Time

Operating power—250 watts days.  
Frequency—860 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Time.  
Operating schedule: 7:00 a.m. to 8:00 p.m.

### Agency Commission

15% to recognized agencies; no cash discount. Commission does not apply to talent. Bills rendered first of month following service; payable 10th of month. Short rate billing if frequency rate is not earned.

### General Advertising

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time.....	100.00	60.00	40.00	20.00	10.00
13 times.....	95.00	57.00	38.00	19.00	9.50
26 times.....	90.00	54.00	36.00	18.00	9.00
52 times.....	85.00	51.00	34.00	17.00	8.50
104 times.....	80.00	48.00	32.00	16.00	8.00
260 times.....	75.00	45.00	30.00	15.00	7.50
312 times.....	70.00	42.00	28.00	14.00	7.00

### WEEKLY SATURATION PACKAGES

One minute:		
18 announcements per week.....	130.00	
24 announcements per week.....	165.00	
30 announcements per week.....	188.00	
36 announcements per week.....	228.00	
42 announcements per week.....	250.00	
48 announcements per week.....	293.00	
54 announcements per week.....	310.00	
60 announcements per week.....	330.00	
30 second announcements take minute rates less 25%.		
10-second announcements take minute rate less 50%.		

### SPECIAL FEATURES

#### Participating Programs

"Porky Shedwick"—7:00 a.m. to 9:00 a.m. Rhythm and blues DJ.  
"Carl Stuart"—9:00 a.m. to noon and 1:00 p.m. to 4:30 p.m. Country and western DJ.  
"Slim Bryant"—noon to 1:00 p.m. Country and western DJ.  
"Sunny Jim"—4:30 p.m. to 6:00 p.m. Rhythm and blues, gospel.  
"Porky Chedwick"—6:00 p.m. to 8:30 p.m. Rhythm and blues DJ. (D)

**WAMP**

(Established 1921)

**NBC Radio Network**



Rates effective February 1, 1958. (Card No. 1.)  
Card received January 23, 1958.

Owned and operated by National Broadcasting Company, Inc.

### Personnel

General Manager—H. W. Shepard.  
Manager, Sales—Martin S. Pollins.  
Program Supervisor—John C. Hierlthy.  
Promotion Manager—Tom Tyson.

### Representatives

NBC Spot Sales.

### Mailing Instructions

Studio and Offices—Chamber of Commerce Building, Pittsburgh 19, Pa., Grant 1-8600, TWX PG 389.  
Transmitter—1459 Crane Road, 20th Ward, Pittsburgh, Pennsylvania.

### Wave—Power—Time

Operating power—5,000 watts.  
Frequency—1320 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time on cleared regional channel.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 5:45 a.m. to 2:00 a.m. weekdays; 7:45 a.m. to midnight Sunday.

### F M Facilities

Effective radiated power—24,000 watts.  
Frequency—99.7 megacycles on channel 259.  
Antenna height—470 feet above average terrain.

### Agency Commission

15% to recognized advertising agencies on net charges for station time; no cash discount. Bills rendered monthly.

### General Advertising

For combination rates see NBC Radio Network.  
BMI, ASCAP and SESAC licenses.  
Rates include music copyright fees.  
FM operated in conjunction with AM.  
All products and/or services, programs and commercial copy are subject to acceptance and approval of the station. Advertisers participating in group broadcasts are required to make individual contracts, subject to card rates. No periods are sold in bulk for resale.

Time of broadcast of programs occurring in network option time is subject to change to other periods on 28 days' notice to accommodate network broadcasts. Announcements and station breaks may be moved to other periods if available, otherwise they may be cancelled on 24 hours' notice.

Contracts for announcements, participations and station 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.

Rates subject to change without notice. Commitments made under this rate card will be protected for a period of not more than 3 months from the effective date of any rate increase, provided there is no lapse in schedule.

### Length of commercial copy:

	Day	Evening	News—Day & Eve.
5 minutes.....	1:15 min.	1:00 min.	1:00 min.
10 minutes.....	2:10 min.	2:00 min.	1:45 min.
15 minutes.....	3:00 min.	2:30 min.	2:15 min.
25 minutes.....	4:00 min.	2:50 min.	.....
30 minutes.....	4:15 min.	3:00 min.	.....
60 minutes.....	7:00 min.	6:00 min.	.....

### PROGRAMS

	Class I	Class II
1 hour (12 units).....	210.00	120.00
1/2 hour (6 units).....	126.00	72.00
1/4 hour (3 units).....	84.00	48.00
10 minutes (2 units).....	63.00	36.00
5 minutes (1 unit).....	42.00	24.00
Class I—6:30 a.m. to 10:00 p.m. Monday through Sunday.		
Class II—5:45 a.m. to 6:30 a.m. and 10:00 p.m. to 2:00 a.m. Monday through Sunday.		

### ANNOUNCEMENTS

	Class "A"	Class "B"	Class "C"
1 minute (1 unit).....	30.00	25.00	16.00
20 seconds (1 unit).....	22.00	18.00	12.00
10 seconds (1 unit).....	15.00	12.00	8.00
Class "A"—6:30 a.m. to 9:30 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Friday.			
Class "B"—9:31 a.m. to 3:59 p.m. and 7:01 p.m. to 10:00 p.m. Monday through Friday.			
Class "C"—5:45 a.m. to 6:29 a.m. and 10:01 p.m. to 2:00 a.m. Monday through Friday; all day Saturday and Sunday.			

### DISCOUNTS

All programs and announcements, regardless of length or rate classification, may be combined for discounts, according to their unit value, under discount table. Programs and announcements may not be combined for discounts.

Number of units used within 52 weeks:			
1-12 units.....	None	260-311 units.....	30%
13-25 units.....	5%	312-623 units.....	35%
26-51 units.....	10%	624-999 units.....	45%
52-103 units.....	15%	1000 or more units.....	50%
104-259 units.....	20%		

### ANNOUNCEMENT SATURATION PLAN

Any combination of announcements, as indicated, earns advertiser immediate discount in all classes:

10-14 times per week.....	30%
15-24 times per week.....	40%
25 or more times per week.....	50%

Saturation plan advertisers are not eligible for any further discounts.

### SPECIAL FEATURES

News—regular rates plus talent and news costs. Rates on request.

#### Participating Programs

"The Davey Tyson Show"—6:00 a.m. to 10:00 a.m. Monday through Friday; 6:00 a.m. to 8:00 a.m. Saturday.  
"The Rex Dale Show"—2:05 p.m. to 4:00 p.m. Monday through Friday.  
"The Barry Kaye Show"—4:05 p.m. to 6:30 p.m. Monday through Friday.  
"The Rex Dale Show"—10:00 p.m. to 11:00 p.m. Monday through Thursday; 11:05 p.m. to 11:30 p.m. Friday.  
"Barry Kaye at the Holiday"—11:05 p.m. to 2:00 a.m. Monday through Thursday; 11:30 p.m. to 2:00 a.m. Friday.

### POLITICAL

Regular rates apply; payable in advance.

### Closing Time

1 week in advance of broadcast. No changes within 2 days of broadcast.

**WCAE**

(Established 1922)



Rates effective December 1, 1957. (Card No. 22.)  
Card received September 23, 1957.

Rev. (Multi-Spot rates) rec'd November 28, 1958.  
Owned and operated by WCAE, Inc.  
Affiliated with the Pittsburgh Sun-Telegraph.

### Personnel

President—Leonard Kanner.  
Station Manager—Geer Parkinson.  
Sales Manager—Roger O'Connor.  
Sales Service Manager—Carl Dozer.  
Promotion Manager—William Thieman.

### Representatives

The Katz Agency, Inc.

### Mailing Instructions

Business Office and Studio—Carlton House, 550 Grant St., Pittsburgh 19, Pa. Atlantic 1-6900.  
Transmitter—Baldwin Township, Allegheny County, Pennsylvania.

(This listing continued on next page)

**Pittsburgh—W C A E—Continued**

**Wave—Power—Time**  
 Operating power—5,000 watts.  
 Frequency—1250 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate full time.  
 Operates on Eastern Standard Time.  
 Daylight Saving Time observed.  
 Operating schedule: Sundays 8:00 a.m. to midnight;  
 week days 5:45 a.m. to 1:30 a.m.

**Agency Commission**  
 15% to recognized advertising agencies only on net time charges; no cash discount. Bills due and payable on the 15th of the month following broadcast.

**General Advertising**  
 Station reserves the right to change its rates 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, provided the advertising runs continuously. In the case of an advertiser buying on a package basis, any reduction in schedule below the minimum requirements for any package buy will be deemed an interruption in schedule resulting in loss of further rate protection. One year contracts, however, will be accepted only for the purpose of determining frequency.

In order to earn rates quoted, contracts must be completed within 12 months.  
 3/4 hour rate is 80% of the hourly rate in each classification.

SECTION II CLASS "A" (10:00 a.m. to 7:30 p.m.)				
	1 hr.	1/2 hr.	10 min.	5 min.
1 time..	250.00	150.00	100.00	75.00
13 times	237.50	142.50	95.00	71.25
26 times	225.00	135.00	90.00	67.50
52 times	212.50	127.50	85.00	63.75
104 times	200.00	120.00	80.00	60.00
260 times	187.50	112.50	75.00	56.25

CLASS "B" (7:00 a.m. to 10:00 a.m.)				
	1 hr.	1/2 hr.	10 min.	5 min.
1 time..	200.00	120.00	80.00	60.00
13 times	190.00	114.00	76.00	57.00
26 times	180.00	108.00	72.00	54.00
52 times	170.00	102.00	68.00	51.00
104 times	160.00	96.00	64.00	48.00
260 times	150.00	90.00	60.00	45.00

CLASS "C" (All other times)				
	1 hr.	1/2 hr.	10 min.	5 min.
1 time..	158.34	100.00	63.34	50.00
13 times	150.42	95.00	60.17	47.50
26 times	142.50	90.00	57.00	45.00
52 times	134.58	85.00	53.84	42.50
104 times	126.67	80.00	50.67	40.00
260 times	118.76	75.00	47.51	37.50

**ANNOUNCEMENTS SPECIFIED POSITIONS**

Live or transcribed:

CLASS "A" (7:00 a.m. to 9:00 a.m.)				
	1 tl.	26 tl.	52 tl.	104 tl.
1 minute..	35.00	33.25	31.50	29.75
1/2 minute..	25.00	23.75	22.50	21.25

CLASS "B" (6:00 a.m. to 7:00 a.m.; 9:01 a.m. to 7:30 p.m.)				
	1 minute..	26 tl.	52 tl.	104 tl.
1 minute..	27.50	26.13	24.75	23.38
1/2 minute..	19.00	18.05	17.10	16.15

CLASS "C" (All other times)				
	1 minute, flat.....	1/2 minute, flat.....		
	20.00	12.00		

Ten second announcements, 50% of one minute rate. May not be combined with longer announcements for frequency discounts.

All announcement times subject to immediate change to clear time either for sponsored programs or station features. Programs and announcements cannot be combined to earn greater frequency discounts.

**SECTION I  
BIG 12 SPECIAL**

12 1-minute announcements per week (except participations in "Woman's World"). Up to 6 announcements may be scheduled between 7:00 a.m. and 9:00 a.m. per week, flat, 276.00. May not be counted for frequency discounts on Section II announcements.

	Each	Weekly
12 1-minute participations.....	19.00	228.00
24 1-minute participations.....	17.00	408.00
12 30-second participations.....	14.25	171.00
24 30-second participations.....	12.75	306.00
12 10-second participations.....	9.50	114.00
24 10-second participations.....	8.50	204.00

"Weekend and Nighttime"—Noon to 7:31 p.m. Saturday; Sign-on to 7:31 p.m. Sunday; 7:31 p.m. to sign-off Monday through Sunday:

	12	24
1-minute participations.....	12.00	144.00
1-minute participations.....	10.00	240.00
30-second participations.....	9.00	108.00
30-second participations.....	7.50	180.00
10-second participations.....	6.00	72.00
10-second participations.....	5.00	120.00

Announcements not eligible for Multi-Spot rates may be counted to make up the minimum number necessary to qualify for Multi-Spot rates, but announcements bought at Multi-Spot rates may not be counted for frequency discounts on Section II announcements.

30-second announcements may be combined with 1-minute announcements either for frequency discounts or for Multi-Spot rates.

10-second announcements may not be counted with longer announcements either for frequency discounts or for Multi-Spot rates. 10-second announcements may earn their own discounts and make up their own packages.

**SPECIAL FEATURES**  
 News service—UPI, AP.  
 5-minute news—Rates available on request.  
 3-minute Headline News—Monday through Friday as available. Cost, including announcer, news service,

1-minute commercial plus 5-second sponsor identification, flat, per week, 175.00.

"Woman's World"—rate per participation, flat 30.00. May be counted for frequency discounts on Section II announcements.

"Bill Nesbit Show"—5:45 a.m. to 11:00 a.m. Monday through Saturday; five 1-minute announcements 10:00 a.m. to 11:00 a.m., 1 per day Monday through Friday 105.00  
 "Tom Keefe Show"—11:00 a.m. to 2:30 p.m. Monday through Friday; five 1-minutes, 1 per day, run-of-program 105.00  
 "Jay Michael Show"—2:30 p.m. to 6:45 p.m. Monday through Friday; five 1-minutes, 1 per day, run-of-program 105.00  
 "Symphony Tonight"—8:00 p.m. to 9:00 p.m. Sunday through Friday; six 1-minutes, 1 per day, run-of-program 75.00  
 "Tommy Riggs Show"—9:30 p.m. to 1:30 a.m. Monday through Friday; 1:30 p.m. to 6:00 p.m. Saturdays. Six 1-minute, 1 per day, run-of-program 75.00  
 "Hits & Encores" with Tom Shafer—12:15 p.m. to 6:15 p.m. Sundays.

**POLITICAL**  
 All classifications acceptable.

**Closing Time**  
 Talks, programs, continuities, etc., must be submitted at least one week in advance for review by program director.  
 Programs close one week in advance of broadcast.

**WEDO  
CBS Radio Network**

City of license, McKeesport, Pa.  
 Considered by CBS as their Pittsburgh outlet.  
 Pittsburgh—415 Empire Bldg., 507 Liberty Ave., Pittsburgh 19, Pa. Atlantic 1-3465.  
 See listing under McKeesport, Pa.

**WEEP**

(Established 1947)



Rates effective November 1, 1958.  
 Rates received November 10, 1958.  
 Owned and operated by Pittsburgh Broadcasting Co.

**Personnel**  
 President—John W. Kluge.  
 Executive Vice-President—Ernie Tannen.  
 Vice Pres. & Gen. Mgr.—James P. Hensley.

**Representatives**  
 Robert E. Eastman & Co. Inc.  
**Mailing Instructions**  
 Business Office and Studio—220 N. Highland Ave., Pittsburgh 6, Pa., Em 1-5000  
 Transmitter—Atop Spring Hill, within two miles of the Golden Triangle, Pittsburgh, Pa.

**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—1080 kilocycles.  
 Non-directional.  
 Licensed to operate on cleared channel.  
 Operates on Eastern Time.

**Agency Commission**  
 15% commission to recognized agencies on station time only. No cash discount. Invoices rendered monthly; due and payable when rendered.

**General Advertising**  
 Rates include music copyright fees.  
 BMI, ASCAP and SESAC licenses.  
 Advertising of alcoholic beverages other than light wines and beer not accepted.

Rates subject to change without notice. Contracts continuing without interruption receive 26 weeks' rate protection.

Maximum length of contract one year. Contracts may be signed 30 days in advance of starting date of schedule. Announcements and programs may not be combined for purposes of earning frequency in exact proportion to the corresponding one-hour rate.

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

**ANNOUNCEMENTS AND PROGRAMS**

**Drive Times**  
 (6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 6:00 p.m. Monday through Saturday)

	5 min.	1 min.	30 sec.	10 sec.
1 time.....	45.00	30.00	23.00	15.00
52 times.....	43.50	29.00	22.00	14.50
156 times.....	42.00	28.00	21.00	14.00
260 times.....	40.50	27.00	20.00	13.50

**Captive Housewife Times**  
 (9:00 a.m. to 4:00 p.m. Monday through Friday)

	1 time.....	52 times.....	156 times.....	260 times.....
1 time.....	32.50	25.00	19.00	12.50
52 times.....	36.00	24.00	18.00	12.00
156 times.....	34.50	23.00	17.00	11.50
260 times.....	33.00	22.00	16.00	11.00

**Week-End**  
 (9:00 a.m. to 7:00 p.m. Saturday; 10:00 a.m. to 6:00 p.m. Sunday)

	1 time.....	52 times.....	156 times.....
1 time.....	30.00	20.00	15.00
52 times.....	28.50	19.00	14.00
156 times.....	27.00	18.00	13.00

**Drive Time Special**  
 (6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 6:00 p.m. Monday through Saturday)

	1 wk.	26 wks.	52 wks.
1 minute.....	150.00	144.00	138.00
6 times.....	288.00	276.00	264.00
12 times.....	414.00	396.00	378.00
24 times.....	528.00	504.00	480.00
30 times.....	630.00	600.00	570.00
36 times.....	720.00	684.00	648.00

	6 times.....	12 times.....	24 times.....	30 times.....	36 times.....
6 times.....	114.00	108.00	102.00		
12 times.....	216.00	204.00	192.00		
18 times.....	306.00	288.00	270.00		
24 times.....	384.00	360.00	336.00		
30 times.....	450.00	420.00	390.00		
36 times.....	504.00	468.00	432.00		

**PENNSYLVANIA**

	1 wk.	26 wks.	52 wks.
10 seconds:	75.00	72.00	69.00
6 times.....	144.00	138.00	132.00
12 times.....	207.00	198.00	189.00
18 times.....	264.00	252.00	240.00
24 times.....	315.00	300.00	285.00
30 times.....	360.00	342.00	324.00

**Captive Housewife Plan**  
 (9:00 a.m. to 4:00 p.m. Monday through Friday)

	1 wk.	26 wks.	52 wks.
1 minute:	90.00	85.00	80.00
5 times.....	170.00	160.00	150.00
10 times.....	240.00	225.00	210.00
15 times.....	300.00	280.00	260.00
20 times.....	350.00	325.00	300.00
25 times.....	390.00	360.00	330.00

	5 times.....	10 times.....	15 times.....	20 times.....	25 times.....	30 times.....
5 times.....	67.50	62.50	57.50			
10 times.....	130.00	120.00	110.00			
15 times.....	187.50	172.50	157.50			
20 times.....	240.00	220.00	200.00			
25 times.....	287.50	262.50	237.50			
30 times.....	330.00	300.00	270.00			

	5 times.....	10 times.....	15 times.....	20 times.....	25 times.....	30 times.....
5 times.....	45.00	42.50	40.00			
10 times.....	85.00	80.00	75.00			
15 times.....	120.00	112.50	105.00			
20 times.....	150.00	140.00	130.00			
25 times.....	175.00	162.50	150.00			
30 times.....	195.00	180.00	165.00			

**Personality Package**  
 1 1-minute sales message per day, 7 days a week, in each of the 4 WEEP personalities. Live copy recommended. (Rate refers to all personalities under Participating Programs.)

28 1-minute sales messages, per week, flat, 420.00.

**Wonderful Week-End**  
 (9:00 a.m. to 6:00 p.m. Saturday; 10:00 a.m. to 6:00 p.m. Sunday)

	1 wk.	26 wks.	52 wks.
1 minute:	75.00	72.50	70.00
5 times.....	140.00	135.00	130.00
10 times.....	195.00	187.50	180.00
15 times.....	240.00	230.00	220.00

	5 times.....	10 times.....	15 times.....	20 times.....
5 times.....	60.00	57.50	55.00	
10 times.....	110.00	105.00	100.00	
15 times.....	150.00	142.50	135.00	
20 times.....	180.00	170.00	160.00	

	5 times.....	10 times.....	15 times.....	20 times.....
5 times.....	37.50	36.25	35.00	
10 times.....	70.00	67.50	65.00	
15 times.....	97.50	93.75	90.00	
20 times.....	120.00	115.00	110.00	

**Family Plan**  
 20 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 5:00 p.m. to 8:00 p.m. Monday through Saturday.

4 spots in 9:00 a.m. to 6:00 p.m. Saturday.  
 4 spots in 10:00 a.m. to 6:00 p.m. Sunday.

Per week, flat..... 320.00

**Rain or Shine**  
 (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 8:00 p.m. Sunday)

	1 wk.	26 wks.	52 wks.
1 minute:	126.00	119.00	112.00
7 times.....	238.00	224.00	210.00
14 times.....	336.00	315.00	294.00
21 times.....	420.00	392.00	364.00
35 times.....	490.00	435.00	420.00

	7 times.....	14 times.....	21 times.....	28 times.....	35 times.....
7 times.....	94.50	87.50	80.50		
14 times.....	182.00	168.00	154.00		

**PENNSYLVANIA**

**Pittsburgh—Continued**

**WKJF**  
—FM—

(Established 1948)  
Rates effective January 1, 1956.  
Rates received December 30, 1955.  
Owned and operated by Mrs. H. C. Greer.

**Personnel**  
General Manager—Malcolm A. Campbell.  
Station Manager—Thomas J. Daugherty.  
Sales Manager—Alfred R. Ritz.

**Representatives**  
FM Unlimited, Inc.

**Mailing Instructions**  
Business Office and Studio—1715 Grandview Ave., Pittsburgh 11, Pa., Hubbard 1-2626.  
Transmitter—1715 Grandview Ave., Pittsburgh 11, Pa.

**Wave—Power—Time**  
Effective radiated power—40,000 watts.  
Frequency—93.7 megacycles; Channel 229.  
Antenna height—500 feet above average terrain.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Operating schedule: 7:00 a.m. to 2:00 a.m. Monday through Friday; 7:00 a.m. to 3:00 a.m. Saturday; 8:00 a.m. to midnight Sunday.

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

**General Advertising**  
Rates include music copyright fees. BMI and ASCAP licenses. Accepts AAAA copyrighted contract. All programs and commercial copy subject to approval of station management. Contracts may be signed 45 days in advance of starting date. Maximum length of contract is 52 weeks. 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 a lower rate. Two or more program units broadcast on the same day for the same advertiser within the same time bracket may be combined to earn such lower rate as applies to such total time.

**ANNOUNCEMENTS**

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	80.00	48.00	32.00	16.00	6.40
26 times..	72.00	43.20	28.80	14.40	5.95
52 times..	68.00	40.80	27.20	13.60	5.75
104 times..	64.00	38.40	25.30	12.80	5.45
260 times..	52.00	30.20	20.80	10.40	4.80
312 times..	48.00	28.80	19.20	9.60	4.55

**SPOT PACKAGES**  
(To be used within 7 consecutive days)

1-minute:	
10 spots.....	55.00 25 spots..... 110.00
15 spots.....	75.00 50 spots..... 187.50

Time and Weather Signals  
10-seconds, 20 per week minimum—each, 2.00.

**SPECIAL FEATURES**  
News Service—UPI.  
Final Market Report—6:55 p.m. Monday through Friday.  
Local news staff available. Regular rates apply. Time and weather—time or weather reports, plus 10 seconds commercial.  
Two hour Dinner Serenade—6:00 p.m. to 8:00 p.m. featuring light concert music.  
Three hour classical music from 9:00 p.m. to 12:00 midnight Sunday.

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

**TRANSCRIPTIONS**  
Library Service—World, Theaurus.

**Closing Time**  
24 hours in advance of broadcast time and one week in advance to meet publicity release.

**WLOA**  
**BRADDOCK**

(Established 1947)

(This is a duplicate of the listing appearing under Braddock, Pa.)  
Rates effective March 15, 1958.  
Rates received March 27, 1958.  
Owned and operated by Matta Broadcasting Co.

**Personnel**  
Pres. & Gen'l Mgr.—Wm. G. Matta.  
Commercial Manager—George C. Matta.  
Women's Director—Blanche Anderson.  
Traffic Director—Ann Popovich.

**Representatives**  
Good Music Broadcasters, Inc.

**Mailing Instructions**  
Business Office and Studio—1233 Braddock Ave., Braddock, (Pgh.) Pa., Electric 1-1100.  
Pittsburgh studio—Schroeder Galleries, Kaufmann's Department Store, Grant 1-7000.  
Transmitter—Atop North Braddock Mt.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1550 kilocycles.  
Non-directional.  
Licensed to operate to local sunset on cleared channel. Operates on Eastern Time.

**Agency Commission**  
15% commission to recognized agencies on net charges for station time. No cash discount. Bills rendered 1st of month.

**General Advertising**  
Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Wine and beer accounts accepted. Actual broadcast periods: 1 hour, 59-1/2 minutes; 1/2 hour, 29-1/2 minutes; 1/4 hour, 14-1/2 minutes; 10 minutes, 9-1/2 minutes; 5 minutes, 4-1/2 minutes.

	1 hr.	1/2 hr.	1/4 hr.	1 min.	Station break
1 time..	100.00	60.00	40.00	15.00	8.00
26 times	95.00	57.00	38.00	14.50	7.50
52 times	90.00	55.00	35.00	14.00	7.00
104 times	85.00	52.00	33.00	13.50	6.50
312 times	80.00	50.00	31.00	12.50	6.00
624 times	75.00	47.00	30.00	11.00	5.50

**SPECIAL FEATURES**

News Service—UPI and WLOA Greater Pittsburgh. No extra charge. Newscasts every hour on the hour, time signals on the hour, weather reports on the half hour.  
**Participating Programs**  
"Morning Music Hall"—6:30 a.m. to 9:00 a.m. Monday through Saturday.  
"Hi-Fi from Studio X"—9:00 a.m. to noon, Monday through Saturday.  
"Luncheon Musicale"—12:15 p.m. to 1:00 p.m. Monday through Saturday.  
"Symphony Hall"—1:00 p.m. to 2:00 p.m. Monday through Saturday.  
"Hi-Fi from Studio Y"—2:00 p.m. to 4:30 p.m. Monday through Saturday.  
"Music of the Masters"—4:30 p.m. to 7:00 p.m. Monday through Saturday.  
**Closing Time**  
24-hour advance submission of talks and continuity. (D)

**WMCK**  
**Mutual Affiliate**

City of license—McKeesport, Pa. Considered by the Mutual Broadcasting System as Pittsburgh-McKeesport outlet.  
Business Office and Studio—513 Second Ave., Pittsburgh 19, Pa., HO 1-4221.  
See listing under McKeesport, Pa.

**WPIT**

(Established 1947)



A Friendly Group Station

Rates effective March 1, 1951. (Card No. 2.)  
Card received February 20, 1951.  
Owned and operated by WPIT, Inc.

**Personnel**  
President—John J. Laux.  
Vice-Pres. & Gen'l Mgr.—Don Ioset.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—Pitt Bldg., Pittsburgh, Pa., Atlantic 1-1900.  
New York Office—Rod Gibson, 52 Vanderbilt Ave., Room 1202 New York 17, N. Y., Murray Hill 3-6977.  
Transmitter—Troy Hill, Reserve Township, Pittsburgh, Pa.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—730 kilocycles.  
Non-directional.  
Licensed to operate daytime on cleared channel. Operates on Eastern Time.  
Operating schedule: Sign-on to local sunset.

**Agency Commission**  
15% to recognized advertising agencies on gross time cost. No commission on talent. No cash discounts. Bills due and payable when rendered.

**General Advertising**  
Affiliated with "The Friendly Group," stations WSTV, Steubenville, Ohio, WBOY, Clarksburg, W. Va., WPAR, Parkersburg, W. Va., KODE, Joplin, Mo. and KMLB, Monroe, La. 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.	10 min.	5 min.	1 min.
1 time....	125.00	75.00	50.00	37.00	25.00	14.00
26 times..	119.00	71.00	48.00	35.00	24.00	13.00
52 times..	113.00	68.00	45.00	34.00	23.00	12.00
104 times..	107.00	64.00	43.00	32.00	22.00	11.00
260 times..	100.00	60.00	40.00	30.00	20.00	10.00

1/2 minute or less is 80% of minute.

**PACKAGE RATES**

Per week:	13 wks.	26 wks.	52 wks.
Three 15 minutes.....	125.00	110.00	80.00
Five 15 minutes.....	175.00	150.00	130.00
Six 15 minutes.....	200.00	175.00	150.00

**SPECIAL GROUP ANNOUNCEMENT RATES**

Cost per week, one minute, Monday through Saturday:	4 wks.	13 wks.	26 wks.	52 wks.
One daily (6).....	60.00	54.00	51.00	48.00
Two daily (12).....	114.00	102.00	96.00	84.00
Three daily (18).....	162.00	144.00	135.00	108.00
Four daily (24).....	204.00	180.00	174.00	138.00
Five daily (30).....	240.00	219.00	210.00	165.00
Six daily (36).....	270.00	252.00	243.00	180.00

**SPECIAL FEATURES**  
News Leased wire service available. Instantaneous reference recordings available.

**FOREIGN LANGUAGE PROGRAMS**  
"Lithuanian Hour"—12:30 p.m. to 1:00 p.m. Sundays.  
"Ukrainian Hour"—1:00 p.m. to 1:45 p.m. Sundays  
"Italian Echoes"—4:00 p.m. to 5:00 p.m. Sundays.  
"Voice of Italy"—3:00 p.m. to 3:30 p.m. Saturday.  
"The Italian Hour"—2:00 p.m. to 3:00 p.m. Monday through Saturday.  
"The German Hour"—3:30 p.m. to 4:00 p.m. Sunday.  
"Grecian Melodies"—4:15 p.m. to 5:00 p.m. Monday through Saturday and 2:00 p.m. to 3:00 p.m. Sunday.

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

**WWSW**

(Established 1932)

**THE JOHN BLAIR STATION**



Rates effective September 1, 1958.  
Rates received August 4, 1958.  
Owned and operated by WWSW Radio, Inc.

**Personnel**  
President—Pete Schloss.  
General Manager—Ben W. Muros.

**Representatives**

John Blair & Company.  
**Mailing Instructions**  
Studio—Hotel Sherwyn, Pittsburgh 22, Pa., Grant 1-5200.  
Transmitter—Pittsburgh, Pennsylvania.  
**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—970 kilocycles.  
Directional.  
Licensed to operate full time.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Actual operating schedule: 24 hours daily.

**FM Facilities**  
Effective radiated power—20,000 watts.  
Frequency 94.5 megacycles.  
Licensed to operate full time.  
Antenna height—500 feet above average terrain.  
**Agency Commission**  
15% to recognized agencies on time charges only; no cash discount. Bills payable when rendered.

**General Advertising**  
FM operated in conjunction with AM. Rates include music copyright fees, BMI, ASCAP and SESAC licenses. Program matter and commercial copy subject to station approval. All contracts subject to cancellation unless program starts 30 days after contract date. Contracts may not exceed 52 consecutive weeks. Length of commercial copy—In accordance with NAB standards of practice.

**CLASS "A"**  
(9:30 a.m. to 8:00 p.m. daily)

	1 hr.	1/2 hr.	1/4 hr.	10 min.
1 time.....	200.00	120.00	80.00	60.00
13 times.....	190.00	114.00	70.00	57.00
26 times.....	180.00	108.00	72.00	54.00
52 times.....	170.00	102.00	68.00	51.00
104 times.....	160.00	96.00	64.00	48.00
260 times.....	150.00	90.00	60.00	45.00
312 times.....	140.00	84.00	56.00	42.00

**CLASS "B"**  
(All other times)

1 time.....	160.00	96.00	64.00	48.00
13 times.....	152.00	91.20	60.80	45.60
26 times.....	144.00	86.40	57.60	43.20
52 times.....	136.00	81.60	54.40	40.80
104 times.....	128.00	76.80	51.20	38.40
260 times.....	120.00	72.00	48.00	36.00
312 times.....	112.00	67.20	44.80	33.60

**ANNOUNCEMENTS**  
(6:00 a.m. to 9:30 a.m. Monday through Saturday)

	Minutes	Flat	30 seconds
	Each Weekly	Each Weekly	Each Weekly
Specified position.....	40.00	28.00	
Less than 6 weekly, staggered.....	30.00	21.00	
6 weekly, staggered, 1 per day.....	27.50	165.00	19.00 114.00
12 ann. weekly.....	25.00	300.00	16.50 198.00
24 ann. weekly.....	23.00	552.00	15.00 360.00
48 ann. weekly.....	21.00	1,008.00	14.50 696.00
96 ann. weekly.....	19.00	1,824.00	12.50 1,200.00
(9:30 a.m. to 7:00 p.m. Monday through Friday)			
Less than 5 weekly.....	25.00	18.00	
5 weekly, 1 per day.....	23.00	115.00	17.00 85.00
12 ann. weekly.....	22.00	264.00	15.00 180.00
24 ann. weekly.....	21.00	504.00	13.50 324.00
48 ann. weekly.....	20.00	960.00	12.50 600.00
96 ann. weekly.....	18.00	1,728.00	11.00 1,056.00
(7:00 p.m. to midnight Monday through Friday; 9:30 a.m. to midnight Saturday; 6:00 a.m. to midnight Sunday)			
Less than 5 weekly.....	17.00	12.00	
5 weekly.....	16.00	80.00	11.00 55.00
12 ann. weekly.....	15.00	180.00	10.50 126.00
24 ann. weekly.....	14.00	336.00	10.00 240.00
48 ann. weekly.....	13.00	624.00	9.00 432.00
96 ann. weekly.....	11.00	1,056.00	7.50 720.00

Note: 30-second announcements may not be scheduled 9:30 a.m. to 7:00 p.m. Saturday and 6:00 a.m. to 7:00 p.m. Sunday.  
(Midnight to 6:00 a.m. Monday through Sunday)  
Less than 5 weekly..... 14.00 10.00  
5 weekly..... 12.00 72.00 8.50 42.50  
12 ann. weekly..... 10.00 120.00 7.00 84.00  
24 ann. weekly..... 9.00 216.00 6.00 144.00  
48 ann. weekly..... 8.00 384.00 5.50 264.00  
96 ann. weekly..... 6.00 576.00 4.00 384.00  
ID's—50% applicable minute rate. ID's, minutes and stationbreaks may be combined for maximum frequency.

**SATUREACH PLANS**  
(To be scheduled throughout broadcast day)

Flat weekly:	Min.	30 sec.
18 announcements weekly.....	313.20	213.30
36 announcements weekly.....	555.90	381.81
72 announcements weekly.....	864.00	547.20

**DISCOUNTS**  
Discounts allowed as earned, except on non-cancellable contracts. Program periods and spot announcements may not be combined to earn discount. The above rates are guaranteed for a period of six months from the date of first broadcast or for six 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.

**SPECIAL FEATURES**  
News Service—UPI  
5-minute News programs, sports or weather:  
6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m., Monday through Saturday, 45.00 flat each, time and program charge; fully commissionable.  
9:00 a.m. to 4:00 p.m. and 7:00 p.m. to 6:00 a.m. Monday through Saturday; all day Sunday.  
35.00 flat each, time and program charge; fully commissionable.

**POLITICAL**  
Regular rates apply. Cash in advance. Announcements not accepted.

**Closing Time**  
Deadline for receipt of copy and program material 24 hours before broadcast. Scripts of talks or controversial programs due 48 hours before broadcast.



**PITTSTON**

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

**WPTS**

(Established 1953)

Rates effective May 1, 1953. (Card No. 1.)  
Card received May 5, 1953.

Owned and operated by Midway Broadcasting Co., Inc.

**Personnel**  
Pres. & Gen'l Mgr.—A. W. Florani.  
Commercial Manager—R. E. Florey.  
National Sales Manager—R. F. Gallagher.  
Sports Director—Frank Silva.

**Representatives**  
Continental Radio Sales.

**Mailing Instructions**  
Business Office and Studio—Newrose Bldg., Pittston, Pa., Olympic 4-3388, Glenwood 7-5149.  
Transmitter—Foote Ave., Duryea, Pa.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1540 kilocycles.  
Non-directional.  
Licensed to operate sunrise to sunset.  
Operates on Eastern Time.  
Operating schedule: \_\_\_\_\_.

**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Bills rendered the first day of every 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.
1 time.....	93.00	64.75	36.50	27.50	18.50	10.00
13 times.....	89.00	61.25	35.00	25.50	17.75	9.50
26 times.....	85.00	57.25	33.00	24.75	17.00	9.00
52 times.....	81.00	54.25	32.00	24.00	16.25	8.50
104 times.....	77.00	50.75	30.50	22.75	15.50	8.00
156 times.....	73.00	47.25	29.00	21.50	14.75	7.50
208 times.....	69.00	43.75	27.50	20.75	14.00	7.00
312 times.....	65.00	40.25	26.00	19.50	13.25	6.50
304 times or over.....	61.00	36.75	24.50	18.50	12.50	6.00

**SPECIAL FEATURES**

News Service—UPI additional 10%.  
Foreign Language Programs  
Italian, Polish, Slovak, Lithuanian, Ukrainian.

**POLITICAL**

One time rate applies; payable in advance. No discounts.

**TRANSCRIPTIONS**

Library Service—World.

**POTTSTOWN**

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

**WPAZ**

(Established 1951)

Rates received November 30, 1956.  
Owned and operated by the Pottstown Broadcasting Company.

**Personnel**  
Pres. & Gen'l Mgr.—Herbert Scott.

**Representatives**  
New York—Indie Sales, Inc.  
Philadelphia—Morton Lowenstein.

**Mailing Instructions**  
Business Office and Studio—247 High St., Pottstown, Pa., Faculty 6-4000.  
Transmitter—Mauger's Hill Road, Pottstown, Pa.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1370 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Operating schedule: Sign-on to local sunset.

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

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees, ASCAP, BMI and SESAC licenses.  
All rates guaranteed for one year from date of first broadcast, with or without interruption. Cancellation of contracts cannot become effective until two weeks after contractual starting date.  
Rates for periods longer than one hour are in exact proportion to the corresponding one-hour rate.  
Length of commercial copy: \_\_\_\_\_ Programs  
5 minutes.....1:15 minutes  
10 minutes.....2:10 minutes  
15 minutes.....3:00 minutes  
25 minutes.....4:00 minutes  
30 minutes.....4:15 minutes  
60 minutes.....7:00 minutes

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	65.00	35.00	33.00	15.00	9.00
13 times.....	64.00	34.00	32.00	14.50	8.75
26 times.....	63.00	33.50	31.00	14.00	8.50
52 times.....	62.00	33.00	30.00	13.50	8.25
104 times.....	60.00	32.00	29.00	13.00	8.00
156 times.....	59.00	31.00	27.00	12.00	7.50
312 times.....	57.00	30.00	25.00	11.00	7.00

**DISCOUNTS**

Two or more program units of 15 minutes or more broadcast on the same day for the same sponsor within the same time bracket may be combined to

earn the 1/2 hour, 3/4 hour, or one hour rate, whichever applies. Discounts are allowed retroactively on the number of broadcasts given within a year. Announcements and programs cannot be combined to earn larger discounts.

**SPECIAL FEATURES**

News Service—UPI, extra 10%.

**POLITICAL**

One time rate applies.  
**Closing Time**  
One week in advance of broadcast.

**POTTSVILLE (2 AM; 1 FM)**

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

**WPAM**

(Established 1947)



Rates effective December 1, 1957. (Card No. 4.)  
Card received December 2, 1957.  
Owned and operated by Miners Broadcasting Service.

**Personnel**  
Station Manager—Westley G. Kimble.

**Representatives**  
None.

**Mailing Instructions**  
Business Office, Studio and Transmitter—P. O. Box 629, Lawton's Hill, Pottsville, Pa. Market 2-1450.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: 6:30 a.m. to midnight, weekdays; 8:00 a.m. to midnight Sunday.

**Agency Commission**  
15% to recognized agencies on net charges for station time; no cash discount. Bills due and payable when rendered. No discount on talent or remote facilities.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees, ASCAP and BMI licenses.  
Programs and announcement contract cannot be combined to earn increased discounts.  
Maximum length of contract 52 weeks.  
Advertising of alcoholic beverages other than beer and wine not accepted.  
All acceptable accounts are subject to the same rates. No time is sold in bulk for resale. Advertisers cooperating in group broadcasts are required to make individual contracts subject to regular rates and regulations. Contracts cancelled by written notice subject to contract terms and short rate to date of last broadcast.  
Length of commercial copy: \_\_\_\_\_

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 hour.....	7:00 minutes				
1/2 hour.....	4:15 minutes				
1/4 hour.....	3:00 minutes				
5 minutes.....	1:15 minutes				
1 time.....	50.00	30.00	15.00	5.25	
26 times.....	32.50	19.50	9.75	5.00	
52 times.....	31.75	19.00	9.50	4.75	
104 times.....	31.00	18.50	9.25	4.50	
208 times.....	30.00	18.00	9.00	4.25	

**ANNOUNCEMENTS**

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	7.25	6.00	104 times..	5.80 4.80
13 times.....	6.90	5.70	208 times..	5.45 4.50
26 times.....	6.55	5.49	312 times..	5.10 4.20
52 times.....	6.15	5.10		

One minute announcement not to exceed 100 words. Bulk for resale: No announcements are sold in bulk at discounted rates for resale at higher rates. Advertisers cooperating in group broadcasts are required to make individual contracts subject to regular rates and regulations.

**PENNSYLVANIA**

**Wave—Power—Time**  
Operating power—1,000 watts days; 500 watts nights.  
Frequency—1360 kilocycles.  
Directional—nighttime only.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Operating schedule: Week days 6:00 a.m. to 2:00 a.m. 7:30 a.m. to midnight Sunday.

**Agency Commission**  
15% to recognized advertising agencies on net charges for station time. No commission on program charges. No cash discount. Bills due and payable when rendered.

**General Advertising**  
Affiliated with Mutual Broadcasting System.  
Accepts AAAA copyrighted contract.  
Time rates include music copyright fees, ASCAP, BMI and SESAC licenses.  
Program and announcement contracts cannot be combined to earn increased discount.  
Length of commercial copy: \_\_\_\_\_ Programs—  
5 minutes.....1:30 minutes  
10 minutes.....2:30 minutes  
15 minutes.....3:00 minutes  
30 minutes.....5:00 minutes  
45 minutes.....7:00 minutes  
60 minutes.....9:00 minutes

**CLASS "A"**  
(12:00 noon to 1:00 p.m.; 6:00 p.m. to 10:30 p.m.)

	1 hr.	3/4 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	100.00	80.00	60.00	40.00	30.00	20.00
13 times.....	95.00	76.00	57.00	38.00	28.50	19.00
26 times.....	90.00	72.00	54.00	36.00	27.00	18.00
52 times.....	85.00	68.00	51.00	34.00	25.50	17.00
104 times.....	80.00	64.00	48.00	32.00	24.00	16.00
208 times.....	75.00	60.00	45.00	30.00	22.50	15.00
312 times.....	70.00	56.00	42.00	28.00	21.00	14.00

**CLASS "B"**  
(6:30 a.m. to 12:00 noon; 1:00 p.m. to 6:00 p.m. and 10:30 p.m. to 12:00 p.m.)

	1 hr.	3/4 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	80.00	64.00	48.00	32.00	24.00	16.00
13 times.....	76.00	60.80	45.60	30.40	22.80	15.20
26 times.....	72.00	57.60	43.20	28.80	21.60	14.40
52 times.....	68.00	54.40	40.80	27.20	20.40	13.60
104 times.....	64.00	51.20	38.40	25.60	19.20	12.80
208 times.....	60.00	48.00	36.00	24.00	18.00	12.00
312 times.....	56.00	44.80	33.60	22.40	16.80	11.20

**ANNOUNCEMENTS**

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	7.25	6.00	104 times..	5.80 4.80
13 times.....	6.90	5.70	208 times..	5.45 4.50
26 times.....	6.55	5.49	312 times..	5.10 4.20
52 times.....	6.15	5.10		

One minute announcement not to exceed 100 words. Bulk for resale: No announcements are sold in bulk at discounted rates for resale at higher rates. Advertisers cooperating in group broadcasts are required to make individual contracts subject to regular rates and regulations.

**SPECIAL FEATURES**

News Service—AP.  
News Headline Flashes every hours on the hour and half hour.  
Station schedules news periods at regular times daily.

**POLITICAL**

Regular rates apply.

**WPPA-FM**

(Established 1948)



Rates effective June 1, 1949. (Card No. 1.)  
**Mailing Instructions**  
Business Office & Studio—Swatara Road, Shenandoah Heights, Pa. Shenandoah 2-0064.  
Transmitter—Swatara Rd., Shenandoah, Pa.  
**Wave—Power—Time**  
Effective radiated power—2,800 watts.  
Frequency—101.9 megacycles; channel 270; Class B.  
Antenna height—650 feet above average terrain.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Operating schedule: 6:00 a.m. to 12:00 midnight, week days; 7:30 a.m. to 12:00 midnight, Sundays.

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

**General Advertising**  
Affiliated with Mutual Broadcasting System.  
**CLASS "A"**  
(6:00 p.m. to 11:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	1 min.
1 time.....	48.00	24.00	12.00	3.40
13 times.....	45.80	22.80	11.40	3.20
26 times.....	43.20	21.60	10.80	3.05
52 times.....	40.80	20.40	10.20	2.90
104 times.....	38.40	19.20	9.60	2.75
208 times.....	36.00	18.00	9.00	2.55
312 times.....	33.60	16.80	8.40	2.40
624 times.....	31.20	15.60	7.80	2.20
728 times.....	30.00	15.00	7.50	2.05
936 times.....	28.80	14.40	7.20	1.90
1,248 times.....	27.60	13.80	6.90	1.70
1,560 times.....	26.40	13.20	6.60	1.55

**CLASS "B"**  
(8:00 a.m. to 6:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	1 min.
1 time.....	38.40	19.20	9.60	2.55
13 times.....	36.50	18.25	9.10	2.40
26 times.....	34.55	17.30	8.65	2.30
52 times.....	32.65	16.30	8.15	2.20
104 times.....	30.70	15.35	7.70	2.05
208 times.....	28.80	14.40	7.20	1.90
312 times.....	26.90	13.45	6.70	1.80
624 times.....	25.00	12.50	6.35	1.65
728 times.....	24.00	12.00	6.00	1.55
936 times.....	23.00	11.50	5.65	1.40
1,248 times.....	22.00	11.00	5.30	1.30
1,560 times.....	21.00	10.50	5.00	1.15

For data on Special Features, etc., see AM listing.  
**POLITICAL**  
Regular rates apply.  
For general information see AM listing.

**PENNSYLVANIA**

**PUNXSUTAWNEY**

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

**WPME**

(Established 1953)



Rates effective June 1, 1957.  
Rates received May 10, 1957.  
Rev. (1-hour & 1/2 hour rates) rec'd Oct. 8, 1957.  
Owned and operated by Punxsutawney Broadcasting Co.

**Personnel**  
General Manager—Charles M. Erhard, Jr.  
Traffic Manager—Gilbert C. Carney.  
Regional Sales Manager—C. M. Erhard.

**Representatives**  
Rambau, Vance, Hopple, Inc.

**Mailing Instructions**  
Business Office and Studio—Chamber of Commerce Bldg., P. O. Box 38, Punxsutawney, Pa., telephone 1221.  
Other Studios—Verstine Bldg., Brookville, Pa., King Bldg., New Bethlehem, Pa.  
Transmitter—Rt. 36, one mile north of Punxsutawney, Pa.

**Wave—Power—Time**  
Affiliated with WACB, Kittanning, Pa.  
Operating power—1,000 watts days.  
Frequency—1540 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Time.  
Operating schedule: Sunrise to sunset.

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

**General Advertising**  
Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Program matter and commercial copy subject to approval of station.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min. or less
1 time.....	40.00	25.00	15.00	20.00	10.50	7.00
13 times.....	38.50	24.00	14.50	19.00	10.00	6.50
26 times.....	37.00	23.00	14.00	18.00	9.50	6.00
52 times.....	35.50	22.00	13.50	17.00	9.00	5.50
104 times.....	34.50	21.00	13.00	16.00	8.50	5.00
260 times.....	33.50	20.00	12.75	15.00	8.00	4.50
312 times.....	32.00	19.00	12.50	14.00	7.50	4.00

**SPECIAL FEATURES**

News Service—AP.  
POLITICAL  
Payable in advance.

**TRANSCRIPTIONS**

Library Service—Thesaurus.

**READING (3 AM)**

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

**WEEU**

(Established 1931)

**ABC Radio Network**

Rates effective September 1, 1956. (Card No. 4.)  
Card received July 28, 1956.  
Owned and operated by WEEU Broadcasting Co.

**Personnel**  
Vice-Pres. & Gen'l Mgr.—K. Richard Creitz.

**Representatives**  
Headley-Bead Company.

**Mailing Instructions**  
Business Office and Studio—433 Penn St., Reading, Pa., Franklin 6-7335.  
Transmitter—Spring Township, Berks County, Pa.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—850 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 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

**Agency Commission**  
Agency commission 15% to recognized agencies on net charges for station time only. No cash discount. Bills are rendered monthly and are due and payable when rendered.

**General Advertising**  
For combination rates see ABC Radio.  
Accepts AAAA copyrighted contract.  
Frequency discounts will be allowed as earned. All discounts allowed must be earned within one year from starting date of contract. Length of commercial copy may not exceed copy limits specified by code of NAB.

Announcements and station breaks may be combined for the purpose of earning frequency discounts, however, they may not be combined with programs for the purpose of earning added discounts.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.	10 sec.
1 time.....	90.00	54.00	36.00	20.00	10.00	7.50	5.00
26 times.....	85.50	51.30	34.20	19.00	9.50	7.25	4.75
52 times.....	81.00	48.80	32.40	18.00	9.00	6.75	4.50
156 times.....	76.50	45.90	30.60	16.00	8.00	6.00	4.00
260 times.....	72.00	43.20	28.80	15.00	7.50	5.75	3.75

**SATURATION PLANS**

1-minute announcements:	12 per week	18 per week	24 per week
1 week.....	84.00	121.50	158.00
13 weeks.....	81.00	117.00	150.00
26 weeks.....	78.00	112.50	144.00
52 or more weeks.....	75.00	108.00	138.00

30 seconds—75% of above.  
10 seconds—50% of above.  
Minimum contract: 1 week or 12 announcements.  
Rates based on continuous weekly schedules.

**SPECIAL FEATURES**

News Service—UP.  
Participating Programs  
Rates and details of special programs on request.  
"Showcase" with Dick Schlipp—1:15 p.m. to 4:00 p.m. Monday through Friday. Regular rates apply.  
"The Jack Gounder Show"—6:00 a.m. to 8:45 a.m. Monday through Friday.  
Farm news, regular news, music, weather reports and time checks.  
"Record Shop" with Jack Holcomb—10:00 a.m. to 1:00 p.m. Monday through Friday.  
Applicable announcement rate per participation.

**POLITICAL**

Regular rates apply; payable in advance.

**WHUM**  
(Established 1946)  
**CBS Radio Network**



Rates effective September 1, 1957. (Card No. 7).  
Card received August 28, 1957.  
Owned and operated by Eastern Radio Corporation.

**Personnel**  
Pres. & Gen'l Mgr.—Robert G. Magee.  
Program Manager—Alan Lane.  
Sales Manager—Warren Ruffner.

**Representatives**  
Weed Radio Corporation.

**Mailing Instructions**  
Business Office and Studio—Berkshire Hotel, Reading, Pa., Franklin 6-3987.  
Transmitter—Old Wyomissing Rd., Reading, Pa.

**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: 6:00 a.m. to 12:00 midnight.

**Agency Commission**  
15% to recognized advertising agencies on net charges for station time; no cash discount. No commission on charges on talent or special facilities.

**General Advertising**  
Affiliated with CBS Radio Network.  
The following rates are for national advertising and include music copyright fees.  
BMI, ASCAP and SESAC licenses.

**GENERAL ADVERTISING RATES**

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.	10 sec.
1 time.....	85.00	55.00	35.00	20.00	10.50	8.00	5.25
26 times.....	81.00	53.00	33.00	19.00	10.00	7.60	5.00
52 times.....	77.00	51.00	32.00	18.00	9.50	7.20	4.75
156 times.....	73.00	49.00	31.00	16.00	8.50	6.40	4.25
260 times.....	65.00	45.00	27.00	15.00	8.00	5.50	4.00
520 times.....	57.00	40.00	25.00	14.00	7.00	5.00	3.50

**PACKAGE PLANS**

Minimum:	1 min.	30 sec.	10 sec.
10 announcements weekly.....	7.50	5.75	-----
15 announcements weekly.....	7.25	5.50	-----
20 announcements weekly.....	7.00	5.25	4.00
30 announcements weekly.....	6.75	5.00	3.50

**DISCOUNTS**

Discounts are allowed retroactively on number of broadcasts. Announcements cannot be combined for discount purposes with programs of five minutes and longer. Package plans may not be combined with straight rates to earn lower frequency discounts.

**SPECIAL FEATURES**

News Service—AP.  
Participating Programs  
"Frank Mooney Show"—7:00 a.m. to 9:00 a.m. Monday through Friday. Regular rates apply.  
"Breakfast in Berks"—9:00 a.m. to 9:30 a.m. Saturday. Applicable announcement rate plus 3.50 talent, per participation. Commissionable.  
"Night Mayor"—9:30 p.m. to 12:00 midnight Monday through Friday. Applicable announcement rate per participation. Commissionable.

**Closing Time**

Continuity, advertising copy and recordings must be received one week in advance unless other special arrangements are made.

**WRAW**

(Established 1922)

**NBC Affiliate**

A Steinman Owned Station



Rates effective April 1, 1957. (Card No. 13.)  
Card received May 24, 1957.

Owned and operated by Reading Broadcasting Company, Inc.

**Personnel**  
Station Executive—Clair R. McCollough.  
Station Manager—Robt. S. Reider.  
General Sales Manager—J. Robert Gulick.  
National Sales Mgr.—Thomas Nunan, Jr.

**Representatives**

The Meeker Company, Inc.

**Mailing Instructions**

Business Office and Studio—19 N. Fifth St., Reading, Pa., FR 6-7173.  
Transmitter—Sixth and Penn Sts., Reading, Pa.

**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 12:00 midnight.

**Agency Commission**

15% to recognized agencies; no cash discount. No discount on talent, remote facilities, etc. Invoices due 20th of month following broadcast.

**General Advertising**

For combination rates see listing of NBC Radio Network.  
Advertising of alcoholic beverages other than beer and wine not accepted.  
Programs and announcements may not be combined to earn higher discounts.  
Maximum contract term one year. Price quoting allowed.

**PROGRAMS**

	1 hr.	13 min.	26 min.	52 min.	104 min.	156 min.	260 min.
1 hour.....	85.00	81.00	77.00	73.00	69.00	65.00	57.00
1/2 hour.....	55.00	53.00	51.00	49.00	47.00	45.00	40.00
1/4 hour.....	35.00	33.75	32.50	31.25	30.00	27.50	25.00
5 minutes.....	17.50	17.00	16.50	16.00	15.50	15.00	14.00

To earn discounts, programs must be used within 12 month period.

**ANNOUNCEMENTS**

**CLASS "AA"**

(7:00 a.m. to 9:00 a.m. Monday through Saturday)

	1 min.	13 sec.	26 sec.	52 sec.	104 sec.	156 sec.	260 sec.
1 minute or 100 words.....	10.00	9.75	9.00	8.50	8.25	7.50	7.00
Station break or 30 words.....	8.50	8.25	7.75	7.25	6.75	6.25	5.75

**CLASS "A"**

(All other times)

	1 min.	13 sec.	26 sec.	52 sec.	104 sec.	156 sec.	260 sec.
1 minute or 100 words.....	9.00	8.75	8.50	8.25	7.75	7.25	6.75
Station break or 30 words.....	8.00	7.75	7.25	6.75	6.50	6.00	5.50

10-second announcements—50% of applicable station break rate.  
To earn discounts, announcements must be used within 12 month period.

**Saturation Announcements**

Not subject to further discount. Per ann.  
20 announcements or more per week..... 6.00  
30 announcements or more per week..... 5.50  
40 announcements or more per week..... 5.00

**10-Second Announcements**

50% of minute rate. May be combined with longer announcements for frequency discounts.

**Group Discount**

An advertiser who buys a like schedule for a minimum of 13 weeks on any 4 Steinman Radio Stations will be permitted a 15% discount on regular rates; on any 5 Steinman Radio Stations; a 20% discount on 6 or 7 Steinman Radio Stations; a 25% discount. Saturation announcement schedules do not earn group discount.

**SPECIAL FEATURES**

News Service—AP.

**POLITICAL**

Regular rates apply, cash in advance.

**RED LION**

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

**WGCB**

(Established 1950)

Rates received April 20, 1951.  
Owned and operated by the Red Lion Broadcasting Company.

**Personnel**

Owner—John M. Norris.  
Station Manager—John H. Norris.  
Commercial Manager—Vincent A. Freeman.

**Representatives**

None.

**Mailing Instructions**

Business Office, Studio and Transmitter—1-1/2 mile southeast of Red Lion, Pa.

**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: -----.

**Agency Commission**

15% to recognized agencies; no cash discount.

**General Advertising**

	1 hr.	13 min.	26 min.	52 min.	104 min.	260 min.
1 hour.....	70.00	68.50	63.00	59.50	56.00	52.50
1/2 hour.....	42.00	39.90	37.80	35.70	33.60	31.50
1/4 hour.....	28.00	26.80	25.20	23.80	22.40	21.00
10 minutes.....	21.00	19.95	18.90	17.85	16.80	15.75
5 minutes.....	14.00	13.30	12.60	10.90	10.20	9.50
1 minute.....	7.00	6.65	6.30	5.95	5.60	5.25
30 seconds.....	5.60	5.32	5.04	4.76	4.48	4.20

No commercial announcements on Sundays.

**SPECIAL FEATURES**

News Service—UPI.

**TRANSCRIPTIONS**

Library Service—Capitol, Sesac.

# at the final "Point of Sale"

... whether you are making a media selection, or defending that selection in an agency-client conference, chances are your copy of SRDS will be right on the desk. As an essential tool in rate estimation and comparison, SRDS will be referred to time and time again.

At this time Service-Ads in SRDS give you the information you *need*, answering that last lingering doubt about market, editorial content and direction, field or area coverage, or other qualifications that will enable you to more closely judge the acceptability of a particular publication for your list.

In agency-client conferences SRDS Service - Ads close the gap between you and the media files in your office by providing you with up-to-date information right on hand when it's needed.

Service-Ads are placed in SRDS to help you in media comparison and selection; they contain the information asked for by men who use SRDS as a primary tool in market and media selection.

**Use the Service-Ads in SRDS**  
3GX-F-358

## ROARING SPRING

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

### WKMC

(Established 1955)

Rates effective June 4, 1955.  
Rates received July 1, 1955.  
Rev. (eff. date June 4, 1956) rec'd December 6, 1957.  
Owned and operated by Cove Broadcasting Co., Inc.

**Personnel**  
President—Carl Kensinger.  
Station Manager—Sheldon Horton.  
Sales & Promotion Manager—Sheldon Horton.  
Program Manager—Merle Ebersole.

#### Representatives

None.

#### Mailing Instructions

Business Office and Studio—Woodbury Pike, Roaring Springs, Pa., telephone 690. TWX 1160.  
Other Studios—Martinsburg Memorial Park, Martinsburg, Pa.; G. W. Williams Dept. Store, Hollidaysburg, Pa.  
Transmitter—Route 36, 1 mile South of Roaring Spring, Pa.

#### Wave—Power—Time

Operating power—1000 watts days.  
Frequency—1370 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 5:30 a.m. to sunset daily.  
7:00 a.m. to sunset Sundays.

#### Agency Commission

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

#### General Advertising

For combination rates see Allegheny Mountain Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising not accepted.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	Spots
1 time.....	60.00	35.00	20.00	18.00	12.00	6.00
13 times....	57.00	33.25	19.00	15.00	11.40	5.70
26 times....	54.00	31.50	18.00	14.00	10.80	5.40
52 times....	51.00	29.75	17.00	13.00	10.20	5.10
104 times....	48.00	28.00	16.00	12.00	9.60	4.80
312 times....	45.00	26.25	15.00	11.00	9.00	4.50

Package rates on request.

#### SPECIAL FEATURES

News Service—AP. No extra charge. Local and regional news summaries five times daily.  
Public service programs, music, news, time, temperature.

#### POLITICAL

Regular rates apply.  
Closing Time  
48 hours in advance of broadcast.

## ST. MARYS

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

### WKBI

(Established 1950)



Rates effective July 24, 1950. (Card No. 1)  
Revisions received November 30, 1956.  
Owned and operated by Elk-Cameron Broadcasting Co.

**Personnel**  
General Manager—C. H. Stimpson.  
Sales Manager—W. A. Herbstritt.

#### Representatives

None.

#### Mailing Instructions

Business Office and Studio—41 Erie Ave., St. Marys, Pa., Terminal 4-2821.  
Other Studios—Elk County National Bank Bldg., Ridgway, Pa.; 503 Market St., Johnsonburg, Pa.; 30 E. 4th St., Emporium, Pa.  
Transmitter—"Knight's Hill"; one mile south of St. Marys, Pa.

#### Wave—Power—Time

Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.  
Operates on Eastern Time.  
Licensed to operate unlimited time.  
Daylight Saving Time observed.  
Operating schedule: 6:00 a.m. to 12:00 midnight week days; 7:45 a.m. to midnight Sundays.

#### Agency Commission

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

#### General Advertising

Affiliated with Mutual Broadcasting System.  
For combination rates see Allegheny Mountain Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Spots
1 time....	60.00	25.00	10.00	8.00	6.00
13 times..	57.00	23.80	9.50	7.60	5.70
26 times..	54.00	22.50	9.00	7.20	5.40
52 times..	51.00	21.25	8.50	6.80	5.10
104 times..	48.00	20.00	8.00	6.40	4.80
312 times..	45.00	18.75	7.50	6.00	4.50

#### SPECIAL FEATURES

News Service—AP. No extra charge. Local and regional news summaries five times daily.

#### POLITICAL

Regular rates apply.  
Library Service—Standard.

Closing Time  
48 hours in advance of broadcast.

## PENNSYLVANIA

## SAYRE

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

### WATS

(Established 1950)



Rates effective September 15, 1953. (Card No. 2.)  
Card received September 1, 1953.  
Owned and operated by Susquehanna Valley Broadcasting Co.

#### Personnel

General Manager—Walter D. Knowles.  
Program Director—Charles L. Snyder.

#### Representatives

Indle Sales, Inc.

#### Mailing Instructions

Business Office and Studio—110 N. Elmer Ave., Sayre, Pa., Turner 2-2401.  
Transmitter—Shepherd Road, Sayre, Pa.

#### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—960 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
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. Bills rendered and payable monthly.

#### General Advertising

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
All time contracted for must be used within one year from starting date.

No periods are sold in bulk for resale.  
Time of broadcasting subject to change to other periods on 28 days notice to accommodate network broadcasts in event that said broadcast periods are set aside for network use. Independent and service announcements may be moved to other periods if available and as arranged by station management upon 24 hours notice.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	37.80	23.20	10.50	10.00	6.00
13 times..	35.90	22.00	10.00	9.00	5.60
26 times..	34.00	21.00	9.50	7.50	5.20
52 times..	32.00	20.00	8.95	6.90	4.80
104 times..	30.25	19.00	8.40	5.80	4.40
156 times..	.....	.....	7.90	.....	.....
260 times..	28.30	18.00	7.35	5.25	3.90
313 times..	26.45	17.00	7.00	4.75	3.40

Automotive rate, per spot announcement..... 4.00

#### Package Plans

100 1-minute announcements used in 10 days.. 350.00  
5 30-sec. announcements in one day, per day.. 20.00

#### SPECIAL FEATURES

News Service—UPI and local news.  
Sports and news programs—Add 10% to above rates.

#### POLITICAL

Regular rates apply; cash in advance.  
Closing Time  
One week in advance of program. Program material must be submitted 3 days before broadcast date.

## SCRANTON (5 AM; 1 FM)

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

### WARM

(Established 1940)



Rates effective November 1, 1958.  
Rates received October 8, 1958.  
Owned and operated by WARM Broadcasting Co.

#### Personnel

President—Louis J. Appell, Jr.  
General Manager—Arthur W. Carlson.  
Program Director—Don Stevens.

#### Representatives

Robert E. Eastman & Co., Inc.

#### Mailing Instructions

Business Office and Studio—Bowman Bldg., Scranton 10, Pa. Diamond 6-4646.  
Wilkes-Barre Office—19 Gates St.  
Transmitter—Post Hill, Falls, Pa.

#### Wave—Power—Time

Operating power—5,000 watts.  
Frequency—590 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Operating schedule: 24 hours daily.

#### Agency Commission

15% on station time only to recognized agencies. Payment must be made on or before the 10th of each month to earn commissions. No cash discount. No commission on talent.

#### General Advertising

In order to earn net rates quoted, contracts must be completed within 12 months. Discounts earned on announcements cannot be applied to program contracts or vice versa. To earn program discounts a minimum of one program per week must be used; contracts must be renewed or extended at, or before, expiration to earn a lower rate. 6 month's rate protection.

#### DRIVE TIMES

	5 min.	1 min.	30 sec.	10 sec.
(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday 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

(This listing continued on next page)



NNSYLVANIA

Scranton—W A R M—Continued

CAPTIVE HOUSEWIFE (9:00 a.m. to 4:00 p.m. Monday through Friday) Table with 5 columns: 5 min., 1 min., 30 sec., 10 sec., and a final column for 1, 52, 156, and 260 times.

WEEKEND (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) Table with 5 columns: 1 time, 52 times, 156 times, 260 times, and a final column for 1, 52, 156, and 260 times.

NIGHTTIME (7:00 p.m. to midnight Sunday through Saturday) Table with 5 columns: 1 time, 52 times, 156 times, 260 times, and a final column for 1, 52, 156, and 260 times.

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) Table with 5 columns: 1 wk., 26 wks., 52 wks., and a final column for 1, 6, 12, 18, 24, 30, 36 times.

30 seconds: 6 times, 12 times, 18 times, 24 times, 30 times, 36 times. 10 seconds: 6 times, 12 times, 18 times, 24 times, 30 times, 36 times. Table with 5 columns: 48.00, 93.00, 135.00, 174.00, 210.00, 243.00.

CAPTIVE HOUSEWIFE PLAN (9:00 a.m. to 4:00 p.m. Monday through Friday) Table with 5 columns: 5 times, 10 times, 15 times, 20 times, 25 times, 30 times. 30 seconds: 5 times, 10 times, 15 times, 20 times, 25 times, 30 times. 10 seconds: 5 times, 10 times, 15 times, 20 times, 25 times, 30 times.

Personality Package One 1-minute sales message per day, 7 days a week, in each personality program. Live copy recommended. 6 in Monday through Friday, 5 on Saturday, 3 on Sunday. Thirty-eight 1-minute sales messages—flat, per week, 209.00; each, 5.50.

WONDERFUL WEEKEND (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) Table with 5 columns: 1 wk., 26 wks., 52 wks., and a final column for 1, 5, 10, 15, 20 times.

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 6:00 p.m. Saturday. 4 spots in 10:00 a.m. to 6:00 p.m. Sunday.

Nighttime Special 2 sales messages per night, 7 nights a week, to provide a family audience at lowest cost. 1 announcement 7:00 p.m. to 10:00 p.m. and 1 announcement 10:00 p.m. to midnight. Table with 5 columns: 14 1-minute spots, 14 30-second spots, 14 10-second spots.

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) Table with 5 columns: 1 wk., 26 wks., 52 wks., and a final column for 10, 20, 30, 40 times.

30 seconds: 10 times, 20 times, 30 times, 40 times. 10 seconds: 10 times, 20 times, 30 times, 40 times. Table with 5 columns: 45.00, 85.00, 120.00, 150.00.

A 7:00 p.m. and 10:00 p.m. announcement goes with each 9:00 a.m. to 4:00 p.m. announcement. Minimum buy 10 per week.

RAIN OR SHINE WEATHER PLAN (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) Table with 5 columns: 1 minute, 30 seconds, 10 seconds. 7 times, 14 times, 21 times, 28 times, 35 times.

DRIVE CAREFULLY (6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Friday; 8:00 a.m. to 8:00 p.m. Saturday; 9:00 a.m. to 9:00 p.m. Sunday) Table with 5 columns: 1 minute, 30 seconds, 10 seconds. 7 times, 14 times, 21 times, 28 times, 35 times.

WARM 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) Table with 5 columns: 1 minute, 30 seconds, 10 seconds. 7 times, 14 times, 21 times, 28 times, 35 times.

WARM Scoreboard (During Baseball Season) Table with 5 columns: 14 times, 21 times, 28 times, 35 times, 42 times. Per wk. 140.00, 204.75, 266.00, 288.75, 378.00.

30 seconds: 14 times, 21 times, 28 times, 35 times, 42 times. 1 minute: 14 times, 21 times, 28 times, 35 times, 42 times. Table with 5 columns: 112.00, 162.75, 210.00, 288.75, 378.00.

SPECIAL FEATURES News Service—AP and local news staff. News programs available at time charges plus 8.00 per 1/4 hour, 6.00 per 10 minutes, and 4.00 per five minutes. All charges fully commissionable.

Participation Programs "Harry Newman Show"—6:00 a.m. to 9:00 a.m. Monday through Saturday. "Don Stevens Show"—9:00 a.m. to 11:00 a.m. Monday through Saturday. "Harry Newman Show"—11:00 a.m. to 12 noon Monday through Saturday. "George Gilbert Show"—noon to 3:00 p.m. Monday through Saturday. "Bart Maldon Show"—3:00 p.m. to 4:00 p.m. Monday through Saturday. "Jack Murphy Show"—4:00 p.m. to 7:00 p.m. Monday through Saturday. "Bart Maldon Show"—7:00 p.m. to 9:00 p.m. Monday through Saturday. "Jackson Gower Show"—9:00 p.m. to midnight Monday through Saturday.

POLITICAL TALKS Regular rates apply.

WEJL

(Established 1923)

Rates effective September 1, 1958. (Card No. 7.) Card received September 29, 1958. Owned and operated by The Scranton Times.

Personnel General Manager—Cecil Woodland. Sales & Prog. Mgr.—Hugh J. Connor.

Representatives The Meeker Company, Inc. Mailing Instructions Business Office and Studio—Times Building, Penn Ave. at Spruce St., Scranton 1, Pa., Diamond 2-9151.

Transmitter—Penn Ave. at Spruce, atop Times Bldg., center downtown Scranton, Pa.

Wave—Power—Time Operating power—500 watts days. Frequency—630 kilocycles. Non-directional. Licensed to operate daytime only. Operates on Eastern Time.

Operating schedule: Sundays 8:00 a.m. to local sunset; week days 6:00 a.m. to local sunset.

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

General Advertising Affiliated with Northeast Radio Network. Accepts AAAA copyrighted contract. BMI, ASCAP and SESAC licenses. No per inquiry or mail order advertising accepted. Length of commercial copy: NAB Standards. 1 min. 5 1/4 1/2 1 min. Pierce min. min. hr. hr. hr. Flat... 8.00 18.00 13.00 19.50 26.00 39.00 65.00 "Quickie" announcements 50% of 1-minute rate.

SPECIAL FEATURES News Service—AP. Complete local news coverage. Time signals, weather reports, etc., rates on request. Other features and participating programs, rates and details on request.

Participating Programs "Bill Pierce Show"—6:00 a.m. to 9:00 a.m. and noon to 12:30 p.m. Monday through Friday.

PACKAGE RATES General—"Pierce" 1 minute or less: 1 wk., 13 wks., 26 wks., 1 wk., 13 wks., 26 wks. 5 per week 7.50 7.25 7.00 15.00 14.50 14.00 10 per week 7.00 6.75 6.50 14.00 13.50 13.00 15 per week 6.50 6.25 6.00 13.00 12.50 12.00 20 per week 6.00 5.75 5.50 12.00 11.50 11.00 25 per week 5.50 5.25 5.00 11.00 10.50 10.00 "Quickie" announcements 50% of 1-minute rate.

POLITICAL Regular rates apply. Typewritten copy required prior to broadcast and must comply with FCC regulations.

TRANSCRIPTIONS Library Service—Standard, Thesaurus, Lang-Worth.

Closing Time At advertiser's convenience so long as service can possibly be supplied by station.

WGBI

(Established 1925)

CBS Radio Network

Rates effective February 1, 1956. Rates received January 12, 1956. Owned and operated by WGBI Radio, Inc.

Personnel President—Mrs. M. E. Megargee. General Manager—Richard E. Nason. Station Manager—R. E. McDowell. Promotion Director—Doug Holcomb.

Representatives H-R Representatives, Inc. Mailing Instructions Business Office and Studio—1000 Wyoming Avenue, Scranton 9, Pa., Diamond 2-7634. Transmitter—223 Davis St., two miles from business district, Scranton, Pa.

Wave—Power—Time Operating power—1,000 watts days; 500 watts nights. Frequency—910 kilocycles. Non-directional. Licensed to operate on cleared regional channel. Operates on Eastern Standard Time. Daylight Saving Time observed.

Operating schedule: Sundays 8:00 a.m. to 1:00 a.m.; Monday through Friday 5:00 a.m. to 1:00 a.m.; Saturday 6:00 a.m. to 1:00 a.m.

F M Facilities Effective radiated power—1,800 watts. Frequency—101.3 megacycles on channel 267; Class B. Antenna height—1,200 feet above average terrain. Operating schedule: See AM schedule.

Agency Commission 15% to recognized agencies on net charges for station time. Bills payable upon receipt of invoice, issued on 1st of each month. No cash discount.

General Advertising For combination rates see CBS Radio Network (Basic Supplementary Group) and The National Saturation Group. Accepts AAAA copyrighted contract. FM operated in conjunction with AM. Rates include charges by owners of music copyrights. In computing discounts on current broadcasting the advertiser may combine broadcasting within one year under prior or concurrent contracts in the same division except that prior or concurrent broadcasting in a lower rate class cannot be combined in computing current discounts in a higher rate class.

(This listing continued on next page)

**Scranton—W G B I—Continued**

**GENERAL BROADCASTING RATES**

Without Talent  
**CLASS "A"**  
(6:30 a.m. to 11:30 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	100.00	60.00	40.00	30.00	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

**CLASS "B"**  
(All other times)

	1 time..	26 times	52 times	104 times	156 times	260 times	312 times
	65.00	61.75	58.50	55.25	52.00	48.75	45.50
	40.00	38.00	36.00	34.00	32.00	30.00	28.00
	25.00	23.75	22.50	21.25	20.00	18.75	17.50
	20.00	19.00	18.00	17.00	16.00	15.00	14.00
	16.00	15.00	14.00	13.00	12.00	11.00	10.00

**ANNOUNCEMENTS**

	1 time..	52 times	156 times	260 times	312 times	624 times
	15.00	14.25	13.50	12.75	12.00	11.25
	12.00	11.40	10.80	9.20	8.60	8.00

**Frequency Plan**

Per week:	1 wk.	13 wks.	26 wks.	52 wks.
12 minutes.....	132.00	128.00	125.00	119.00
18 minutes.....	180.00	175.00	171.00	162.00
24 minutes.....	216.00	210.00	205.00	194.00

**SPECIAL FEATURES**

News Service—AP and UPI.  
Various special features and participation programs are broadcast throughout the day. Participation in such programs may be had at the usual announcement rates. Information on particular features to suit requirements will be furnished on request.

**Participating Programs**

"Early Bird Show" with Bill Longworth—5:00 a.m. to 7:00 a.m. Monday through Friday; 6:00 a.m. to 8:00 a.m. Saturday. Card rates apply.  
"Homemaker Show" with Byron Phillips—7:00 a.m. to 10:00 a.m. Monday through Friday. Card rates apply.  
"Time Out for Music" with Bill Longworth—11:05 a.m. to 11:45 a.m. Monday through Friday. Card rates apply.  
"Super Time Serenade" with Bill White—6:15 p.m. to 6:45 p.m. Monday through Friday. Card rates apply.  
"Vibrations in Music"—11:10 p.m. to 1:00 a.m. Sunday through Saturday. Card rates apply.  
"Jerry Griffin Show"—3:30 p.m. to 6:00 p.m. Monday through Friday. Card rates apply.  
"Turk's Tent" with Al Turk—8:00 p.m. to 10:00 Monday through Friday. Card rates apply.

**POLITICAL**

Regular rates apply.

**WICK**

(Established 1954)

Rates effective April 1, 1954.  
Rates received March 29, 1954.  
Owned and operated by Scranton Radio Corporation.

**Personnel**

Pres. & Gen'l Mgr.—Joe Dobbs.  
Station Manager—R. J. Lomma.  
Commercial Manager—Al Soma.  
Program Director—Ed Hughes.

**Representatives**

Walker-Rawalt Company, Inc.

**Mailing Instructions**

Business Office and Studio—221 N. Washington Ave., Scranton, Penn. DI 6-1202.  
Transmitter—Olive Street east of Lackawanna River, Scranton, Pa.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Standard Time.  
Operating schedule: 24 hours daily.

**Agency Commission**

15% to recognized agencies on station time only; no cash discount. No commission on talent, line charges, special music equipment charges or production charges. Bills rendered 10th of month, payable when rendered.

**General Advertising**

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

	1 tl.	26 tl.	52 tl.	104 tl.	156 tl.	260 tl.
1/4 hour.....	24.00	21.60	20.40	19.20	18.00	16.80
10 minutes	18.00	16.20	15.30	14.40	13.50	12.60
5 minutes	12.00	10.80	10.20	9.60	9.00	8.40
1 minute or less.....	6.00	5.40	5.10	4.80	4.50	4.20

**RUN-OF-SCHEDULE ANNOUNCEMENTS**

One minute announcements on weekly basis:

	12 wkly	18 wkly	24 wkly	30 wkly
1-6 weeks.....	48.00	67.50	84.00	97.50

Run-of-Schedule Discounts

7-12 weeks.....	5%	26-51 weeks.....	15%
13-25 weeks.....	10%	52 weeks.....	20%

Station Identifications—8 second shorts, flat, each, 3.00.

**SPECIAL FEATURES**

News Service—AP.

**Participating Programs**

"Sunrise Serenade" with Joe Silva—6:00 a.m. to noon Monday through Saturday. Regular rates apply.  
"Ed Hughes Show"—noon to 6:00 p.m. Monday through Saturday. Regular rates apply.

"Platter Party" with Vince Alberts—6:00 p.m. to 8:00 p.m. Monday through Saturday. Regular rates apply.  
"Sandman Show" with Joe Dobbs—8:00 p.m. to midnight. Monday through Saturday. Regular rates apply.  
"Night Rider" with Art Hout—midnight to 6:00 a.m. Monday through Saturday. Rates on request.

**POLITICAL**

Regular rates apply.

**WSCR**  
(Established 1947)  
**NBC Radio**

Rates effective April 1, 1957.  
Rates received March 11, 1957.  
Owned and operated by Lackawanna Valley Broadcasting Co.

**Personnel**

Pres. & Gen'l Mgr.—David M. Baltimore.  
Station & Nat'l Sales Mgr.—Barry Sherman.  
Program Director—David L. Griffiths.

**Representatives**

Headley Reed Company.

**Mailing Instructions**

Business Office and Studios—116 Adams Ave., Scranton 3, Pa., telephone DI 7-3388.  
Transmitter—1520 N. Kayser Ave., two miles northeast of downtown Scranton, Pa.

**Wave—Power—Time**

Operating power—1,000 watts days; 500 watts nights.  
Frequency—1320 kilocycles.  
Directional—nighttime only.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Daylight Saving Time observed.

**PENNSYLVANIA**

Operating schedule: 6:00 a.m. to midnight Monday through Saturday; 8:00 a.m. to midnight Sunday.

**Agency Commission**

15% on broadcasting rates only to advertising agencies recognized by station owner providing payment is made by 10th of month following service. Cash discount 2% if paid before 10th of month following service. All talent paid direct by advertiser or sponsor and no commissions allowed.

**General Advertising**

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

Rates listed below include WSCR, Scranton, Pa., and WBRE, Wilkes-Barre, Pa., as a single purchase.

**WSCR-WBRE PROGRAM RATES**

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	120.00	72.00	48.00	24.00
52 times.....	114.00	68.40	45.60	22.80
104 times.....	108.00	64.80	43.20	21.60
156 times.....	102.00	61.20	40.80	20.40
260 times.....	96.00	57.60	38.40	19.20

**ANNOUNCEMENTS**

**WSCR-WBRE**

One minute or station break:

1 time.....	12.00	156 times.....	10.20
52 times.....	11.40	260 times.....	9.60
104 times.....	10.80		

**SATURATION PLANS**

**WSCR-WBRE**

Per week, each station:	1 wk.	13 wks.	26 wks.
Operating power.....	100.00	97.50	95.00
10 times.....	146.25	142.50	138.75
15 times.....	190.00	180.00	170.00
20 times.....	270.00	255.00	240.00

(This listing continued on next page)

# Are You Sure of Reaching ... the Right People ... the Right Area?

Let's suppose your budget is small, and results are essential through a limited advertising program. You have a product that appeals primarily to farmers and people in rural areas. You have to be mighty sure that the media you select are going to do a sure-fire selling job for you.

This is your problem, but Standard Rate & Data Service wants to help you solve it. That's why you'll find reliable up-to-date market statistics and market maps every month in these Standard Rate publications:

- Spot Radio Rates and Data
- Spot TV Rates and Data
- Newspaper Rates and Data

Of course, media selection cannot be 100% guaranteed by anyone, but certain steps can be taken to make the best possible choice and to definitely put the odds in your favor. The media buyer who does a careful job of research—making a thorough study of these averages and percentages—knows when he has made his decision that it is justified. He knows that his product is being presented to the people who want it and who can afford to purchase it.

Whether your budget is large or small, whether your product appeals to city dwellers or rural folk, you have something to sell and results are essential. You'll get those results by using the market data made available to you by Standard Rate & Data Service.

*Helping you to arrive at final decisions in the selection of the best possible media to reach the people you want to reach is just one of the many ways Standard Rate seeks to help you.*

# PENNSYLVANIA

## Scranton—W S C R—Continued

**SHORTIES**  
8-second transcribed (not more than 16 words live). Available at 50% applicable announcement rate. Regular frequency discounts apply but may not combine with other announcements to earn frequency discounts.

**SPECIAL FEATURES**  
News Service—AP.  
Participating Programs  
"The Terry McNulty Show"—6:00 a.m. to 10:00 a.m. Monday through Friday; 6:00 a.m. to 8:00 a.m. Saturday. Regular rates apply.  
"Wisker Disker" with Bill Shupert—2:05 p.m. to 7:30 p.m. Monday through Friday. Regular rates apply.  
"Music Festival" with Ron Allen—10:05 p.m. to midnight Monday through Thursday; 11:05 p.m. to midnight Friday. Regular rates apply.

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

**TRANSCRIPTIONS**  
Library Service—Lang-Worth. Regular rates apply.

**Closing Time**  
Talent programs close one week in advance. Announcements, talks and recorded programs close 48 hours in advance.

## SHAMOKIN

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

### WISL

(Established 1947)

Rates effective February 1, 1957.  
Rates received March 4, 1957.  
Owned and operated by Radio Anthracite, Inc.

**Personnel**  
President—Henry W. Lark.  
Manager—Maurice E. Fidler.

**Representatives**  
Forjoe & Company, Inc.

**Mailing Instructions**  
Business Office and Studio—Rock and Sunbury St., Shamokin, Pa. Shamokin 8-6831. TWX 7760-06.  
Transmitter: Coal Township, Pa.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1480 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Daylight Saving Time observed.  
Operating schedule: 6:00 a.m. to midnight.

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

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include charges by owners of music copyrights. Rates do not include talent or remote broadcasting facilities. Maximum length of contract one year. Frequency discounts of announcements and programs cannot be combined.

	1/2 hr.	1/4 hr.	5 min.
1 time.....	40.00	28.00	15.00
26 times.....	37.50	25.00	13.50

**ANNOUNCEMENTS**

	1 min.	30 sec.
1 time.....	5.75	4.25
26 times.....	5.50	3.75

**SPECIAL PACKAGE PLANS**  
Special package plans with combination daytime and nighttime spots available on request.

**DISCOUNTS**  
An additional discount of 5% for contracts, calling for more than 300 programs or announcements per fiscal year.

**SPECIAL FEATURES**  
News Service—AP.  
Participating Programs  
"Wislin' Time" with Jim Reilly—6:30 a.m. to 10:00 a.m.  
"On the Sunny Side" with Dave Humes—10:00 a.m. to noon.  
"Reilly's Roost" with Jim Reilly—2:00 p.m. to 6:00 p.m.  
"Musical Miles" with Bob Zeigler—7:00 p.m. to 9:00 p.m.  
"Moonlight Serenade"—9:00 p.m. to midnight. Only station break participations with adjacencies available. Uninterrupted music in 1/2 hour segments.

**POLITICAL**  
Regular rates apply.

**TRANSCRIPTIONS**  
Library Service—World, Thesaurus.

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

## SHARON (1 AM; 1 FM)

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

### WPIC

(Established 1938)

Rate card undated; received November 22, 1950.  
Owned and operated by Sharon Herald Broadcasting Company.

**Personnel**  
Pres. & Mgr.—John Fahline, Jr.

**Representatives**  
William J. Reilly.  
New York—Richard O'Connell, Inc.

**Mailing Instructions**  
Business Office and Studio—Pine Hollow Boulevard P. O. Box 541, Sharon, Pa.  
Transmitter—Pine Hollow Boulevard, Sharon, Pa.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—790 kilocycles.  
Non-directional.

Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Actual operating schedule: 6:00 a.m. to local sunset.

**Agency Commission**  
15% to recognized agencies; no cash discount.  
Payments due 10 days after invoice date. No commissions or quantity discounts on talent, lines, etc.

**General Advertising**  
Rates include charges by owners of music copyrights. (Sunday afternoons)

1 hour.....	72.00
1/2 hour.....	43.20
1/4 hour.....	28.80
10 minutes.....	21.60
5 minutes.....	14.40

(All other times)

1 hour.....	60.00
1/2 hour.....	36.00
1/4 hour.....	24.00
10 minutes.....	18.00
5 minutes.....	12.00
1 minute or less.....	9.00

**DISCOUNTS**

1 time.....	Net	52 times.....	15%
13 times.....	5%	100 times.....	20%
26 times.....	10%	300 times.....	25%

Continuing discounts allowed.

**TRANSIENT**

1 hour.....	150.00
1/2 hour.....	90.00
1/4 hour.....	50.00
5 minutes.....	30.00
1 minute.....	9.00

**Closing Time**  
Closing time one week in advance of service if program is to be included in publicity releases.

## WPIC-FM

(Established 1947)

Rates effective September 1, 1955.  
Rates received September 26, 1955.

**Wave—Power—Time**  
Effective radiated power—26,000 watts.  
Frequency—102.9 megacycles on channel 275.  
Antenna height—455 feet above average terrain.  
Licensed to operate unlimited time.  
Operates on Eastern Standard Time.  
Operating schedule: 6:00 a.m. to local sunset.

**Agency Commission**  
15% to recognized agencies on time and talent; no cash discount.

**General Advertising**

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

1 hour.....	150.00
1/2 hour.....	90.00
1/4 hour.....	60.00
5 minutes.....	40.00
1 minute.....	20.00

**CLASS "B"**  
(6:00 a.m. to 6:00 p.m. and 10:00 p.m. to 2:00 a.m.)

1 hour.....	110.00
1/2 hour.....	70.00
1/4 hour.....	45.00
5 minutes.....	30.00
1 minute.....	15.00

**TRANSCRIPTIONS**  
Library Service—Associated, World, Thesaurus.  
For data on Personnel, etc., see AM listing.

## SOMERSET

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

### WVSC

(Established 1950)



Rates effective July 1, 1956.  
Rates received Nov. 28, 1956.  
Owned and operated by Somerset Broadcasting Co.

**Personnel**  
General Manager—T. H. Opegard.  
Commercial Manager—C. R. Taylor.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 231, Somerset, Pa., telephone 4186.  
Transmitter—Route 219, Somerset, Pa.

**Wave—Power—Time**  
Operating power—250 watts days.  
Frequency—990 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: Sunrise to sunset, no earlier than 6:00 a.m. or 7:00 a.m. Sundays.

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

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Rates quoted are net after all applicable discounts.  
All contracts must be completed within 52 weeks of starting date to earn maximum discounts.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	40.00	24.00	16.00	12.00	8.00	5.50
13 times.....	39.00	23.40	15.60	11.70	7.80	5.36
26 times.....	38.00	22.80	15.20	11.40	7.60	5.22
52 times.....	36.00	21.60	14.40	10.80	7.20	4.95
104 times.....	34.00	20.40	13.60	10.20	6.80	4.67
156 times.....	32.00	19.20	12.80	9.60	6.40	4.40
260 or more times.....	30.00	18.00	12.00	9.00	6.00	4.12

**SPECIAL FEATURES**  
News Service—UPI, no extra charge.  
Time signals and weather reports—rates on request.

**POLITICAL AND/OR RELIGIOUS**  
Political—Regular rates apply; payable in advance.  
Religious—Regular rates apply.

## SOUTH WILLIAMSPORT

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

## See Williamsport

## STATE COLLEGE

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

### WMAJ

(Established 1945)

Rates effective October 1, 1954.  
Card received December 13, 1954.  
Owned and operated by Centre Broadcasters, Inc.

**Personnel**  
General Manager—Milton J. Bergstein.  
Sales Manager—John A. Dame.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 888, State College, Pa.  
Transmitter—Ferguson Township, State College, Pennsylvania.

**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: 6:30 a.m. to 1:00 a.m.

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

**General Advertising**  
For combination rates see Mutual Broadcasting System.  
Rates are for national advertising time and include music copyright fees.  
ASCAP, BMI and SESAC licenses.

**PROGRAMS AND ANNOUNCEMENTS**

	1 hr.	1/4 hr.	10 min.	5 min.	Ann.	(*)
1 time.....	70.00	42.00	28.00	21.00	14.00	7.00
13 times.....	68.00	41.00	27.00	20.50	13.50	6.90
26 times.....	66.50	40.00	26.00	19.50	13.00	6.75
52 times.....	65.00	39.00	25.00	19.00	12.50	6.50
65 times.....	63.00	38.00	24.00	18.50	12.00	6.00
130 times.....	61.50	37.00	23.00	18.00	11.50	5.50
156 times.....	60.00	36.00	22.00	17.50	11.00	5.25
260 times.....	58.00	35.00	21.00	17.00	10.50	5.00
312 times.....	55.00	34.00	20.00	16.50	10.00	4.75
468 times.....	53.00	33.00	19.00	16.00	9.50	4.50
624 times.....	50.00	32.00	18.00	15.50	9.00	4.00
1000 times.....	48.00	30.00	17.00	15.00	8.50	3.75

(\*) Station break.

**SPECIAL FEATURES**  
News Service—AP.

**TRANSCRIPTIONS**  
Library Service—World.

## STROUDSBURG

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

### WVPO

(Established 1947)

Rates effective November 1, 1957.  
Rates received November 4, 1957.  
Owned and operated by Pocono Broadcasting, Inc.

**Personnel**  
President—James H. Ottaway.  
Managing Director—Francis H. Brinkley.  
General Manager—Chester S. Miller.

**Representatives**  
Radio-TV—Representatives, Inc.

**Mailing Instructions**  
Business Office and Studio—22 South Sixth St., Stroudsburg, Pa. Telephone 1101.  
Transmitter—Stroudsburg, Pa.

**Wave—Power—Time**  
Operating power—250 watts days.  
Frequency—840 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.

**Operating schedule:**

January .....	7:30 a.m. to 5:00 p.m.
February .....	7:00 a.m. to 5:30 p.m.
March .....	7:00 a.m. to 6:00 p.m.
April .....	7:00 a.m. to 6:45 p.m.
May .....	7:00 a.m. to 7:15 p.m.
June .....	7:00 a.m. to 7:30 p.m.
July .....	7:00 a.m. to 7:30 p.m.
August .....	7:00 a.m. to 7:00 p.m.
September .....	7:00 a.m. to 6:15 p.m.
October .....	7:00 a.m. to 5:15 p.m.
November .....	7:00 a.m. to 4:45 p.m.
December .....	7:00 a.m. to 4:30 p.m.

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

**General Advertising**  
Accepts AAAA copyrighted contract.  
The following rates are for national advertising.

**PROGRAMS**

5 minutes:		
1 time.....	14.00	156 times..... 11.50
13 times.....	13.50	260 times..... 11.00
26 times.....	13.00	520 times.....
52 times.....	12.50	

(This listing continued on next page)



**Stroudsburg—W V P O—Continued**

**ANNOUNCEMENTS**

One minute or less:			
1 time.....	7.00	156 times.....	5.75
13 times.....	6.75	260 times.....	5.50
26 times.....	6.50	520 times.....	5.25
52 times.....	6.25		

Other rates on request.  
**SPECIAL FEATURES**  
 News Service—UPI.  
 Participating Programs  
 Talent of 1.75 per announcement added to the following programs:  
 "Taylor Talks"—7:00 a.m. to 8:00 a.m. and 8:35 a.m. to 9:00 a.m. Monday through Friday. News, music, views with S. Bryden Taylor.  
 "The Sally Ferrebee Show"—10:30 a.m. to 11:00 a.m. Monday, Tuesday, Thursday and Friday. Music, fashion news and interviews.  
**POLITICAL**  
 Regular rates apply. Payment required in advance.

**SUNBURY (1 AM; 1 FM)**

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

**WKOK**

(Established 1933)

**CBS Affiliate**



Rates effective December 1, 1949.  
 Rates received October 28, 1949.  
 Owned and operated by Sunbury Broadcasting Corp.

**Personnel**  
 President—B. A. Beck.  
 General Manager—Homer R. Smith.  
**Representatives**  
 Call collect Atlantic 6-5838, 6-5839.  
**Mailing Instructions**  
 Business Office and Studio—1150 N. Front Street, Sunbury, Pennsylvania, Atlantic 6-5838, 6-5839.  
 Transmitter—Sunbury, Pennsylvania.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1240 kilocycles.  
 Non-directional.  
 Licensed to operate on local channel.  
 Operates on Eastern Time.  
 Daylight Saving Time observed.  
 Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

**F M Facilities**  
 Effective radiated power—4,400 watts.  
 Frequency—94.1 megacycles; channel 231.  
 Antenna height—875 feet above average terrain.  
 Simultaneous transmission of all programs and spots on WKOK-FM at rates noted here. Not sold separately.

**Agency Commission**  
 Agency commission 15% to recognized advertising agencies on net charges for talent and station time. Bills payable upon receipt of invoice, issued on the first of each month. No cash discount.

**General Advertising**  
 For combination rates see CBS Radio Network. Simultaneous AM-FM duplicated programming. Rates include music copyright fees.

**CLASS "A"**  
 (6:00 p.m. to 12:00 midnight)

	1 tl.	13 tl.	26 tl.	52 tl.
1 hour.....	72.00	68.40	64.80	61.20
1/2 hour.....	42.00	39.90	37.80	35.70
1/4 hour.....	24.00	22.80	21.60	20.40
5 minutes.....	14.40	13.68	12.96	12.24
1 minute.....	7.20	6.84	6.48	6.12

**CLASS "B"**  
 (Sign-on to 6:00 p.m.)

	1 tl.	13 tl.	26 tl.	52 tl.
1 hour.....	48.00	45.60	43.20	40.80
1/2 hour.....	27.00	25.66	24.30	22.96
1/4 hour.....	15.60	14.82	14.04	13.26
5 minutes.....	12.00	11.40	10.80	10.20
1 minute.....	5.40	5.14	4.86	4.60

**SPECIAL FEATURES**  
 News Service—AP.  
**Closing Time**  
 Ten days in advance.

**TITUSVILLE**

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

**WTIV**

(Established 1955)



Rates effective August 20, 1956.  
 Rates received August 20, 1956.  
 Owned and operated by Crawford County Broadcasting Company, Inc.

**Personnel**  
 General Manager—Robert H. Sauber.  
 Sales Manager—Paul R. Ruttan.

**Representatives**  
 Titusville—Robert H. Sauber, P.O. Box 184, Phone 7-2265.

**Mailing Instructions**  
 Business Office and Studio—Second National Bank Bldg., P. O. Box 184, Titusville, Pa.  
 Franklin, Pa.—Exchange Bank Bldg., P. O. Box 908.  
 Transmitter—S. Perry Hill Rd., Titusville, Pa.

**Wave—Power—Time**  
 Operating power—500 watts days.  
 Frequency—1290 kilocycles.  
 Non-directional.  
 Licensed to operate daytime only.  
 Operates on Eastern Standard Time.  
 Operating schedule: 6:00 a.m. to local sunset.

**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.	1 min.
1 time....	37.50	27.50	20.00	16.75	12.60	5.30
26 times..	36.00	26.40	19.20	14.50	9.60	4.90
52 times..	34.00	24.90	18.25	13.70	9.10	4.50
104 times..	32.00	23.50	17.20	12.85	8.55	4.35
156 times..	30.00	22.00	16.30	12.20	8.15	4.20
260 times..	28.00	20.40	15.20	11.40	7.60	4.00

6 or more spots used in 1 day..... 10%  
 25% discount when sold in combination with WFRA, Franklin, Pa.

**SPECIAL FEATURES**

News Service—AP and local. Five-minute newscast every hour on the hour; fifteen minutes at 12:30 p.m. and 6:00 p.m. News bulletins, time, temperature and market reports—rates on request.  
 Special weather report every hour on the half hour.

**Participating Programs**

"Early Bird"—6:05 a.m. to 7:00 a.m. Participating only.  
 "Reveille Time"—7:05 a.m. to 8:45 a.m. Music, Participating only.  
 "House Party"—9:01 a.m. to 11:30 a.m. Participating or 10, 15, or 30-minute segments at regular rates when available.  
 "Polka Party"—11:30 a.m. to 12:00 noon. Participating only.  
 "Gene Karol Show"—1:01 p.m. to 3:00 p.m. Participating or 10, 15, or 30-minute segments at regular rates when available.  
 "Ray Paul's Platter Palace"—3:00 p.m. to 5:30 p.m. Participating or 10, 15, or 30-minute segments at regular rates when available.  
 "Candlelight & Silver"—5:30 p.m. to 6:00 p.m. Music for dining, 15 or 30-minute segments only at regular rates.  
 "The Twilight Show"—7:01 p.m. to 8:00 p.m. Participating or 10, 15, or 30-minute segments at regular rates when available.

**POLITICAL**

Regular rates apply; cash in advance.

**TRANSCRIPTIONS**

Library Service—World.  
**Closing Time**  
 48 hours in advance of broadcast.

**TYRONE**

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

**WTRN**

(Established 1954)

Rates effective November 15, 1954.  
 Rates received September 27, 1954.  
 Owned and operated by The Tyrone Broadcasting Co.

**Personnel**  
 President—C. H. Simpson.  
 Vice-Pres. & Gen'l Mgr.—John A. Fay.  
 Gen'l & Sales Mgr.—Lee C. Ray.

**Representatives**  
 None.  
**Mailing Instructions**  
 Business Office and Studio—8 W. 10th St., Tyrone, Pa. Mu 4-3200.  
 Transmitter—YMCA Athletic Field, Tyrone, Pa.

**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—1290 kilocycles.  
 Non-directional.  
 Licensed to operate daytime only.  
 Operates on Eastern Time.  
 Daylight Saving Time observed.  
 Operating schedule: 6:00 a.m. to local sunset week days; 8:00 a.m. to sunset Sundays.

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

**General Advertising**  
 For combination rates see Allegheny Mountain Network and Mutual Broadcasting System.  
 Accepts AAAA copyrighted contract.  
 10% commission on overall billing if two or more are used.

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

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	312 tl.
1 hour.....	60.00	57.00	54.00	51.00	48.00	45.00
1/2 hour.....	35.00	33.25	31.50	29.75	28.00	26.25
1/4 hour.....	20.00	19.00	18.00	17.00	16.00	15.00
10 minutes.....	16.00	15.00	14.00	13.00	12.00	11.00
5 minutes.....	12.00	11.40	10.80	10.20	9.60	9.00
Spots.....	6.00	5.70	5.40	5.10	4.80	4.50

**SPECIAL FEATURES**

News Service—UPI. No extra charge. Local and regional news summaries 5 times daily.

**POLITICAL**

Regular rates apply.

**TRANSCRIPTIONS**

Library Service—World.  
**Closing Time**  
 48 hours in advance of broadcast.

**UNIONTOWN**

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

**WMBS**

(Established 1937)

Rates effective March 1, 1958.  
 Rates received January 31, 1958.  
 Owned and operated by Fayette Broadcasting Corp.

**Personnel**  
 President—Joseph C. Burwell.  
 Station Manager—Jimmy Gismondi.  
 Commercial Manager—Frederick J. David.  
 Program Director—Jimmy Gismondi.

**Representatives**  
 The Meeker Company, Inc.

**PENNSYLVANIA**

**Mailing Instructions**  
 Business Office and Studio—Fayette National Bank Bldg., Uniontown, Pa. Geneva 8-3900-3909.  
 Transmitter—Burgess Field, Uniontown, Pa.  
**Wave—Power—Time**  
 Operating power—1,000 watts.  
 Frequency—590 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate full time.  
 Operates on Eastern Time.  
 Operating schedule: 5:30 a.m. to 12:05 a.m.

**Agency Commission**  
 Agency commission 15% to recognized advertising agencies on net charges for station time only. No cash discount.

**General Advertising**

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	85.00	50.00	32.50	17.50	10.00
13 times..	81.75	47.50	31.00	16.50	9.50
26 times..	77.00	45.00	29.50	15.50	9.00
52 times..	73.00	42.50	28.00	14.50	8.50
104 times..	69.00	40.00	26.50	13.50	8.00
208 times..	65.00	37.50	25.00	12.50	7.50
300 times..	61.00	35.00	23.50	11.50	7.00

30-seconds—60% of 1-minute rates.  
 15-seconds or less—30% of 1-minute rates.  
**SPECIAL NIGHT RATE**  
 (7:30 p.m. to midnight)  
 Earned rate less 25%.

**SATURATION ANNOUNCEMENT RATE**  
 35 or more announcements per week, earned rate less 15%.

**SPECIAL FEATURES**

Local news and sports programs.  
**Participating Programs**  
 Popular, semi-classical and classical record shows; quiz and special productions.

**POLITICAL**

Regular rates apply; payable in advance.

**WARREN (1 AM; 1 FM)**

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

**WNAE**

(Established 1946)



Rates effective September 1, 1947. (Card No. 3.)  
 Revision received September 1, 1953.  
 Owned and operated by Northern Allegheny Broadcasting Co.

**Personnel**  
 Pres. & Gen'l Mgr.—David Potter.

**Representatives**  
 Call Warren 3033 collect.  
**Mailing Instructions**  
 Business Office and Studio—First National Bank Bldg., Warren, Pa., telephone 3033.  
 Transmitter—Radio Summit, Warren, Pa.

**Wave—Power—Time**  
 Operating power—5,000 watts days.  
 Frequency—1310 kilocycles.  
 Non-directional.  
 Operates on Eastern Time.  
 Daylight Saving Time observed.  
 Operating schedule: 6:00 a.m. to local sunset.

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

**General Advertising**  
 Rates are for national advertising and include music copyright fees.

**FM Affiliate—WRRN.**  
 EMI, ASCAP and SESAC licenses.  
 Firm contracts accepted 60 days in advance of start. Maximum contract, one year.  
 Advertising of alcoholic beverages other than beer and light wine not accepted. —Day and Evening—

Length of commercial copy: Programs News

5 minutes.....	1:30 min.	1:00 min.
10 minutes.....	2:00 min.	1:30 min.
15 minutes.....	2:30 min.	2:00 min.
30 minutes.....	3:00 min.	
60 minutes.....	6:00 min.	

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	40.00	24.00	16.00	10.00
13 times..	38.00	22.80	15.20	9.50
26 times..	36.00	21.60	14.40	9.00
52 times..	34.00	20.40	13.60	8.50
104 times..	32.00	19.20	12.80	8.00
156 times..	30.00	18.00	12.00	7.50
260 times..	28.00	16.80	11.20	7.00
312 times..	26.00	15.60	10.40	6.50

**ANNOUNCEMENTS**

One minute transcribed, 100 words:

1 time.....	6.00	150 times.....	4.80
13 times.....	5.70	300 times.....	4.50
26 times.....	5.40	600 times.....	4.25
52 times.....	5.10	900 times.....	4.00

Station breaks (20 seconds transcribed, 35 words live):

1 time.....	3.00	450 times.....	2.40
39 times.....	2.85	900 times.....	2.25
78 times.....	2.70	1800 times.....	2.13
156 times.....	2.55	2700 times.....	2.00

**SATURATION RATES**

Minimum 8 one-minute spots per day, earned rate less 15%.

**SPECIAL FEATURES**

News Service—UPI and local news.  
 Weather forecasts, time signals, temperature reports and market quotations—rates on request.

**POLITICAL**

Political programs or announcements accepted for broadcasts in behalf of legally qualified candidates for public office at regular rates. Payment required in advance.

(Warren continued on next page)

**PENNSYLVANIA**

**Warren—Continued**

**WRRN**  
—FM—

Established 1948

Rates effective April 22, 1948. (Card No. 1.)  
Transmitter—Radio Summit, one mile south of Warren, Pa.

**Wave—Power—Time**

Effective radiated power—3,000 watts.  
Frequency—92.3 mc/cycles on channel 222.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: 6:00 a.m. to 11:05 p.m.

**Agency Commission**

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

**General Advertising**

AM Affiliate—WNAE.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	10.00	6.00	4.00	2.50
13 times.....	9.50	5.70	3.80	2.40
26 times.....	9.00	5.40	3.60	2.30
52 times.....	8.50	5.10	3.40	2.20
104 times.....	8.00	4.80	3.20	2.10
156 times.....	7.50	4.50	3.00	2.00
260 times.....	7.00	4.20	2.80	1.90
312 times.....	6.50	3.90	2.60	1.80

**ANNOUNCEMENTS**

One minute transcribed, 100 words live or 20 seconds transcribed, 35 words live:  
1 time..... 1.50 52 times..... 1.35  
13 times..... 1.45 150 times..... 1.30  
26 times..... 1.40 300 times..... 1.25

**WASHINGTON**

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

**WJPA**

(Established 1942)



Rates effective September 1, 1955.  
Rates received September 27, 1955.

Owned and operated by Washington Broadcasting Co.

**Personnel**

Managing Director—A. Boyd Siegel.  
General Manager—John L. Merdian.

**Representatives**

Joseph Hershey McGillvra, Inc.

**Mailing Instructions**

Business Office and Studios—George Washington Hotel, Washington, Pa., Baldwin 2-2110.  
Transmitter—Boyd Hill, 1/2 mile from city limits Washington, Pa.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Operating schedule: 7:55 a.m. to 12:01 a.m. Sundays; 7:00 a.m. to 12:01 a.m. week days.

**Agency Commission**

15% to recognized agencies on net charges for station time; no cash discount. All bills due on 15th of month following service.

**General Advertising**

For combination rates see listing of Mutual Broadcasting System. Contracts not to run concurrently within year unless specified.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	72.00	43.20	28.80	21.60	14.40	8.82
26 times.....	64.00	38.40	25.60	19.20	12.80	7.14
52 times.....	60.00	36.00	24.00	18.00	12.00	6.46
104 times.....	56.00	33.60	22.40	16.80	11.20	5.80
260 times.....	54.00	32.40	21.60	16.20	10.80	5.24
312 times.....	52.00	31.20	20.80	15.60	10.40	4.72
624 or more times.....						4.24

(\*) One minute or station break.

**SPECIAL FEATURES**

News Service—UPI. Rates on request.  
Time signals and market reports—rates on request.

**POLITICAL**

Regular rates apply; cash with order.  
TRANSCRIPTIONS  
Library Service—RCA, Thesaurus.

**WAYNESBORO**

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

**WAYZ**

(Established 1953)

Rates effective.....  
Rates received November 4, 1958.  
Owned and operated by Rochard Field Lewis, Jr., Inc.

**Personnel**

President—Marion P. Lewis.  
Manager—Samuel Hanshaw.

**Representatives**

Forjoe & Company, Inc.  
Philadelphia—Morton Lowenstein.

**Mailing Instructions**

Business Office and Studio—21 W. Main St., Waynesboro, Pa., Waynesboro 1900.  
Transmitter: 1 mile S.W. of Waynesboro, Pa.

**Wave—Power—Time**

Operating power—1,000 watts.  
Frequency—1380 kilocycles.  
Non-directional.  
Licensed to operate daytime hours.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 5:30 a.m. to local sunset.

**Agency Commission**

15% on station time only; no cash discounts. Bills due and payable when rendered.

**General Advertising**

Affiliated with Green Valley Group.  
Accepts AAAA copyrighted contracts.  
ASCAP, BMI and SESAC licenses.  
Maximum contract: 1 year.  
No periods sold in bulk for resale.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	(*)
1 time.....	50.00	30.00	18.00	14.00	11.50	6.75	3.40
27 times.....	47.50	29.25	17.50	13.70	11.25	6.65	3.30
53 times.....	45.00	28.50	17.00	13.35	11.00	6.50	3.25
105 times.....	42.50	27.75	16.50	12.95	10.75	6.35	3.15
313 times.....	40.00	27.00	16.00	12.50	10.50	6.20	3.10

(\*) Time signal.

**SPECIAL FEATURES**

News Service—AP. No extra charge.  
POLITICAL  
Payable in advance.

**WAYNESBURG**

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

**WANB**

(Established 1956)

Rates effective May 1, 1957.  
Rates received May 2, 1957.  
Owned and operated by Commonwealth Broadcasters, Inc.

**Personnel**

Station Manager—George E. McGary.  
Program Director—John M. Beinhardt.

**Representatives**

None.

**Mailing Instructions**

Business Office and Studios—First Federal Bldg., E. High St., Waynesburg, Pa., telephones 981 and 982.  
Transmitter—Route 18, 1/2 mile west of Waynesburg, Pa.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1580 kilocycles.  
Non-directional.  
Operates on Eastern Standard Time.  
Operating schedule—Sunrise to local sunset.

**Agency Commission**

15% to recognized agencies; no cash discount.

**General Advertising**

All time contracted for must be used within one year from starting date. No periods sold in bulk for resale.

	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	4.00
13 times.....	47.50	28.50	19.00	14.25	9.50	4.75
26 times.....	45.00	27.00	18.00	13.50	8.00	4.50
52 times.....	42.50	25.50	17.00	12.75	7.50	4.25
104 times.....	40.00	24.00	16.00	12.25	7.00	4.00
260 times.....	37.50	22.50	15.00	11.50	6.50	3.75

**SPECIAL FEATURES**

News Service—UPI.  
10% additional charge on all news programs including weather and sports.  
POLITICAL  
Payable in advance.

**WELLSBORO**

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

**WNBT**

(Established 1955)

Rates effective February 15, 1955.  
Rates received January 26, 1955.  
Owned and operated by the Farm & Home Broadcasting Company.

**Personnel**

President—C. H. Simpson.  
Vice-Pres. & Gen'l Mgr.—John A. Fay.  
Commercial Manager—John Zellner.  
Program Director—Carol Makin.

**Representatives**

None.

**Mailing Instructions**

Business Office and Studio—89 Main St., Wellsboro, Pa.  
Transmitter—Park Hill, Wellsboro, Pa.

**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 week days; 8:00 a.m. to midnight Sundays.

**Agency Commission**

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

**General Advertising**

For combination rates see Allegheny Mountain Network and Mutual Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	Spots
1 hour.....	60.00	35.00	20.00	16.00	12.00	6.00
13 times.....	57.00	33.25	19.00	15.00	11.40	5.70
26 times.....	54.00	31.50	18.00	14.00	10.80	5.40
52 times.....	51.00	29.75	17.00	13.00	10.20	5.10
104 times.....	48.00	28.00	16.00	12.00	9.60	4.80
312 times.....	45.00	26.25	15.00	11.00	9.00	4.50

**SPECIAL FEATURES**

News Service—UPI. No extra charge. Local and regional news summaries 5 times daily.  
"Timekeep"—6:00 a.m. to 8:45 a.m. Monday through Saturday.  
"Farm & Home Hour"—Noon to 1:00 p.m.  
"1490 Club"—4:00 p.m. to 5:30 p.m. Monday through Saturday.  
Yankee baseball.  
POLITICAL  
Regular rates apply.

**TRANSCRIPTIONS**

Library Service—World.  
Closing Time  
48 hours in advance of broadcast.

**WILKES-BARRE (3 AM; 1 FM)**

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

**WBAX**

(Established 1922)

Rates effective July 1, 1947.  
Owned and operated by Anna Stenger.

**Personnel**

General Manager—John H. Stenger.  
Program Director—Edward Kuzma.

**Representatives**

Burn-Smith Company, Incorporated.

**Mailing Instructions**

Business Office and Studio — 85 W. Union St., Wilkes-Barre, Pa., Valley 3-0196.  
Transmitter—U. S. Route 11, Edwardsville Borough, Pa.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1240 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Eastern Time.  
Operating schedule: 6:30 a.m. to 12:00 midnight week days; 8:00 a.m. to 12:00 midnight Sundays.

**Agency Commission**

Agency commission 15% to recognized advertising agencies. No commission on talent. Cash discount none.

**General Advertising**

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

CLASS "A"

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	90.00	55.00	37.00	19.00	9.50
13 times.....	85.00	53.00	36.25	18.25	8.75
26 times.....	81.00	51.50	35.85	17.00	8.00
52 times.....	73.00	49.00	34.10	16.45	7.25
156 times.....	68.00	47.50	32.00	15.25	7.00
312 times.....	62.00	46.00	30.00	14.00	6.75

CLASS "B"

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	62.00	38.00	26.00	13.00	6.50
13 times.....	58.00	35.00	23.00	12.00	6.00
26 times.....	54.00	32.00	20.00	11.00	5.75
52 times.....	50.00	30.00	17.50	10.00	5.25
156 times.....	46.00	29.50	17.00	9.75	5.00
312 times.....	42.50	28.00	16.25	9.00	4.75

**SPECIAL FEATURES**

News Service—UPI.  
POLITICAL  
Regular rates apply. Payable in advance.  
(Wilkes-Barre continued on next page)

In the Nation's 30th Market

# WARM

IS

## "RED HOT"

5000 WATTS — 590 KC

### The Dominant Station

WARM ABC SEPT. — OCT. '58

WARM ABC SEPTEMBER '58

REPRESENTED BY:  
robert e. eastman & co., inc.

**Wilkes-Barre—Continued**  
**WBRE**  
 (Established 1924)  
**NBC Affiliate**



Rates effective April 1, 1957.  
 Rates received March 11, 1957.  
 Owned and operated by WBRE, Radio, Inc.

**Personnel**

General Manager—Louis G. Baltimore.  
 Station Manager—David M. Baltimore.  
 National Sales Manager—Barry Sherman.  
 Operations Manager—Franklin D. Coslett.  
 Program Director—Robert Schumacher.

**Representatives**

Headley Reed Company.

**Mailing Instructions**

Business Office and Studio—62 S. Franklin Street,  
 Wilkes-Barre, Pennsylvania, Valley 3-3101.  
 Transmitter—Kingston, Pennsylvania.

**Wave—Power—Time**

Operating power—250 watts.  
 Frequency—1340 kilocycles.  
 Non-directional.  
 Licensed to operate full time on cleared local channel.  
 Operates on Eastern Time.  
 Daylight Saving Time observed.  
 Operating schedule: 6:00 a.m. to midnight Monday  
 through Saturday; 8:00 a.m. to midnight Sunday.

**F M Facilities**

Effective radiated power—2,200 watts.  
 Frequency—98.5 megacycles on channel 253.  
 Antenna height—1,154 feet above average terrain.  
 Operating schedule: 7:00 a.m. to midnight Monday  
 through Friday; 10:00 a.m. to midnight Saturday  
 and Sunday.

**Agency Commission**

15% on broadcasting rates only to advertising agencies recognized by station owner providing payment is made by 10th of month following service. Cash discount 2% of net if paid before 10th of month following service. All talent paid direct by advertiser or sponsor and no commissions allowed.

**General Advertising**

For combination rates see NBC Radio Network.  
 Accepts AAAA copyrighted contract.  
 Rates include FM transmission during FM hours of operation.  
 Price quoting permitted.  
 Rates include music copyright fees.  
 BMI, ASCAP and SESAC licenses.  
 Rates listed below include WBRE, Wilkes-Barre, Pa., and WSCR, Scranton, Pa., as a single purchase.

**WBRE-WSCR PROGRAM RATES**

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	120.00	72.00	48.00	24.00
52 times.....	114.00	68.40	45.60	22.80
104 times.....	108.00	64.80	43.20	21.60
156 times.....	102.00	61.20	40.80	20.40
260 times.....	96.00	57.60	38.40	19.20

**ANNOUNCEMENTS  
WBRE-WSCR**

One minute or station break:	1 time.....	52 times.....	104 times.....
1 time.....	12.00	156 times.....	10.20
52 times.....	11.40	260 times.....	9.60
104 times.....	10.80		

**SATURATION PLANS  
WBRE-WSCR**

Per week, each station:	1 wk.	13 wks.	26 wks.
10 times.....	100.00	97.50	95.00
15 times.....	146.25	142.50	138.75
20 times.....	190.00	180.00	170.00
30 times.....	270.00	255.00	240.00

**SHORTIES**

8-seconds transcribed (not more than 16 words live). Available at 50% of applicable announcement rate. Regular frequency discounts apply but may not combine with other announcements to earn frequency discounts.

**SPECIAL FEATURES**

News Service—AP.

**Participating Programs**

"Scott's Coffee Shop" with Joe Scott—6:00 a.m. to 10:00 a.m. Monday through Friday; 6:00 a.m. to 8:00 a.m. Saturday. Regular rates apply.  
 "Melody Magic"—12:30 p.m. to 1:00 p.m. Monday through Friday. Regular rates apply.  
 "Hall of Hits"—3:00 p.m. to 6:00 p.m. Monday through Friday. Regular rates apply.  
 "Top Tune Parade" with Frank Labar—7:05 p.m. to 7:30 p.m. Monday through Friday. Regular rates apply.  
 "Music Before Midnight"—10:30 p.m. to midnight Monday through Friday and 11:00 p.m. to midnight Saturday and Sunday. Regular rates apply.

**POLITICAL**

Regular rates apply. Payable in advance.

**Closing Time**

Talent programs close one week in advance. Announcements, talks and recorded programs close 48 hours in advance.

**WGBI**

City of license, Scranton, Pa.  
 Considered by CBS Radio Network as their Scranton-Wilkes-Barre outlet.  
 See listing under Scranton, Pa.

**WILK**  
 (Established 1947)  
**ABC Radio Network**



Rates effective August 1, 1953. (Card No. 5.)  
 Card received August 3, 1953.  
 Rev. rates rec'd October 1, 1958.  
 Owned and operated by the Wyoming Valley Broadcasting Co.

**Personnel**

Executive Vice-President—Roy E. Morgan.  
 Business Manager—Emerson H. Ramage.  
 Program Director—Tom Hizer.  
 Promotion Manager—Jim Ward.

**Representatives**

Avery-Knodel, Inc.

**Mailing Instructions**

Business Office and Studio—88 N. Franklin St.,  
 Wilkes-Barre, Pa., telephone Valley 4-4666, TWX  
 WKBR 65.

Transmitter—Breslau, Hanover Township, Pa.

**Wave—Power—Time**

Operating power—5,000 watts day; 1,000 watts nights.  
 Frequency—980 kilocycles.  
 Non-directional—daytime only.  
 Licensed to operate full time on regional channel.  
 Operates on Eastern Time.  
 Daylight Saving Time observed.  
 Operating schedule: 5:00 a.m. to 1:05 a.m. Monday  
 through Friday; 6:00 a.m. to 1:05 a.m. Saturday;  
 7:00 a.m. to 1:05 a.m. Sunday.

**Agency Commission**

15% to recognized advertising agencies on time only.  
 No cash discount. Bills rendered monthly and payable the 10th of month following broadcast.

**General Advertising**

For combination rates see ABC Radio.  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 BMI, ASCAP and SESAC licenses.  
 Contracts may be signed 60 days in advance of starting date. Maximum contract 52 consecutive weeks.  
 Rates guaranteed for six months from effective date of increase, provided there is no lapse in current schedule.  
 In the event of a rate increase, advertisers on the air at the time of the increase will be given six months rate protection from the effective date of the increase.

**CLASS "A"**

(7:00 a.m. to 7:00 p.m. daily)					
1	13	26	52	156	260
tl.	tl.	tl.	tl.	tl.	tl.
1/2 hour....	60.00	57.00	54.00	51.00	48.00
1/4 hour....	40.00	38.00	36.00	34.00	32.00
10 minutes	30.00	28.50	27.00	25.50	24.00
5 minutes	20.00	19.00	18.00	17.00	16.00

**CLASS "B"**

(All other times)					
1/4 hour	5 minutes	6 times weekly	per week	3 times weekly	per week
1/4 hour, 6 times weekly, per week.....	100.00				
1/4 hour, 3 times weekly, per week.....	65.00				
5 minutes, 6 times weekly, per week.....	50.00				
5 minutes, 3 times weekly, per week.....	30.00				

**ANNOUNCEMENTS**

Station breaks limited to 40 words live; 20 seconds transcribed. Announcements limited to 120 words live; one minute transcribed.

**CLASS "A"**

(7:00 a.m. to 7:00 p.m. daily)					
1	52	156	260	520	1040
tl.	tl.	tl.	tl.	tl.	tl.
Station break or one minute.....	10.00	9.50	9.00	8.50	8.00

**CLASS "B"**

(All other times)					
1-minute	7.50	7.00	6.75	6.50	6.25
1-minute.....	7.50	7.00	6.75	6.50	6.25

**SHORTS**

Eight seconds transcribed, not more than 16 words live. Available in either Class "A" or Class "B" time at 50% of the applicable announcement rate. Regular frequency discounts apply and can be combined with other service in figuring frequency discounts.

**SPECIAL FEATURES**

News Service—rates and details on request.

**POLITICAL**

Regular rates; charges payable at execution of contract.

**TRANSCRIPTIONS**

Library Service—Thesaurus.

**Closing Time**

Closing time for continuity, 48 hours in advance of broadcast; for talent programs, one week in advance; when material is to be used in publicity releases, closing time is two weeks in advance of broadcast.

**IMPORTANCE OF MEDIA-  
ADVERTISER COOPERATION**

... as an inescapable matter of policy has come about through the realization that such a program is as good business for media as it is for advertisers . . . and that a sound program of advertiser relations is an operating necessity.

1-5-G-123

**PENNSYLVANIA**

**WILLIAMSPORT**

(including South Williamsport)  
 (4 AM; 2 FM)

Lycoming County—Map Location H-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.

**WLYC**

(Established 1949)

Rates effective August 1, 1956. (Card No. 4.)  
 Rates received August 3, 1956.

Owned and operated by Lycoming Broadcasting Co.

**Personnel**

President—John T. Keliher.  
 Vice-Pres., Gen'l & Com'l Mgr.—W. Richard Carlson.  
 Program Director—Vern Hester.

**Representatives**

Donald Cooke, Inc.

**Mailing Instructions**

Business Office and Studio—P. O. Box 389, 331 Pine St., Williamsport, Pa., telephone 2-4676.  
 Transmitter—Bald Eagle Mt., South of Williamsport, Pa.

**Wave—Power—Time**

Operating power—1,000 watts days.  
 Frequency—1050 kilocycles.  
 Non-directional.

Licensed to operate daytime.

Daylight Saving Time observed.

Operating schedule:

Jan.	7:30 a.m.-5:00 p.m.	July	*6:55 a.m.-8:45 p.m.
Feb.	7:00 a.m.-5:45 p.m.	Aug.	*6:55 a.m.-8:15 p.m.
Mar.	6:55 a.m.-6:15 p.m.	Sept.	*6:55 a.m.-7:15 p.m.
Apr.	6:55 a.m.-6:45 p.m.	Oct.	6:55 a.m.-6:15 p.m.
Apr.	*6:55 a.m.-7:45 p.m.	Nov.	6:55 a.m.-5:30 p.m.
May	*6:55 a.m.-8:15 p.m.	Nov.	7:00 a.m.-4:45 p.m.
June	*6:55 a.m.-8:45 p.m.	Dec.	7:30 a.m.-4:45 p.m.

(\* Eastern Daylight Time.)

**FM Facilities**

Effective radiated power—1,000 watts.  
 Frequency—103.1 megacycles; channel 286, Class B.  
 Antenna height—1,300 feet above average terrain.

Licensed to operate unlimited time.

Daylight Saving Time observed.

Operating schedule: 6:55 a.m. to 10:05 p.m.

**Agency Commission**

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

**General Advertising**

Affiliated with the Keystone Network.  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 WLYC-FM is generally, but not necessarily, operated simultaneously. In duplication, with WLYC-AM when WLYC-AM is on the air.

Programs and announcements cannot be combined to earn higher discounts. Program and announcements to be used within 12 month period.

Time charges include use of studio facilities, services of program and promotional departments.

The following rates are for national advertising.

	1 hr.	1/2 hr.	25 min.	15 min.	10 min.	5 min.
1 time..	100.00	50.00	48.00	25.00	21.00	14.00
13 times	95.00	47.50	45.50	23.75	19.75	13.25
26 times	90.00	45.00	43.00	22.50	18.50	12.50
52 times	85.00	42.50	40.50	21.25	17.25	11.75
104 times	80.00	40.00	38.00	20.00	16.00	11.00
156 times	75.00	37.50	35.50	18.75	14.75	10.25
208 times	70.00	35.00	33.00	17.50	13.50	9.50
260 times	65.00	32.50	30.50	16.25	12.25	8.75
312 times	60.00	30.00	28.00	15.00	11.00	8.00
365 times	55.00	27.50	25.50	13.75	9.75	7.25

	125 wds.		50 wds.		(*)	
	7.50	4.80	7.50	4.80	7.50	4.80
1 time.....	7.50	4.80	7.50	4.80	7.50	4.80
13 times.....	7.25	4.50	7.00	4.20	7.00	4.20
26 times.....	7.00	4.20	6.75	3.90	6.75	3.90
52 times.....	6.75	3.90	6.50	3.60	6.50	3.60
104 times.....	6.50	3.60	6.25	3.40	6.25	3.40
156 times.....	6.25	3.40	6.00	3.20	6.00	3.20
208 times.....	6.00	3.20	5.75	3.00	5.75	3.00
260 times.....	5.75	3.00	5.50	2.80	5.50	2.80
312 times.....	5.50	2.80	5.25	2.60	5.25	2.60
365 times.....	5.25	2.60	5.00	2.40	5.00	2.40

(\*) Eight seconds or sixteen words.

FM only—rates are 50% of AM rates quoted above.

**SPECIAL FEATURES**

News Service—AP and local news.  
 Service charge on all news broadcasts—1.00 for 15 minutes, .75 for 10 minutes, .50 for 5 minutes, non-commissionable.  
 Sports events and special programs. Rates on request.

**Participating Programs**

"Morning Watch" with Vern Hester as "Skipper"—7:00 a.m. to 7:30 a.m. Monday through Saturday.  
 "Music Room" with Bill Deuel—9:30 a.m. to noon Monday through Friday.  
 "Tunes at Noon"—12:45 p.m. to 1:00 p.m. Monday through Saturday.  
 "Melody Magic" with Bill Deuel—1:30 p.m. to 2:00 p.m. Monday through Friday.  
 "Top on 1050" with Bill Deuel—3:30 p.m. to 5:00 p.m. Monday through Saturday.  
 "1050 Club"—5:15 p.m. to 6:00 p.m. Monday through Saturday.  
 Regular rates apply to above programs.

**Foreign Language**

"Music, Mirth & Martin" with Martin Codispoti—11:45 a.m. to noon and 12:15 p.m. to 12:30 p.m. Sunday. Regular rates apply. Add 1.50, non-commissionable, per spot, for talent.

**TRANSCRIPTIONS**

Library Service—Standard.

**Closing Time**

Copy should be received 48 hours in advance.

(Williamsport continued on next page)



**PENNSYLVANIA**

**Williamsport—Continued**

**W M P T**  
**SOUTH WILLIAMSPORT**  
(Established 1957)



Rates effective September 1, 1957.  
Rates received September 24, 1957.

Owned and operated by Will-Mont Broadcasting Co.  
**Personnel**  
General Manager—Galen D. Castlebury, Jr.  
Commercial Manager—Don B. Coleman.

**Representatives**  
George T. Hopewell, Inc.

**Mailing Instructions**  
Business Office and Studio—301 Percy St., South Williamsport, Pa. Phone 3-3608.  
Transmitter—East Mountain Ave., South Williamsport, Pa.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1450 kilocycles.

Non-directional.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Operating schedule: 6:00 a.m. to 1:00 a.m., Sunday: 8:00 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.  
ASCAP, BMI and SESAC licenses.  
(Sign-on to 6:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	50.00	26.25	15.20	8.50
13 times.....	47.50	25.00	14.40	8.00
26 times.....	45.00	23.75	13.60	7.50
52 times.....	42.50	22.50	12.80	7.00
104 times.....	40.00	21.25	12.00	6.50
312 times.....	37.50	20.00	11.20	6.00

(After 6:00 p.m.)

10% discount.  
**ANNOUNCEMENTS**

1 time.....	5.00	4 times.....	4.00
3 times.....	13.00	20 times.....	3.50

**Announcement Packages**  
60 or more announcements to be used in 3 months, each, 3.00.  
312 or more announcements to be used in 12 months, each, 2.50.

**SPECIAL FEATURES**  
News Service—UPI and local.  
5 minute newscast, 5 minutes before the hour.  
News, sports events, weather and temperature reports, time signals and special features—rates on request.

**Participating Programs**  
"Up an' Atom"—6:00 a.m. to 8:55 a.m.  
"Music for M'Lady"—10:00 a.m. to 10:55 a.m.  
"Platter Party"—2:00 p.m. to 4:00 p.m. Regular rates apply.  
"Candlelight and Silver"—6:00 p.m. to 7:00 p.m.  
"Night Train"—9:00 p.m. to midnight.

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

**W R A K**  
(Established 1929)  
**NBC Affiliate**  
A Steinman Owned Station



Rates effective April 1, 1957. (Card No. 6).  
Card received April 8, 1957.

Owned and operated by WRAK (AM, FM & TV), Inc.  
**Personnel**  
Station Executive—Clair R. McCollough.  
General Sales Manager—J. Robert Gulick.  
Station Manager—Wright Mackey.  
Nat'l Sales Mgr.—Thomas R. Nunan.

**Representatives**  
The Meeker Company, Inc.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 569, 1559-1561 West Fourth St. Williamsport, Pa. Telephone 2-6116. TWX WPT 75.

Transmitter—1561 W. Fourth St., Williamsport, Pa.  
**Wave—Power—Time** Operating power—250 watts.  
(100% modulation—crystal control.)  
Frequency—1400 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—3,200 watts.  
Frequency—100.3 megacycles on channel 262.  
Transmitter—Ridge Road, Bald Eagle Mountain.  
Antenna height—1,270 feet above average terrain.

**Agency Commission**  
15% to recognized agencies on net time charges, providing payment is made by 15th of month following service. No cash discount.

**General Advertising**  
For combination rates see NBC Radio Network.  
Accepts AAAA copyrighted contract.  
FM operated in conjunction with AM.  
Rates include charges by owners of music copyrights.  
Alcoholic beverage advertising, other than beer and wine, not accepted. Maximum contract term, one year.  
The following rates are for national advertising.

**PROGRAMS**

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	85.00	55.00	35.00	17.50
13 times.....	81.00	53.00	33.75	17.00
26 times.....	77.00	51.00	32.50	16.50
52 times.....	73.00	49.00	31.25	16.00
104 times.....	69.00	47.00	30.00	15.50
156 times.....	65.00	45.00	27.50	15.00
260 times.....	57.00	40.00	25.00	14.00

**ANNOUNCEMENTS**

**CLASS "AA"**

(7:00 a.m. to 9:00 a.m. Monday through Saturday)

	(*)	(†)	(*)	(†)
1 time....	10.00	8.00	104 times..	8.25
13 times..	9.75	7.75	156 times..	7.50
26 times..	9.00	7.25	260 times..	7.00
52 times..	8.50	6.75		6.50

**CLASS "A"**

(All other times)

1 time....	9.00	7.50	104 times..	7.75	6.25
13 times..	8.75	7.25	156 times..	7.25	6.00
26 times..	8.50	7.00	260 times..	6.75	5.75
52 times..	8.25	6.50			

(\*) 1 minute transcribed or 100 words.  
(†) Station break (30 words).  
To earn discounts, programs or announcements must be used within 12 month period.

**SATURATION PACKAGE**

Per week:  
20 announcements, each..... 6.00  
30 announcements, each..... 5.50  
40 announcements, each..... 5.00  
Saturation rates not subject to any other discounts.  
Announcements in Class "AA" time do not earn the Saturation rates but may be counted toward the total weekly announcements necessary to earn the Saturation announcement rates.

**GROUP DISCOUNTS**

An advertiser who buys a like schedule for a minimum of 13 weeks on any 4 Steinman stations will be permitted a 15% discount on regular rates; on 5 Steinman stations a 20% discount; on 6 or 7 Steinman stations a 25% discount. Saturation announcements schedules do not earn group discount.

**SPECIAL FEATURES**

News Service—AP.  
**POLITICAL**  
Regular rates apply; payable in advance.  
**Closing Time**  
Closing time for obtaining newspaper radio program listing is one week in advance.

**W W P A**

(Established 1949)

**CBS Radio Network**



Rates effective May 1, 1949. (Card No. 1.)  
Rev. (addition of 208 tl. rates) rec'd 6-/4/56.  
Owned and operated by Williamsport Radio Broadcasting Associates, Inc.

**Personnel**  
President—Harry J. W. Klessling.  
Station Manager—Woodrow W. Ott.  
Commercial Manager—Philip D. Lane.  
**Representatives**  
Burn-Smith Company, Incorporated.

**Mailing Instructions**  
Business Office and Studio—330 Government Place, Williamsport, Pa., telephone 7119.  
Transmitter—Foot of Reynolds St., South Williamsport, Pa.

**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: 6:30 a.m. to 12:05 a.m.

**Agency Commission**  
15% to recognized agencies on time charges only; no cash discount. Bills rendered 15th of month; payable when rendered.

**General Advertising**  
For combination rates see CBS Radio Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising other than beer not accepted.  
All contracts subject to station's right to cancel or offer other satisfactory time upon 28 days' notice. Programs and announcements cannot be combined to earn higher discounts. Program and announcements to be used within 12-month period.

**CLASS "A"**

(5:59 p.m. to 11:00 p.m. week days and 12:29 p.m. to 11:00 p.m. Sundays)

	1	1/2	1/4	10	5		(*)
	hr.	hr.	hr.	min.	min.		
1 time....	90.00	55.00	35.00	28.00	18.00	9.00	
13 times...	85.50	52.50	33.50	26.00	17.50	8.75	
26 times....	81.00	50.00	32.00	24.00	17.00	8.50	
52 times....	77.00	47.50	30.50	22.00	16.50	8.25	
104 times....	73.00	45.00	29.00	20.00	16.00	8.00	
156 times....	69.25	42.50	27.50	18.50	15.00	7.50	
208 times....	67.00	40.00	25.00	17.00	14.00	7.00	
260 times....	65.00	37.00	22.50	15.00	13.00	6.50	

**CLASS "B"**

(All other times)

1 time....	65.00	40.00	27.50	20.00	13.50	7.50
13 times...	61.50	38.00	26.25	19.00	13.00	7.25
26 times....	59.50	36.00	25.00	18.00	12.50	7.00
52 times....	55.00	34.00	23.75	17.00	12.00	6.75
104 times....	52.50	32.00	22.50	16.00	11.50	6.50
156 times....	50.00	30.00	21.00	15.00	11.00	6.00
208 times....	48.50	28.50	19.50	14.50	10.50	5.50
260 times....	47.50	27.50	18.50	14.00	10.00	5.00

(\*) One minute announcement or 15 second station break.

**WEEKLY ANNOUNCEMENT PACKAGE RATES**  
Announcement packages may not be combined with regular announcements to earn frequency discounts. Retroactive discounts on package rates apply for continuous schedules only.

One minute:

10 announcements.....	70.00
15 announcements.....	97.50
20 announcements.....	120.00
30 announcements.....	165.00
40 announcements.....	200.00
50 announcements.....	225.00

**PACKAGE DISCOUNTS**

These discounts apply to the above package rates:

6-12 weeks.....	5%
13-25 weeks.....	10%
26-38 weeks.....	15%
39-52 weeks.....	20%

**SPECIAL FEATURES**

News Service—UPI. Rates on request.  
Sports, events, special programs, temperature and weather reports—rates on request.

**TRANSCRIPTIONS**

Library Service—World.  
**Closing Time**  
One week in advance of broadcast.

**YORK (3 AM)**

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

**W N O W**

(Established 1948)

Rates effective September 1, 1957.  
Rates received September 3, 1957.  
Owned and operated by WNOW, Inc.

**Personnel**  
President—W. F. Rust, Jr.  
General Manager—Ralph Gottlieb.  
Station Manager—F. Richard Hill, Jr.

**Representatives**  
Radio-TV Representatives, Inc.

**Mailing Instructions**  
Mailing address—P. O. Box 1747, York, Pa.  
Business Office and Studio—Pleaserville Hill, York, Pa., telephone 27-821.  
Transmitter—2.9 miles N. E. of Continental Square, York, Pa.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1250 kilocycles.  
Non-directional.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: 6:00 a.m. to local sunset.

**FM Facilities**  
Effective radiated power—4,000 watts.  
Frequency—105.7 megacycles; Channel 289.  
Antenna height—465 feet above average terrain.  
Transmitter—Summit of Pleasureville Hill.

**Agency Commission**  
Agency commission 15%; no cash discount. Invoices due 10th of month following broadcast.

**General Advertising**  
Affiliated with Good Neighbor Stations.  
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.

(This listing continued on next page)

**FIRST**  
in Williamsport, Pa.  
**WRAK**  
Established 1929  
Williamsport's pioneer station  
.....  
Representative:  
**The MEEKER Company**  
**NBC**

York—W N O W—Continued

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	60.00	36.00	24.00	18.00	12.00	7.50
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:		
10 weekly.....	60.00	20 weekly..... 100.00
15 weekly.....	83.00	30 weekly..... 135.00
10-second announcements:		
20 weekly.....	55.00	40 weekly..... 90.00

Frequency discounts and Special Packages may not be combined for further discounts.

**SPECIAL FEATURES**

News Service—AP. Local news, mobile unit.  
POLITICAL  
Regular rates apply; cash in advance.  
Closing Time  
Copy should be received 48 hours in advance.

**WORK**  
(Established 1932)  
**NBC Affiliate**  
A Steinman Owned Station



Rates effective April 1, 1957. (Card No. 15.)  
Card received May 24, 1957.  
Owned and operated by Associated Broadcasters, Inc.

**Personnel**  
Station Executive—Clair R. McCollough.  
Station Manager—Clare I. Miller.  
General Sales Manager—J. Robert Gulick.  
National Sales Manager—Thomas R. Nunan, Jr.

**Representatives**  
The Meeker Company, Inc.

**Mailing Instructions**  
Business Office and Studio—13 South Beaver St., York, Pa., telephone 6629.  
Transmitter—Lincoln Highway, 4-1/2 miles west of York, Pa.

**Wave—Power—Time**  
Operating power—5,000 watts days; 1,000 watts nights.  
Frequency—1350 kilocycles.  
Directional—nighttime only.  
Licensed to operate unlimited 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 advertising agencies; no cash discount. No discounts on talent, remote facilities, etc. Invoice due 20th of month following broadcast.

**General Advertising**  
For combination rates see NBC Radio Network. Advertising of alcoholic beverages other than beer and wine not accepted. Programs and announcements cannot be combined to earn higher discounts. Maximum contract term one year. Price quoting allowed.

**PROGRAMS**

	1 ti.	13 ti.	26 ti.	52 ti.	104 ti.	156 ti.	260 ti.
1 hour.....	85.00	81.00	77.00	73.00	69.00	65.00	57.00
1/2 hour.....	55.00	53.00	51.00	49.00	47.00	45.00	40.00
1/4 hour.....	35.00	33.75	32.50	31.25	30.00	27.50	25.00
5 minutes.....	17.50	17.00	16.50	16.00	15.50	15.00	14.00

**ANNOUNCEMENTS**

**CLASS "AA"**  
(7:00 a.m. to 9:00 a.m. Monday through Saturday)

	1 ti.	13 ti.	26 ti.	52 ti.	104 ti.	156 ti.	260 ti.
1 minute or 100 words.....	11.25	11.00	10.75	10.25	9.75	9.00	8.50
Station break or 30 words.....	10.00	9.75	9.00	8.50	8.25	7.50	7.00

**CLASS "A"**  
(All other times)

	1 ti.	13 ti.	26 ti.	52 ti.	104 ti.	156 ti.	260 ti.
1 minute or 100 words.....	9.00	8.75	8.50	8.25	7.75	7.25	6.75
Station break or 30 words.....	8.00	7.75	7.25	6.75	6.50	6.00	5.50

10-second announcements—50% of applicable station break rate.  
To earn discounts, announcements must be used within 12-month period.

**Saturation Announcements**  
Not subject to further discounts. Per ann.  
20 announcements or more per week..... 6.00  
30 announcements or more per week..... 5.50  
40 announcements or more per week..... 5.00  
Announcements in "AA" time do not earn the saturation rates, but may be counted toward the total weekly announcements necessary to earn the saturation announcements rates.

**Group Discounts**  
An advertiser who buys a like schedule for a minimum of 13 weeks on any 4 Steinman Radio Stations will be permitted a 15% discount on regular rates. Advertiser who buys a like schedule for a minimum 13 week basis on any 5 Steinman Radio Stations will be permitted a 20% discount on regular rates. An advertiser who buys a like schedule for a minimum of 13 weeks on 6 or 7 Steinman Radio Stations will be permitted a 25% discount on regular rates. Saturation announcement schedules do not earn group discount.

**SPECIAL FEATURES**

News Service—AP and local news. Rates on request.  
Regular rates apply, cash in advance.  
POLITICAL  
TRANSCRIPTIONS  
Library Service—Thesaurus.  
Closing Time  
Five days in advance.

**W S B A**

(Established 1942)



Rates effective December 1, 1956. (Card No. 5.)  
Rates received November 15, 1956.

Owned and operated by The Susquehanna Broadcasting Co.

**Personnel**  
President—Louis J. Appell, Jr.  
Sales Manager—Phillip K. Eberly.  
Operations Manager—Allen Saunders.

**Representatives**  
Headley Reed Company.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 910, R. D. No. 4, York, Pa. York 25-521. TWX YK-69.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—910 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate unlimited time on regional channel.  
Operates on Eastern Time.  
Operating schedule: 6:00 a.m. to 1:00 a.m.

**Agency Commission**  
15% to recognized agencies on station time only. Bills rendered 1st of month due on the 10th.

**General Advertising**  
Affiliated with ABC Radio. For combination rates see ABC Radio, (Basic Supplementaries). The following rates apply to national advertising. Rates include music copyright fees.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	85.00	55.00	35.00	17.50
13 times.....	81.00	53.00	33.75	17.00
26 times.....	77.00	51.00	32.50	16.50
52 times.....	73.00	49.00	31.50	16.00
104 times.....	69.00	47.00	30.00	15.50
156 times.....	65.00	45.00	27.50	15.00
260 times.....	57.00	40.00	25.00	14.00
312 times.....	55.00	38.00	24.00	13.00

**WEEKLY STRIP RATES**

	—One per day—			—One per day—		
	Three times weekly			Five times weekly		
	13 wks.	26 wks.	52 wks.	13 wks.	26 wks.	52 wks.
1/2 hour	123.93	111.54	100.39	195.08	176.58	158.93
1/4 hour	82.62	74.36	66.93	135.05	117.05	105.35
5 min.	41.31	37.18	33.47	65.03	58.53	52.70

Add 1/3 to above rates for four weekly; 1/5 to above rates for six weekly; 2/5 to above rates for seven weekly.

**ANNOUNCEMENTS**

(100 words or 1-minute packages)

	Base rate	10 wks.	15 wks.	20 wks.	30 wks.
1 time.....	7.50	.....	.....	.....	.....
13 times.....	7.25	6.52	.....	.....	.....
26 times.....	7.00	6.30	5.95	5.60	.....
52 times.....	6.75	6.07	5.74	5.40	5.05
104 times.....	6.50	5.85	5.52	5.20	4.87
156 times.....	6.00	5.40	5.10	4.80	4.50
260 times.....	5.50	4.95	4.67	4.40	4.12
312 times.....	5.00	4.50	4.25	4.00	3.75

(30 word or station break packages)

	1 time.....	6.50	.....	.....	.....
13 times.....	6.25	5.62	.....	.....	.....
26 times.....	6.00	5.40	5.10	4.80	.....
52 times.....	5.75	5.17	4.89	4.60	4.31
104 times.....	5.50	4.95	4.67	4.40	4.12
156 times.....	5.00	4.50	4.25	4.00	3.75
260 times.....	4.50	4.05	3.82	3.60	3.37
312 times.....	4.00	3.60	3.40	3.20	3.00

(10 second packages)

	1 time.....	3.75	.....	.....	.....
13 times.....	3.50	3.15	.....	.....	.....
26 times.....	3.25	2.92	2.76	2.60	.....
52 times.....	3.00	2.70	2.55	2.40	2.25
104 times.....	2.75	2.47	2.34	2.20	2.06
156 times.....	2.50	2.25	2.12	2.00	1.87
260 times.....	2.25	2.02	1.91	1.80	1.69
312 times.....	2.00	1.80	1.70	1.60	1.50

**SPECIAL FEATURES**

**Participating Programs**  
"On The Farm"—with Herman Stebbins—6:10 a.m. to 6:30 a.m. Monday through Saturday.  
"The Al Saunders Show"—6:30 a.m. to 8:55 a.m. Monday through Saturday and 10:30 a.m. to 10:55 a.m. Monday through Friday.  
"The Doc Daugherty Show"—11:05 a.m. to 12:55 p.m., 3:00 p.m. to 4:55 p.m., Monday through Friday and noon to 6:00 p.m. Sunday.  
"The Wayne Trout Show"—1:00 p.m. to 1:55 p.m. Monday through Friday.  
"The Bob Shipley Show"—2:00 p.m. to 2:55 p.m. Monday through Friday and 9:00 a.m. to 11:55 a.m. Saturday.  
"The Ed Lincoln Show"—5:00 p.m. to 6:55 p.m., 9:00 p.m. to midnight, Monday through Friday and 8:00 p.m. to midnight Saturday.  
"The Ed Coles Show"—7:00 p.m. to 8:55 p.m. Monday through Friday.  
"The Warren Duffy Show"—6:00 p.m. to 11:30 p.m. Sunday.

**Closing Time**  
Contracts close five days in advance of first broadcast.

**Pennsylvania—Philippines**

**REPUBLIC OF THE PHILIPPINES NETWORKS**

**Alto Broadcasting System**

Rates effective June 1, 1956. (Card No. 4.)  
Card received May 6, 1957.  
Executive Office—Republic Super Market Bldg., 5th floor, P. O. Box 1344, F. Torres and Soler Sts., Manila, P. I., telephone 3-74-58, 3-74-59; cable JAMBOL, Manila, telephone 3-74-58 (private exchange connecting all departments.)  
**Representatives**  
Pan American Broadcasting Co.  
Joseph Hershey McGilivra, Inc.

Comprised of:  
DZAQ—Manila  
DZBC—Manila  
DZMN—Manila  
DZIC—Dagupan City  
DZRB—Naga City  
DYBC—Bacolod City  
DXMC—Davao City

**Agency Commission**  
15% on net air time charges payable to recognized agencies providing both program and copy; 15% on air time and 10% on talent charges on specified package shows; no cash discount. Credit extended to rated organizations only. Bills rendered monthly; payable on or before 30th of month following broadcast.

**General Advertising**  
Contracts may be signed 60 days in advance of broadcast. Maximum contract one year. Run-of-schedule spot packages available at a discount provided network may arrange schedule at its option. Cancellations should be sent via registered mail, addressed to "Traffic Department." All other mail should be addressed to the corporation and not to individuals. The last 40 seconds of all program periods are reserved for the use of ABS.

Length of commercial copy:	Class "A"	Other classes
5 minutes.....	.....	1:20
10 minutes.....	.....	2:20
15 minutes.....	2:40	3:15
30 minutes.....	4:00	4:30
60 minutes.....	7:00	9:00

The following rates apply to equivalent time purchased by current DZBC and DZAQ advertisers:

**CLASS "A"**  
(6:00 p.m. to 9:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.
1 time.....	31.25	18.75	10.94
13 times.....	29.69	17.82	10.40
26 times.....	28.13	16.88	9.85
52 times.....	25.00	15.00	8.75
104 times.....	23.44	14.07	8.21
260 times.....	21.88	13.13	7.66
365 times.....	19.69	11.82	6.89

**CLASS "B"**  
(7:30 a.m. to 8:00 a.m. and 5:30 p.m. to 6:00 p.m.)

	1 time.....	18.75	11.25	6.57
13 times.....	17.82	10.69	6.24	
26 times.....	16.88	10.13	5.91	
52 times.....	15.00	9.00	5.25	
104 times.....	14.07	8.44	4.93	
260 times.....	13.13	7.88	4.60	
365 times.....	11.82	7.09	4.14	

**CLASS "C"**  
(7:00 a.m. to 7:30 a.m.; 5:00 p.m. to 5:30 p.m. and 9:00 p.m. to 10:00 p.m.)

	1 time.....	11.25	6.75	3.94
13 times.....	10.69	6.42	3.75	
26 times.....	10.13	6.08	3.55	
52 times.....	9.00	5.40	3.15	
104 times.....	8.44	5.07	2.96	
260 times.....	7.88	4.73	2.76	
365 times.....	7.09	4.26	2.49	

**CLASS "D"**  
(All other times)

	1 time.....	7.50	4.50	2.13
13 times.....	7.13	4.28	2.50	
26 times.....	6.75	4.05	2.37	
52 times.....	6.00	3.60	2.10	
104 times.....	5.63	3.38	1.97	
260 times.....	5.25	3.15	1.84	
365 times.....	4.73	2.84	1.66	

One minute announcements not acceptable at station breaks.  
20-second announcements aired at station break time takes 1-minute rate.

**Combination Rates**  
Users of DZAQ-TV at full rate, for equivalent time on DZAQ, pay 25% of DZAQ rate; DZBC, 25% of DZBC rate. Network rates for all provincial stations. Users of DZAQ at full rate, for equivalent time on DZBC, pay 25% of DZBC rate. Users of DZBC at full rate, for equivalent time on all provincial stations pay network rates.

**SPECIAL FEATURES**  
Local and foreign news service available. Rates on request.  
**Package Shows**  
Network produced Class "A" time dramatic packages are available at a "time talent" package cost of \$50.00 per month for DZBC and for three 1/2 hour programs weekly on Monday, Wednesday and Friday or Tuesday, Thursday and Saturday; 15 minute dramas three times weekly, same basis, \$75.00 per month. Time and talent are divided equally for purpose of computing commissions only.

**Foreign Language Programs**  
Tagalog, English, Spanish or any Philippine dialect acceptable at any hour. Chinese acceptable from 1:00 p.m. to 5:00 p.m. "Block" dialect schedule arranged where possible.

(This listing continued on next page)

# PHILIPPINES

## Alto Broadcasting System—Continued

**POLITICAL**  
One time rates apply; payable in advance. Commentaries are considered as political broadcasts, and are confined to the period from 8:00 a.m. to noon and 10:00 p.m. to midnight.

**TRANSCRIPTIONS**  
Library Service—Capitol.  
Closing Time  
Program material 48 hours in advance (Manila); five days in advance (provincial).

## Manila Broadcasting Co., Inc.

Rates effective April 1, 1953. (Card No. 9.)  
Card received October 9, 1953.  
Business Office and Studios—Radio Center, 964 Taft Ave., Manila, Philippines, phone 3-64-51.

**Personnel**  
Pres. & Gen'l Mgr.—Federico Elizalde.  
Comptroller—G. Hernandez.  
Sales Director—Ira Davis.  
Program Director—Albert E. Card.

**Representatives**  
Media Representatives, Inc.  
Edwin Seymour, Inc.

Comprised of:  
DZRH—Manila  
DZFI—Manila  
DZMB—Manila  
DYVL—Leyte  
DYRC—Cebu  
DYBU—Cebu  
DZHF—Manila

**Agency Commission**  
15% to recognized advertising agencies on net charges for station time. No commission on program charges. No cash discount. Bills due and payable when rendered monthly.

**General Advertising**  
Affiliated with CBS Radio.  
Program time units 30 seconds less than indicated. Rates include music copyright fees.  
Length of commercial copy—Standard NAB practices. No copy allowed within body of newscasts.

**RE-BROADCASTING RATES**  
Live programs originating on DZRH or DZFI, Manila, may be rebroadcast over the same station or either of the other two Manila stations at 25% discount from the regular air time cost of the scheduled rebroadcast providing that such re-broadcasts are within seven days of the original broadcast and that no changes are required in the taping. This same discount also applies to live programs originating on either DZRH or DZFI and broadcast simultaneously over any other MBC-operated station.  
Live programs originating on any MBC-PBC-station in Manila may be re-broadcast over station DYRC or DYBU, Cebu, or DYVL, Leyte, at 10% discount from the regular air time cost of the scheduled rebroadcast providing such re-broadcast within 10 days of the original broadcast and that no changes are required in the recording. In all such instances the recording must remain the property of MBC.

**SPOT ANNOUNCEMENT DISCOUNT**  
Advertisers contracting for 1,820 or more Spot Announcements on any one MBC Station will be allowed an extra 5% discount.

**DISCOUNTS**  
Discounts allowed currently on non-cancellable contracts. On other contracts, discounts will be due and payable as earned. Discounts allowed on station time charges only, all other charges billed net. Discounts based upon gross number of programs within one year from starting date of contract. Announcements and programs may not be combined to earn a lower rate. Announcements in all time classifications may be combined to earn lower rate. Only programs within the same time classification may be combined to earn lower rate. Service which has been maintained for 52 consecutive weeks and continued without lapse will receive the same frequency rate applicable to that portion of the service which continues. Service on any one station may not be combined with service on any other station to earn lower frequency rates.

**SPECIAL FEATURES**  
News Service—UPI, AP. Rates on request.  
Foreign Language Programs  
Translations—no charge except for Chinese.

**POLITICAL**  
Regular rates apply. All talks must be submitted in writing 24 hours in advance of broadcast and are subject to the approval of the network management.

**TRANSCRIPTIONS**  
Library Service—World, Associated, Standard, The-saurus, Lang-Worth.

## BACOLOD

### DYBC

(Established 1956)  
Rates effective June 1, 1956. (Card No. 4.)  
Card received May 6, 1957.  
Owned and operated by Bolinao Electronics Corp.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—Bacolod City, P. I.  
Transmitter—Bacolod City, P. I.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1400 kilocycles.  
Licensed to operate full time on clear channel.  
Operates on Philippine Standard Time.  
Operating schedule: 5:00 a.m. to 10:00 p.m.

**Agency Commission**  
15% commission on net air time charges payable to recognized agencies who prepare both program and copy. 15% on air time and 10% on talent charges on specified package shows; no cash discount. Credit

extended to rated concerns only. Bills rendered monthly and payable on or before the 30th of month following broadcast.

**General Advertising**  
For combination rates, see Alto Broadcasting System. Contracts may be signed 60 days in advance of broadcast. Maximum contract one year. Run-of-schedule spot packages available at a discount provided station may schedule time of airing at its option, still maintaining correct time classification ratio.

### GENERAL BROADCASTING TIME RATES

	CLASS "A"				
	6:00 p.m. to 9:00 p.m.				
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	62.50	37.50	21.88	15.63	9.38
13 times.....	59.38	35.63	20.79	14.85	8.91
26 times.....	56.25	33.75	19.69	14.07	8.44
52 times.....	50.00	30.00	17.50	12.50	7.50
104 times.....	46.88	28.13	16.41	11.72	7.04
260 times.....	43.75	26.25	15.32	10.94	6.57
365 times.....	39.38	23.63	13.78	9.85	5.91

	CLASS "B"				
	7:30 a.m. to 8:00 a.m. and 5:30 p.m. to 6:00 p.m.				
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	37.50	22.50	13.13	9.38	5.63
13 times.....	35.63	21.38	12.02	8.91	5.35
26 times.....	33.75	20.25	11.82	8.44	5.07
52 times.....	30.00	18.00	10.50	7.50	4.50
104 times.....	28.13	16.88	9.85	7.04	4.22
260 times.....	26.25	15.75	9.19	6.07	3.94
365 times.....	23.63	14.18	8.27	5.91	3.55

	CLASS "C"				
	7:00 a.m. to 7:30 a.m.; 5:00 p.m. to 5:30 p.m.				
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	22.50	13.50	7.88	5.63	3.37
13 times.....	21.38	12.88	7.49	5.34	3.21
26 times.....	20.25	12.15	7.09	5.07	3.04
52 times.....	18.00	10.80	6.30	4.50	2.75
104 times.....	16.88	10.13	5.91	4.22	2.54
260 times.....	15.75	9.45	5.52	3.94	2.37
365 times.....	14.18	8.51	4.97	3.55	2.13

	CLASS "D"				
	(All other times)				
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	15.00	9.00	5.25	3.75	2.25
13 times.....	14.25	8.55	4.99	3.56	2.14
26 times.....	13.50	8.10	4.23	3.38	2.03
52 times.....	12.00	7.20	4.20	3.00	1.80
104 times.....	11.25	6.75	3.94	2.82	1.69
260 times.....	10.50	6.30	3.68	2.63	1.58
365 times.....	9.45	5.67	3.31	2.37	1.42

NOTE: For general information see Alto Broadcasting System listing.

## CAGAYAN DE ORO

### DXCC

(Established 1952)  
Rates effective August 1, 1952. (Card No. 1.)  
Rates received February 17, 1953.  
Owned and operated by Henry R. Canoy.

**Personnel**  
Gen'l & Com'l Mgr.—Henry R. Canoy.  
Director of Programming—Reuben R. Canoy.

**Representatives**  
None.

**Mailing Instructions**  
Business Offices and Studio—Canoy Bldg., 266 Del Mar Ct., Cagayan de Oro City, P. I.  
Transmitter—Pontud, Cagayan de Oro City, P. I.

**Wave—Power—Time**  
Operating power—1000 watts.  
Frequency—780 kilocycles.  
Licensed to operate full time.  
Operates on Philippine Standard Time.  
Operating schedule: 6:00 a.m. to 10:00 p.m. daily.

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

**General Advertising**  
All contracts will terminate at the end of one year and frequency discounts may not be earned for more than one year.  
Contracts are acceptable thirty days in advance of initial broadcasts.  
Announcements and station breaks may be moved to periods in the same or higher time classifications when necessary, without notice, at the discretion of the station management. The last thirty seconds of each program of five minutes or more is reserved for station use.

	CLASS "A"				
	6:00 p.m. to 9:00 p.m.				
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	37.50	22.50	13.13	9.38	5.63
13 times.....	35.63	21.38	12.47	8.91	5.35
26 times.....	33.75	20.25	11.82	8.44	5.07
52 times.....	30.00	18.00	10.50	7.50	4.50
104 times.....	28.13	16.88	9.85	7.04	4.22
260 times.....	26.25	15.75	9.19	6.57	3.94

	CLASS "B"				
	5:30 p.m. to 6:00 p.m. and 9:00 p.m. to 10:00 p.m.				
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	22.50	13.50	7.88	5.63	3.38
13 times.....	21.38	12.83	7.49	5.35	3.21
26 times.....	20.25	12.15	7.29	5.07	3.04
52 times.....	18.00	10.80	6.30	4.50	2.70
104 times.....	16.88	10.13	5.94	4.22	2.54
260 times.....	15.75	9.45	5.52	3.94	2.37

	CLASS "C"				
	6:00 a.m. to 8:30 a.m.; noon to 2:00 p.m. and 5:00 p.m. to 5:30 p.m.				
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	13.50	8.10	4.73	3.88	2.03
13 times.....	12.83	7.70	4.47	3.21	1.93
26 times.....	12.15	7.29	4.26	3.04	1.85
52 times.....	10.80	6.48	3.78	2.70	1.62
104 times.....	10.13	6.08	3.55	2.54	1.52
260 times.....	9.45	5.67	3.31	2.37	1.45

	CLASS "D"				
	8:30 a.m. to 12:00 noon and 2:00 p.m. to 5:00 p.m.				
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	9.00	5.40	3.15	2.25	1.35
13 times.....	8.55	5.13	2.99	2.13	1.29
26 times.....	8.10	4.86	2.89	2.03	1.22
52 times.....	7.20	4.32	2.52	1.80	1.08
104 times.....	6.75	4.05	2.39	1.64	1.02
260 times.....	6.30	3.78	2.21	1.58	.95

**SPECIAL FEATURES**  
Local news coverage subject to 15% news service charge per broadcast.

**POLITICAL**  
One time rates apply. Cash in advance.  
Closing Time  
24 hours before broadcast time.

## CEBU (2 AM)

### DYBU

(Established 1947)  
Rates effective April 1, 1953. (Card No. 9.)  
Card received October 9, 1953.  
Owned and operated by Manila Broadcasting Co.

**Representatives**  
Media Representatives, Inc.

**Mailing Instructions**  
Business Office and Studio—Lim Bonfing Bldg., Cebu City, Philippines.  
Transmitter—Cebu City, Philippines.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1260 kilocycles.  
Short wave DYH3—250 watts, 6100 kilocycles.  
Licensed to operate full time.  
Operates on Philippine Standard Time.  
Operating schedule: 5:00 a.m. to 11:00 p.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 and Mutual Broadcasting System. Last 30 seconds of each program of five minutes or more reserved for station time. Contracts acceptable 30 days in advance of initial broadcast. Maximum contract one year. Announcements and station breaks may be moved to periods in the same or higher time classification when necessary, without charge, at the discretion of station management.  
Announcements and programs cannot be combined to earn lower rate. Announcements in all time classifications may be combined to earn lower rate, but only programs in the same time classification are combinable. Length of Commercial Copy — Standard NAB practices.

**NOTE:** No copy allowed within the body of news.

### GENERAL BROADCASTING RATES

	CLASS "A"				
	6:00 p.m. to 9:00 p.m.				
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	62.50	37.50	21.88	15.63	9.38
13 times.....	59.38	35.63	20.78	14.85	8.91
26 times.....	56.25	33.75	19.69	14.07	8.44
52 times.....	50.00	30.00	17.50	12.50	7.50
104 times.....	46.88	28.13	16.40	11.72	7.04
260 times.....	43.75	26.25	15.31	10.94	6.57

	CLASS "B"				
	5:30 p.m. to 6:00 p.m.; 9:00 p.m. to 9:30 p.m.				
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	37.50	22.50	13.13	9.38	5.63
13 times.....	35.63	21.38	12.47	8.90	5.35
26 times.....	33.75	20.25	11.82	8.44	5.07
52 times.....	30.00	18.00	10.50	7.50	4.50
104 times.....	28.13	16.88	9.85	7.03	4.22
260 times.....	26.25	15.75	9.19	6.57	3.94

	CLASS "C"				
	6:00 a.m. to 8:30 a.m.; 12:00 noon to 2:00 p.m.; 5:00 p.m. to 5:30 p.m.; 9:30 p.m. to 10:00 p.m.				
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	22.50	13.50	7.88	5.63	3.38
13 times.....	21.38	12.83	7.48	5.34	3.20
26 times.....	20.25	12.15	7.09	5.07	3.04
52 times.....	18.00	10.80	6.30	4.50	2.70
104 times.....	16.88	10.13	5.90	4.22	2.53
260 times.....	15.75	9.45	5.52	3.94	2.37

	CLASS "D"				
	5:00 a.m. to 6:00 a.m.; 8:30 a.m. to 12:00 noon; 2:00 p.m. to 5:00 p.m.; 10:00 p.m. to 11:00 p.m.				
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	15.00	9.00	5.25	3.75	2.25
13 times.....	14.25	8.55	4.99	3.57	2.14
26 times.....	13.50	8.10	4.73	3.38	2.03
52 times.....	12.00	7.20	4.20	3.00	1.80
104 times.....	11.25	6.75	3.94	2.82	1.69
260 times.....	10.50	6.30	3.68	2.63	1.58

**SPECIAL FEATURES**  
News Service—UPI. Rates on request.  
**FOREIGN LANGUAGE PROGRAMS**  
Translations—No charge except for Chinese.

**POLITICAL**  
Acceptable at regular rates. Talks must be submitted in writing 24 hours in advance of broadcast and are subject to the approval of the station management.

**TRANSCRIPTIONS**  
Library Service—World, Standard, Thesaurus, Lang-Worth.

### DYRC

(Established 1947)  
Rates effective April 1, 1953. (Card No. 9.)  
Card received October 9, 1953.  
Owned and operated by Manila Broadcasting Co., Inc.

**Representatives**  
Media Representatives, Inc.

**Mailing Instructions**  
Business Office and Studios—Lim Bonfing Bldg., Cebu City, Philippines.  
Transmitter—Basak, Cebu, Philippines.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—600 kilocycles.  
Licensed to operate full time on clear channel.  
Short wave facilities:  
Operating power—500 kilocycles.  
49.0 meters; 6140 kilocycles.

Licensed to operate full time on world channel.  
Operates on Philippine Standard Time (13 hours ahead of Eastern Standard Time).  
Operating schedule: 5:00 a.m. to 11:00 p.m.  
(This listing continued on next page)



Cebu—D Y R C—Continued

**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**  
Last 30 seconds of each program of five minutes or more reserved for station time. Contracts acceptable 30 days in advance of initial broadcast. Maximum contract one year. Announcements and station breaks may be moved to periods in the same or higher time classification when necessary, without notice, at the discretion of station management. Announcements and programs cannot be combined to earn lower rate. Announcements in all classifications can be combined to earn lower rate, but only programs in the same time classification are so combinable. Length of Commercial Copy—Standard NAB practices.

NOTE: No copy allowed within the body of news.

GENERAL BROADCASTING RATES

**CLASS "A"**  
(6:00 p.m. to 9:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	75.00	45.00	26.25	18.75	11.25	7.50
13 times.....	71.25	42.75	24.94	17.82	10.49	7.13
26 times.....	67.50	40.50	23.63	16.88	10.13	6.75
52 times.....	60.00	36.00	21.00	15.00	9.00	6.00
104 times.....	56.25	33.75	19.69	14.07	8.44	5.63
260 times.....	52.50	31.50	18.38	13.13	7.88	5.25

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

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	45.00	27.00	15.75	11.25	6.75	4.50
13 times.....	42.75	25.65	14.97	10.69	6.42	4.28
26 times.....	40.50	24.30	14.18	10.13	6.08	4.05
52 times.....	36.00	21.60	12.60	9.00	5.40	3.60
104 times.....	33.75	20.25	11.82	8.44	5.07	3.38
260 times.....	31.50	18.90	11.03	7.88	4.73	3.15

**CLASS "C"**  
(6:00 a.m. to 8:30 a.m.; 12:00 noon to 2:00 p.m.; 5:00 p.m. to 5:30 p.m.; 9:30 p.m. to 10:00 p.m.)

Note: Sundays, 12:00 noon to 1:00 p.m. take Class "B" rates.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	27.00	16.20	9.45	6.75	4.05	2.70
13 times.....	25.65	15.39	8.98	6.42	3.85	2.57
26 times.....	24.30	14.58	8.51	6.08	3.65	2.43
52 times.....	21.60	12.96	7.56	5.40	3.24	2.16
104 times.....	20.25	12.15	7.09	5.07	3.04	2.03
260 times.....	18.90	11.34	6.62	4.73	2.84	1.89

**CLASS "D"**  
(5:00 a.m. to 6:00 a.m.; 8:30 a.m. to 12:00 noon; 2:00 p.m. to 5:00 p.m.; 10:00 p.m. to sign-off)

Note: Sundays, all Class "D" take Class "C" rates.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	18.00	10.80	6.30	4.50	2.70	1.80
13 times.....	17.10	10.26	5.99	4.28	2.57	1.71
26 times.....	16.20	9.72	5.67	4.05	2.43	1.62
52 times.....	14.40	8.64	5.04	3.60	2.16	1.44
104 times.....	13.50	8.10	4.73	3.38	2.03	1.35
260 times.....	12.60	7.56	4.41	3.15	1.89	1.26

(\*) One minute or 20 seconds.  
3/4 hour takes 80% of hourly rate.

SPECIAL FEATURES

News Service—UPI. Rates on request.  
FOREIGN LANGUAGE PROGRAMS  
Translations—no charge except for Chinese.  
POLITICAL  
Acceptable at regular rates. Talks must be submitted in writing 24 hours in advance of broadcast and are subject to the approval of the station management.  
TRANSCRIPTIONS  
Library Service—World, Standard, Thesaurus, Lang-Worth.

DAGUPAN CITY

D Z R I

(Established 1950)

Rates effective June 1, 1956. (Card No. 4.)  
Card received May 6, 1957.  
Owned and operated by Bolinao Electronics Corp.  
**Representatives**  
Joseph Hershey McGillvra, Inc.  
**Mailing Instructions**  
Business Office and Studio—Blue Beach, Dagupan City, P. I.  
Transmitter—Dagupan City, P. I.  
**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1040 kilocycles.  
Licensed to operate full time on clear channel.  
Operates on Philippine Standard Time.  
Operating schedule: 5:00 a.m. to 10:00 p.m.

**Agency Commission**  
15% on net air time charges payable to recognized agencies providing both program and copy; 15% on air time and 10% on talent charges on specified package shows; no cash discount. Credit extended to rated organizations only. Bills rendered monthly; payable on or before 30th of month following broadcast.

**General Advertising**  
For combination rates see Alto Broadcasting System. Contracts may be signed 60 days in advance of broadcast. Maximum contract one year. Run-of-schedule spot packages available at a discount provided station may arrange schedule at its option.

GENERAL BROADCASTING TIME RATES

**CLASS "A"**  
(6:00 p.m. to 9:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	62.50	37.50	21.88	15.63	9.38	6.25
13 times.....	59.38	35.63	20.79	14.85	8.91	5.92
26 times.....	56.25	33.75	19.69	14.07	8.44	5.63
52 times.....	50.00	30.00	17.50	12.50	7.50	5.00
104 times.....	46.88	28.13	16.41	11.72	7.04	4.69
260 times.....	43.75	26.25	15.32	10.94	6.57	4.38
365 times.....	39.38	23.63	13.78	9.85	5.91	3.94

**CLASS "B"**  
(7:30 a.m. to 8:00 a.m. and 5:30 p.m. to 6:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	37.50	22.50	13.13	9.38	5.63	3.75
13 times.....	35.63	21.38	12.02	8.91	5.35	3.57
26 times.....	33.75	20.25	11.82	8.44	5.07	3.38
52 times.....	30.00	18.00	10.50	7.50	4.50	3.00
104 times.....	28.13	16.88	9.85	7.04	4.22	2.82
260 times.....	26.25	15.75	9.19	6.07	3.94	2.63
365 times.....	23.63	14.18	8.27	5.91	3.55	2.37

CLASS "C"  
(7:00 a.m. to 7:30 a.m.; 5:00 p.m. to 5:30 p.m. and 9:00 p.m. to 10:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	22.50	13.50	7.88	5.63	3.37	2.25
13 times.....	21.38	12.88	7.49	5.34	3.21	2.14
26 times.....	20.25	12.15	7.09	5.07	3.04	2.03
52 times.....	18.00	10.80	6.30	4.50	2.75	1.80
104 times.....	16.88	10.13	5.91	4.22	2.54	1.69
260 times.....	15.75	9.45	5.52	3.94	2.37	1.58
365 times.....	14.18	8.51	4.97	3.55	2.13	1.42

CLASS "D"

(All other times)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	15.00	9.00	5.25	3.75	2.25	1.50
13 times.....	14.25	8.55	4.99	3.56	2.14	1.43
26 times.....	13.50	8.10	4.23	3.38	2.03	1.35
52 times.....	12.00	7.20	4.20	3.00	1.80	1.20
104 times.....	11.25	6.75	3.94	2.82	1.69	1.13
260 times.....	10.50	6.30	3.68	2.63	1.58	1.05
365 times.....	9.45	5.67	3.31	2.37	1.42	.90

NOTE: For general information, see Alto Broadcasting System listing.

DAVAO CITY (2 AM)

DXAW

(Established 1949)

Rates effective November 1, 1952. (Card No. 1.)  
Rates received June 5, 1953.  
Owned and operated by A. J. Willis.  
**Personnel**  
Owner & General Manager—A. J. Willis.  
Director of Production—Larry Orbeta.  
**Representatives**  
Pan-American Broadcasting Co.  
**Mailing Instructions**  
Business Office and Studio—Apo View Hotel Bldg., Davao City, Mindanao, Philippines.  
Transmitter—Davao City, Mindanao, Philippines.  
**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1180 kilocycles.  
Licensed to operate unlimited time.  
Operates on Philippine standard time.  
Operating schedule: 5:00 a.m. to midnight daily.

**Agency Commission**  
15% to recognized agencies on time only; 2% cash discount. Bills rendered prior to fifth of month; payable when rendered.

**General Advertising**  
In all programs of 5 minutes duration or more, the last 30 seconds of each program is reserved for the use of station identification and presentation of such material as the station may elect. Announcements and programs may not be combined to earn a lower rate. Announcements in all time classifications may be combined to earn a lower rate. Only programs within the same time classifications may be combined to earn lower rate. Service which has been maintained for 52 consecutive weeks and continued without lapse will receive the same frequency rate applicable to that portion of the service that continues.

GENERAL BROADCASTING RATES

**CLASS "A"**  
(6:00 p.m. to 9:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	20 sec.
1 time.....	62.50	37.50	21.87	6.25
13 times.....	59.37	35.62	20.75	5.90
26 times.....	56.25	33.75	19.67	5.62
52 times.....	50.00	30.00	17.50	5.00
104 times.....	46.87	28.12	16.40	4.67
260 times.....	43.75	26.25	15.42	4.37

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.	20 sec.
1 time.....	37.50	22.50	13.12	5.62	3.75
13 times.....	35.62	21.37	12.47	5.35	3.55
26 times.....	33.75	20.25	11.50	5.05	3.37
52 times.....	30.00	23.00	10.50	4.50	3.00
104 times.....	28.12	16.82	9.85	4.22	2.80
260 times.....	23.75	15.75	9.17	3.92	2.62

**CLASS "C"**  
(6:00 a.m. to 8:30 a.m.; noon to 2:00 p.m.; 5:00 p.m. to 5:30 p.m. and 9:30 p.m. to 10:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	22.50	13.50	7.87	5.63	3.37	2.25
13 times.....	21.37	12.75	7.47	5.30	3.20	2.12
26 times.....	20.25	12.15	7.07	5.05	3.05	2.02
52 times.....	23.00	10.80	6.30	4.50	2.70	1.80
104 times.....	16.87	10.12	5.90	4.22	2.52	1.67
260 times.....	15.75	9.45	5.50	3.92	2.35	1.57

**CLASS "D"**  
(5:00 a.m. to 6:00 a.m.; 8:30 a.m. to noon; 2:00 p.m. to 5:00 p.m.; 10:00 p.m. to midnight.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	15.00	9.00	5.25	3.75	2.25	1.50
13 times.....	14.25	8.55	5.00	3.56	2.14	1.42
26 times.....	13.50	8.10	4.72	3.38	2.02	1.35
52 times.....	12.00	7.20	4.20	3.00	1.80	1.20
104 times.....	11.25	6.75	3.95	2.82	1.69	1.12
260 times.....	10.50	6.30	3.67	2.63	1.57	1.05

(\*) 12:00 noon to 1:00 p.m. takes Class "B" rates on Sunday only.

SPECIAL FEATURES

Foreign Language Programs  
80% of all programs are in native dialects, Tagalog, Visayan. Remaining time English.  
POLITICAL  
One time rates apply; cash in advance.  
Closing Time  
24 hours in advance of broadcast.

DXMC

(Established 1946)

Rates effective January 1, 1953. (Card No. 2.)  
Owned and operated by Mindanao Broadcasting System.  
**Representatives**  
Joseph Hershey McGillvra, Inc.  
**Mailing Instructions**  
Executive Office—Republic Super Market Bldg., 5th floor, P. O. Box 1344 F. Torres and Soler Sts., Manila, P. I., telephone 3-74-58 (private exchange connecting all departments.); cable Jambol, Manila.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—900 kilocycles.  
**Agency Commission**  
15% to recognized agencies on net charges for station time.  
**General Advertising**  
For combination rates see Alto Broadcasting System. Contracts may be signed 60 days in advance of broadcast. Maximum contract one year. Run-of-schedule spot packages available at a discount provided station may arrange schedule at its option.

CLASS "A"

(6:00 p.m. to 9:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	62.50	37.50	21.88	15.63	9.38	6.25
13 times.....	59.38	35.63	20.79	14.85	8.91	5.94
26 times.....	56.25	33.78	19.69	14.07	8.44	5.63
52 times.....	50.00	30.00	17.50	12.50	7.50	5.00
104 times.....	46.88	28.13	16.41	11.72	7.04	4.69
260 times.....	43.75	26.25	15.44	10.94	6.57	4.38
365 times.....	39.38	23.63	13.89	9.85	5.91	3.94

CLASS "B"

(7:00 a.m. to 8:00 a.m.; 5:30 p.m. to 6:00 p.m.; 9:00 p.m. to 9:30 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	37.50	22.50	13.13	9.38	5.63	3.75
13 times.....	35.63	21.38	12.45	8.91	5.32	3.57
26 times.....	33.75	20.00	11.82	8.44	5.07	3.39
52 times.....	30.00	18.00	10.50	7.50	4.50	3.00
104 times.....	28.13	16.88	9.85	7.04	4.22	2.82
260 times.....	26.25	15.75	9.19	6.57	3.94	2.63
365 times.....	23.63	14.18	8.27	5.91	3.55	2.37

CLASS "C"

(5:00 a.m. to 7:00 a.m.; 12:00 noon to 1:00 p.m.; 5:00 p.m. to 5:30 p.m.; 9:30 p.m. to 10:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	22.50	13.50	7.88	5.63	3.38	2.25
13 times.....	21.38	12.83	7.49	5.35	3.21	2.14
26 times.....	20.25	12.15	7.09	5.07	3.04	2.03
52 times.....	18.00	10.80	6.30	4.50	2.70	1.80
104 times.....	16.88	10.13	5.91	4.22	2.54	1.69
260 times.....	15.75	9.45	5.52	3.94	2.37	

# PHILIPPINES

## Manila—D Z A Q—Continued

**CLASS "B"**  
(7:30 a.m. to 8:00 a.m. and 5:30 p.m. to 6:00 p.m.)

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time....	108.00	64.80	37.80	27.00	16.20	10.80
13 times..	102.60	61.56	35.91	25.65	15.39	10.26
26 times..	97.20	58.32	34.02	24.30	14.58	9.72
52 times..	86.40	51.84	30.24	21.60	12.96	8.64
104 times..	81.00	48.60	28.35	20.25	12.15	8.10
260 times..	75.60	45.36	26.46	18.90	11.34	7.56
365 times..	68.04	41.04	23.82	17.01	10.21	6.81

**CLASS "C"**  
(7:00 a.m. to 7:30 a.m.; 5:00 p.m. to 5:30 p.m. and 9:00 p.m. to 10:00 p.m.)

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time....	64.80	38.88	22.68	16.20	9.72	6.48
13 times..	61.56	36.94	21.55	15.38	9.23	6.16
26 times..	58.32	34.99	20.41	14.58	8.75	5.83
52 times..	51.84	31.11	18.15	12.96	7.78	5.19
104 times..	48.60	29.16	17.01	12.15	7.29	4.86
260 times..	45.36	27.22	15.88	11.34	6.80	4.54
365 times..	41.04	24.49	14.30	10.21	6.13	4.08

**CLASS "D"**  
(All other times)

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time....	48.20	25.92	15.12	10.80	6.48	4.32
13 times..	41.04	24.63	14.36	10.26	6.16	4.10
26 times..	38.88	23.33	13.61	9.72	5.83	3.89
52 times..	34.56	20.74	12.10	8.64	5.19	3.46
104 times..	32.40	19.44	11.34	8.10	4.86	3.24
260 times..	30.24	18.15	10.59	7.56	4.54	3.03
365 times..	27.22	16.33	9.53	6.81	4.08	2.72

NOTE: For general information, see Alto Broadcasting System listing.

## DZBC

(Established 1949)

Rates effective June 1, 1956. (Card No. 4.)  
Card received May 6, 1957.

Owned and operated by Bolinao Electronics Corp.

**Representatives**  
Joseph Hershey McGillivra, Inc.

**Mailing Instructions**  
Business Office and Studio—Republic Super Market Bldg., 5th floor, P. O. Box 1344, F. Torres and Soler Sts., Manila, P. I., telephone 3-74-58 (private exchange connecting all departments); cable JAMBOL, Manila.  
Transmitter—Hulo, Mandaluyong, Rizal.

**Wave—Power—Time**  
Operating power—10,000 watts.  
Frequency—1000 kilocycles.  
Short wave DZ1-2.  
Operating power—2,000 watts; 9550 kilocycles.  
Licensed to operate full time on clear channel.  
Operates on Philippine Standard Time.  
Operating schedule: 5:00 a.m. to midnight.

**Agency Commission**  
15% on net air time charges payable to recognized agencies providing both program and copy; 15% on air time and 10% on talent charges on specified package shows; no cash discount. Credit extended to rated organizations only. Bills rendered monthly; payable on or before 30th of month following broadcast.

**General Advertising**  
Affiliated with Alto Broadcasting System.  
Contracts may be signed 60 days in advance of broadcast. Maximum contract one year.  
Run-of-schedule spot packages available at a discount provided station may arrange schedule at its option.  
Cancellations should be sent via registered mail, addressed to "Traffic Department." All other mail should be addressed to the corporation and not to individuals.

**CLASS "A"**  
(6:00 p.m. to 9:00 p.m.)

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time....	125.00	75.00	43.75	31.25	18.75	12.50
13 times..	118.75	71.25	41.57	29.69	17.82	11.88
26 times..	112.50	67.50	39.38	28.13	16.88	11.25
52 times..	100.00	60.00	35.00	25.00	15.00	10.00
104 times..	93.75	56.25	32.82	23.44	14.07	9.38
260 times..	87.50	52.50	30.63	21.88	13.13	8.75
365 times..	78.75	47.25	27.57	19.69	11.82	7.88

**CLASS "B"**  
(7:30 a.m. to 8:00 a.m. and 5:30 p.m. to 6:00 p.m.)

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time....	75.00	45.00	26.25	18.75	11.25	7.50
13 times..	71.25	42.75	24.90	17.82	10.69	7.13
26 times..	67.50	40.50	23.63	16.88	10.13	6.75
52 times..	60.00	36.00	21.00	15.00	9.00	6.00
104 times..	56.25	33.75	19.69	14.07	8.44	5.67
260 times..	52.50	31.50	18.38	13.13	7.88	5.25
365 times..	47.25	28.35	16.54	11.82	7.09	4.73

**CLASS "C"**  
(7:00 a.m. to 7:30 a.m.; 5:00 p.m. to 5:30 p.m. and 9:00 p.m. to 10:00 p.m.)

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time....	45.00	27.00	15.75	11.25	6.75	4.50
13 times..	42.75	25.65	14.97	10.69	6.42	4.28
26 times..	40.50	24.30	14.18	10.13	6.08	4.05
52 times..	36.00	21.60	12.60	9.00	5.40	3.60
104 times..	33.75	20.25	11.82	8.44	5.07	3.38
260 times..	31.50	18.90	11.03	7.88	4.73	3.15
365 times..	28.35	17.01	9.93	7.09	4.26	2.89

**CLASS "D"**  
(All other times)

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time....	30.00	18.00	10.50	7.50	4.50	3.00
13 times..	28.50	17.10	9.98	7.13	4.28	2.85
26 times..	27.00	16.20	9.45	6.75	4.05	2.70
52 times..	24.00	14.40	8.40	6.00	3.60	2.40
104 times..	22.50	13.50	7.88	5.63	3.38	2.25
260 times..	21.00	12.60	7.35	5.25	3.15	2.10
365 times..	18.90	11.34	6.62	4.73	2.84	1.89

NOTE: For general information see Alto Broadcasting System listing.

## DZMB

(Established 1947)

Rates effective April 1, 1953. (Card No. 9.)  
Card received October 9, 1953.

Owned and operated by Manila Broadcasting Co., Inc.

**Representatives**  
Media Representatives, Inc.

## Mailing Instructions

Business Office and Studio—7th floor, Insular Life Bldg., Manila, Philippines, telephone 4-69-48.

Transmitter—Malabon, Philippines.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—760 kilocycles.  
Short wave DZ14—1,000 watts; 50.0 meters; 6,000 kilocycles.

Licensed to operate full time on clear channel.

Operates on Philippine Standard Time (13 hours ahead of Eastern Standard Time).

Operating schedule: 5:00 a.m. to 12:00 midnight.

**Agency Commission**  
15% to recognized agencies on net charges for station time, no cash discount. No commission on program charges. Bills due and payable when rendered.

**General Advertising**  
Last 30 seconds of each program of five minutes or more reserved for station time. Contracts acceptable 30 days in advance of initial broadcasts. Maximum contract one year. Announcements and station breaks may be moved to periods in the same or higher time classification when necessary, without notice, at the discretion of station management.

Announcements and programs cannot be combined to earn lower rate. Announcements in all time classifications may be combined to earn lower rate, but only programs in the same time classification are so combinable.

Length of Commercial Copy—Standard NAB practices.

NOTE: No copy allowed within the body of news.

## GENERAL BROADCASTING RATES

**CLASS "A"**  
(6:00 p.m. to 9:00 p.m.)

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time....	125.00	75.00	43.75	31.25	18.75	12.50
13 times..	118.75	71.25	41.57	29.69	17.82	11.88
26 times..	112.50	67.50	39.38	28.13	16.88	11.25
52 times..	100.00	60.00	35.00	25.00	15.00	10.00
104 times..	93.75	56.25	32.82	23.44	14.07	9.38
260 times..	87.50	52.50	30.63	21.88	13.13	8.75

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

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time....	75.00	45.00	26.25	18.75	11.25	7.50
13 times..	71.25	42.75	24.90	17.82	10.69	7.13
26 times..	67.50	40.50	23.63	16.88	10.13	6.78
52 times..	60.00	36.00	21.00	15.00	9.00	6.00
104 times..	56.25	33.75	19.69	14.07	8.44	5.67
260 times..	52.50	31.50	18.38	13.13	7.88	5.25

**CLASS "C"**  
(6:00 a.m. to 8:30 a.m.; 12:00 noon to 2:00 p.m.; 5:00 p.m. to 5:30 p.m.; 9:30 p.m. to 10:00 p.m.)

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time....	45.00	27.00	15.75	11.25	6.75	4.50
13 times..	42.75	25.65	14.97	10.69	6.42	4.28
26 times..	40.50	24.30	14.18	10.13	6.08	4.05
52 times..	36.00	21.60	12.60	9.00	5.40	3.60
104 times..	33.75	20.25	11.82	8.44	5.07	3.38
260 times..	31.50	18.90	11.03	7.88	4.73	3.15

Note: Sundays, 12:00 noon to 1:00 p.m., take Class "B" rates.

**CLASS "D"**  
(5:00 a.m. to 6:00 a.m.; 8:30 a.m. to 12:00 noon; 2:00 p.m. to 5:00 p.m.; 10:00 p.m. to sign-off)

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time....	30.00	18.00	10.50	7.50	4.50	3.00
13 times..	28.50	17.10	9.98	7.13	4.28	2.85
26 times..	27.00	16.20	9.45	6.75	4.05	2.70
52 times..	24.00	14.40	8.40	6.00	3.60	2.40
104 times..	22.50	13.50	7.88	5.63	3.38	2.25
260 times..	21.00	12.60	7.35	5.03	3.15	2.10

(\* ) One minute or 20 seconds.  
3/4 hour takes 80% of hourly rate.

## SPECIAL FEATURES

News Service—UPI. Rates on request.

**FOREIGN LANGUAGE PROGRAMS**  
Translations—No charge except for Chinese.

**POLITICAL**  
Acceptable at regular rates. Talks must be submitted in writing 24 hours in advance of broadcast and are subject to the approval of the station management.

**TRANSCRIPTIONS**  
Library Service—World, Standard, Thesaurus, Lang-Worth.

## DZMM

(Established 1956)

Rates effective June 1, 1956. (Card No. 4.)  
Card received May 6, 1957.

Owned and operated by Bolinao Electronics Corp.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—5th Floor, Republic Super Market Bldg., F. Torres and Soler Sts., P. O. Box 1344, telephone 3-74-58. TWX JAMBOL, Manila, P. I.

Transmitter—corner P. Parada and Guevarra Ave., San Juan, Rizal, P. I.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1340 kilocycles.

Licensed to operate full time on clear channel.  
Operates on Philippine Standard Time.  
Operating schedule: 5:00 a.m. to midnight.

**Agency Commission**  
15% commission on net air time charges payable to recognized agencies who prepare both program and copy; no cash discount. Credit extended to rated concerns only. Bills rendered monthly and payable on or before the 30th of month following broadcast.

**General Advertising**  
Contracts may be signed 60 days in advance of broadcast. Maximum contract one year. Cancellations should be sent via registered mail addressed to "Traffic Department." All other mail should be addressed to corporation and not to individuals.

**GENERAL BROADCASTING TIME RATE**  
20-second spot announcement (minimum 20 spots per day).....\$7

NOTE: For general information, see Alto Broadcasting System listing.

## DZPI

(Established 1946)

Rates effective April 1, 1953. (Card No. 9.)  
Card received October 9, 1953.

Owned and operated by Philippine Broadcasting Corp.

**Personnel**  
Pres. & Gen'l. Mgr.—Federico Elizalde.

**Representatives**  
Media Representatives, Inc.

**Mailing Instructions**  
Business Office and Studio—964 Taft Ave., Manila, P. I., telephone 3-64-51, cable address "Filbro".

Transmitter—Navotas, Rizal, (Suburb of Manila), Philippines.

**Wave—Power—Time**  
Operating power—10,000 watts.  
Frequency—800 kilocycles.

Licensed to operate full time on clear national channel.

Short wave DZH3—1,000 watts, 9500 kilocycles, 31.575 meters.  
Operates on Philippine Standard Time.

Operating schedule: 5:00 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 when rendered.

**General Advertising**  
For combination rates see CBS Radio Network and Mutual Broadcasting System. Last 30 seconds of each program of five minutes or more reserved for station time. Contracts acceptable 30 days in advance of initial broadcast. Maximum contract one year. Announcements and station breaks may be moved to periods in the same or higher time classification when necessary, without notice, at the discretion of station management.

Announcements and programs cannot be combined to earn lower rate. Announcements in all time classifications may be combined to earn lower rate, but only programs in the same time classification are so combinable.

Length of Commercial Copy—Standard NAB

**Manila—D Z R H—Continued**

**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 National Broadcasting Company, Inc. Last 30 seconds of each program of five minutes or more reserved for station time. Contract acceptable 30 days in advance of initial broadcast. Maximum contract one year. Announcements and station breaks may be moved to periods in the same or higher time classifications when necessary, without notice, at the discretion of station management.

Announcements and programs cannot be combined to earn lower rate. Announcements in all time classifications may be combined to earn lower rate, but only programs in the same time classification are so combinable.

Length of Commercial Copy—Standard NAB practices.

NOTE: No copy allowed within the body of news.

**GENERAL BROADCASTING RATES**

CLASS "A"					
(6:00 p.m. to 9:00 p.m.)					
	1	1/2	1/4	10	5
	hr.	hr.	hr.	min.	min.
1 time.....	250.00	150.00	87.50	.....	.....
13 times.....	237.50	142.50	83.13	.....	23.75
26 times.....	225.00	135.00	78.75	.....	22.50
52 times.....	200.00	120.00	70.00	.....	20.00
104 times.....	187.50	112.50	65.63	.....	18.75
260 times.....	175.00	105.00	61.03	.....	17.50

CLASS "B"					
(5:30 p.m. to 6:00 p.m.; 9:00 p.m. to 9:30 p.m.)					
	1	1/2	1/4	10	5
	hr.	hr.	hr.	min.	min.
1 time.....	150.00	90.00	52.50	37.50	22.50
13 times.....	142.50	85.50	49.88	35.63	21.38
26 times.....	135.00	81.00	47.25	33.75	20.25
52 times.....	120.00	72.00	42.00	30.00	18.00
104 times.....	112.50	67.50	39.38	28.13	16.88
260 times.....	105.00	63.00	36.75	26.25	15.75

CLASS "C"					
(6:00 a.m. to 8:30 a.m.; 12:00 noon to 2:00 p.m.; 5:00 p.m. to 5:30 p.m.; 9:30 p.m. to 10:00 p.m.)					
	1	1/2	1/4	10	5
	hr.	hr.	hr.	min.	min.
1 time.....	90.00	54.00	31.50	22.50	13.50
13 times.....	85.50	51.30	29.93	21.38	12.83
26 times.....	81.00	48.60	28.35	20.25	12.15
52 times.....	72.00	43.20	25.20	18.00	10.60
104 times.....	67.50	40.50	23.63	16.88	10.13
260 times.....	63.00	37.80	22.05	15.75	9.43

Note: Sundays, 12:00 noon to 1:00 p.m. take Class "B" rates.

CLASS "D"					
(5:00 a.m. to 6:00 a.m.; 8:30 a.m. to 12:00 noon; 2:00 p.m. to 5:00 p.m. and 10:00 p.m. to sign-off)					
	1	1/2	1/4	10	5
	hr.	hr.	hr.	min.	min.
1 time.....	60.00	36.00	21.00	15.00	9.00
13 times.....	57.00	34.20	19.95	14.25	8.55
26 times.....	54.00	32.40	18.90	13.50	8.10
52 times.....	48.00	28.80	16.80	12.00	7.20
104 times.....	45.00	27.00	15.75	11.25	6.75
260 times.....	42.00	25.20	14.70	10.50	6.30

Note: Sundays, all Class "D" take Class "C" rates.

	1	1/2	1/4	10	5
	hr.	hr.	hr.	min.	min.
1 time.....	60.00	36.00	21.00	15.00	9.00
13 times.....	57.00	34.20	19.95	14.25	8.55
26 times.....	54.00	32.40	18.90	13.50	8.10
52 times.....	48.00	28.80	16.80	12.00	7.20
104 times.....	45.00	27.00	15.75	11.25	6.75
260 times.....	42.00	25.20	14.70	10.50	6.30

(\* One minute or 20 seconds.

3/4 hour takes 80% of hourly rate.

**SPECIAL FEATURES**

News Service—UPI. Rates on request.

**FOREIGN LANGUAGE PROGRAMS**

Translations—no charge except for Chinese.

**POLITICAL**

Acceptable at regular rates. Talks must be submitted in writing 24 hours in advance of broadcast and are subject to the approval of the station management.

**TRANSCRIPTIONS**

Library Service—World, Standard, Thesaurus, Lang-Worth.

**DZST**

(Established 1947)

Owned and operated by the University of Santo Tomas. Non-commercial station.

**DZXL**

(Established 1956)

Rates effective January 1, 1958. Rates received November 22, 1957. Owned and operated by Chronicle Broadcasting Network.

**Personnel**

Owner—Eugenio Lopez. General Manager—James B. Lindenberg. Sales Manager—Ramon Caballero. Program Manager—Simoun O. Almario.

**Representatives**

Shannon & Associates, Inc.

**Mailing Instructions**

Business Office and Studio—CBN Bldg., Aduana St., Intamuros, Manila, P. I. Phone 3-60-51. Cable Address—Chronradio Manila. Transmitter—Angono, Rizal, P. I.

**Wave—Power—Time**

Operating power—50,000 watts.

Frequency—960 Kilocycles.

Directional.

Licensed to operate on clear channel.

Operating schedule: 5:00 a.m. to midnight.

**Agency Commission**

15% to recognized agencies on net time charges, 15% to foreign agencies on net time charges; no cash discount. No over-riding commission allowed associate agencies. Bills payable upon presentation. Agencies must adhere to rules of the Philippine Media Association.

**General Advertising**

The advertiser and the advertising agency assume liability for all content of programs and spot announcements that are produced by them, and also assume responsibility for all claims arising therefrom made against CBN.

Forwarding of an order is construed as an acceptance of all rates and conditions under which air time is, at the time, sold by CBN. Failure to make order correspond in price to the rate card is regarded only as a clerical error, and broadcast is made and charged for upon the rates and terms of the rate card.

Station endeavors to maintain a separation of 15 minutes or more between sponsorships in behalf of competing products.

The last 30-seconds of each 1/2 hour program will be reserved for use of the station. Contracts accepted up to 30 days in advance of initial broadcast.

Contracts are for a maximum of 1 year and are considered completed and renewable 1 year after date of 1st broadcast.

Station reserves the right to cancel contracts which have not been used within 30 days of date of last broadcast.

Contracts not completed will be short rated, i.e. the rate will be adjusted to conform to actual frequency of broadcast in accordance with the rate card.

Contracts are not assignable or transferable by the advertiser.

Spot announcements may be moved to periods in the same or higher time classifications when necessary without notice at the discretion of the station manager. Spot announcements may be combined to earn a lower rate. Spot announcements and programs may not be combined to earn a lower rate. Only programs within the same time classification may be combined to earn a lower rate.

**CLASS "A"**

(6:00 p.m. to 10:00 p.m.)					
	1	1/2	1/4	10	5
	hr.	hr.	hr.	min.	min.
1 tl.	250.00	150.00	87.50	.....	.....
13 tl.	243.75	146.25	85.32	.....	20.00
26 tl.	237.50	142.50	83.13	.....	19.50
52 tl.	225.00	135.00	78.75	.....	19.00
104 tl.	212.50	127.50	74.38	.....	18.50
156 tl.	200.00	120.00	70.00	.....	18.00
208 tl.	187.50	112.50	65.63	.....	17.50
260 tl.	175.00	105.00	61.25	.....	17.00

**CLASS "B"**

(6:00 a.m. to 8:00 a.m.; noon to 2:00 p.m.; 5:00 p.m. to 6:00 p.m.)					
	1	1/2	1/4	10	5
	hr.	hr.	hr.	min.	min.
1 tl.	150.00	90.00	52.50	37.50	22.50
13 tl.	146.25	87.75	51.19	36.57	21.94
26 tl.	142.50	85.50	49.88	35.63	21.38
52 tl.	135.00	81.00	47.25	33.75	20.25
104 tl.	127.50	76.50	44.63	31.88	19.13
156 tl.	120.00	72.00	42.00	30.00	18.00
208 tl.	112.50	67.50	39.38	28.13	16.88
260 tl.	105.00	63.00	36.75	26.25	15.75

**CLASS "C"**

(5:00 a.m. to 6:00 a.m.; 8:00 a.m. to noon; 2:00 p.m. to 5:00 p.m.; 10:00 p.m. to midnight)					
	1	1/2	1/4	10	5
	hr.	hr.	hr.	min.	min.
1 tl.	90.00	54.00	31.50	22.50	13.50
13 tl.	87.75	52.65	30.72	21.94	13.17
26 tl.	85.50	51.30	29.93	21.38	12.83
52 tl.	81.00	48.60	28.35	20.25	12.15
104 tl.	76.50	45.90	26.78	19.13	11.48
156 tl.	72.00	43.20	25.20	18.00	10.80
208 tl.	67.50	40.50	23.63	16.88	10.13
260 tl.	63.00	37.80	22.05	15.75	9.43

**GRADUATED CBN-CHRONICLE DISCOUNT**

NOTE: also see listing of Manila, Chronicle Publications in Newspaper Rates & Data. CBN provides for 2 systems of graduated discounts which may be availed simultaneously by advertisers. These systems are based on frequency of regular broadcasts and monthly total amount spent for print advertising in any or all of the Chronicle Publications. Both discount systems apply to individual companies, not to combinations of companies, and neither broadcast frequencies nor advertising volumes in the Chronicle of affiliated or sister companies may be combined to earn a lower rate.

Advertising Expenditure in CBN during the month:

Amount	Discount (%)
4,000.00 or over.....	35%
3,375.00 .....	30%
2,750.00 .....	25%
2,125.00 .....	20%
1,500.00 .....	15%
1,000.00 .....	10%
500.00 .....	5%
250.00 .....	2-1/2%

(\* Discount in Chronicle Publications billing during the same month.

**SPECIAL FEATURES**

Remote programs—rates on request.

**POLITICAL**

Regular rates apply; cash in advance. Details on request.

**Foreign Language Programs**

English and Tagalog acceptable. Other languages considered on request.

**NAGA CITY**

**DZRB**

(Established 1951)

Rates effective June 1, 1958. (Card No. 4.) Card received May 6, 1957.

Owned and operated by Bolinao Electronics Corporation.

**Representatives**

Joseph Hershey McGilvra, Inc.

**Mailing Instructions**

Business Office and Studio—Baras, Canaman, Camarines Sur, P. I. Transmitter—Baras, Canaman, Camarines Sur.

**Wave—Power—Time**

Operating power—1,000 watts.

Frequency—1060 kilocycles.

Licensed to operate full time on clear channel.

Operates on Philippine Standard Time.

Operating schedule: 5:00 a.m. to midnight.

**Agency Commission**

15% on net air time charges payable to recognized agencies providing both program and copy; 15% on air time and 10% on talent charges on specified package shows; no cash discount. Bills rendered monthly; payable on or before 30th of month following broadcast.

**General Advertising**

For combination rates see Alto Broadcasting System. Contracts may be signed 60 days in advance of broadcast. Maximum contract one year.

Run-of-schedule spot packages available at a discount provided station may arrange schedule at its option.

**PHILIPPINES**

**GENERAL BROADCASTING TIME RATES**

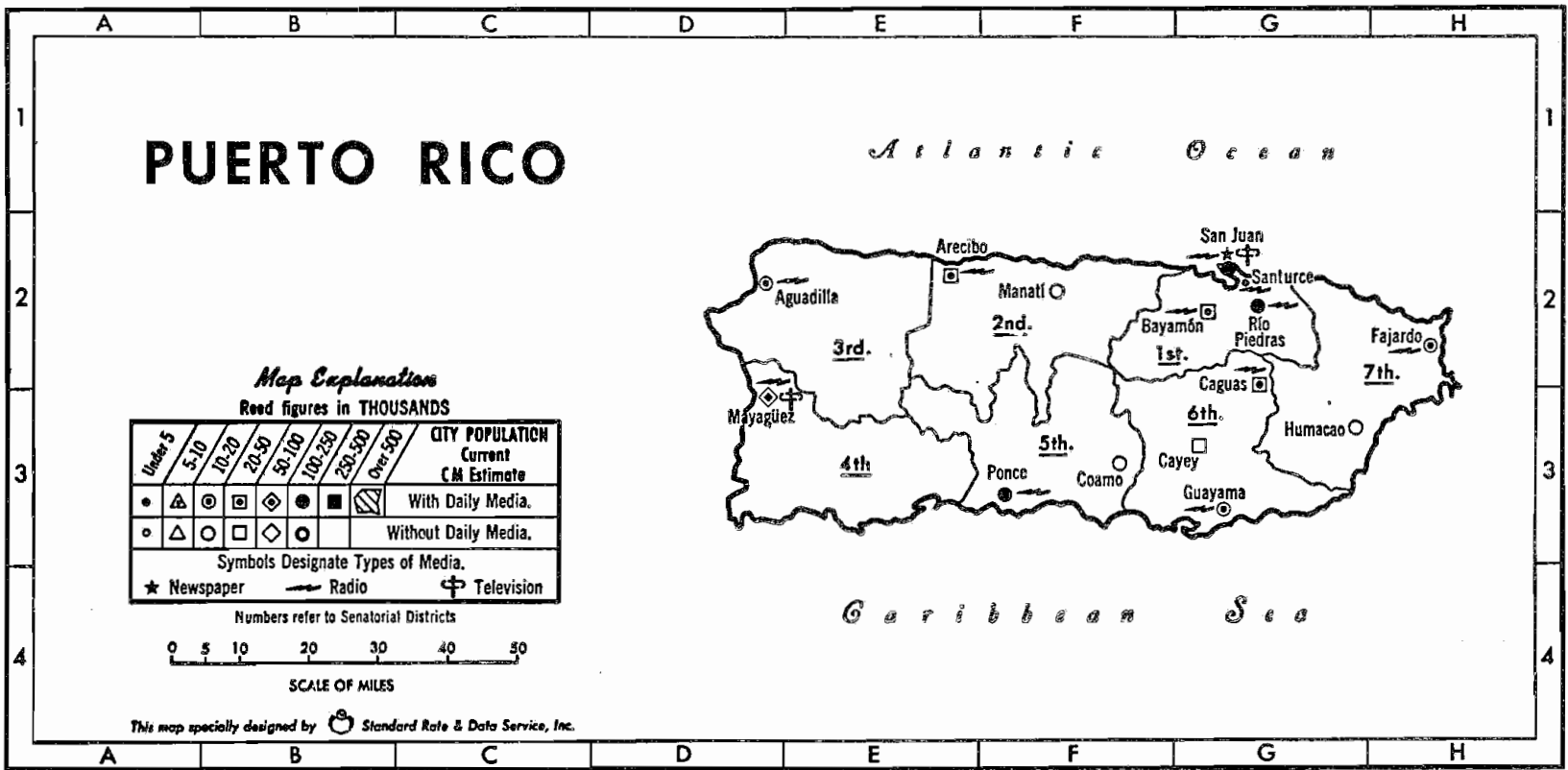
CLASS "A"					
(6:00 p.m. to 9:00 p.m.)					
	1	1/2	1/4	10	5
	hr.	hr.	hr.	min.	min.
1 time.....	62.50	37.50	21.88	15.63	9.38
13 times.....	59.38	35.63	20.79	14.85	8.91
26 times.....	56.25	33.75	19.69	14.07	8.44
52 times.....	50.00	30.00	17.50	12.50	7.50
104 times.....	46.88	28.13	16.41	11.72	7.04
260 times.....	43.75	26.25	15.32	10.94	6.57
365 times.....	39.38	23.63	13.78	9.85	5.91

CLASS "B"					
(7:30 a.m. to 8:00 a.m. and 5:30 p.m. to 6:00 p.m.)					
	1	1/2	1/4	10	5
	hr.	hr.	hr.	min.	min.
1 time.....	37.50	22.50	13.13	9.38	5.63
13 times.....	35.63	21.38	12.02	8.91	5.35
26 times.....	33.75	20.25	11.82	8.44	5.07
52 times.....	30.00	18.00	10.50	7.50	4.50
104 times.....	28.13	16.88	9.85	7.04	4.22
260 times.....	26.25	15.75	9.19	6.07	3.94
365 times.....	23.63	14.18	8.27	5.91	3.55

CLASS "C"					
(7:00 a.m. to 7:30 a.m.; 5:00 p.m. to 5:30 p.m. and 9:00 p.m. to 10:00 p.m.)					
	1	1/2	1/4	10	5
	hr.	hr.	hr.	min.	min.
1 time.....	22.50	13.50	7.88	5.63	3.37
13 times.....	21.38	12.88	7.49	5.34	3.21
26 times.....	20.25	12.15	7.09	5.07	3.04
52 times.....	18.				



# PUERTO RICO



## SRDS Consumer Market Data

City	Population 7/1/58 (000)	House-holds 7/1/58 (000)	C.S.I. 7/1/57 to 7/1/58 (\$000)	C.S.I. per House-hold (\$)	Total Retail Sales 7/1/57 to 7/1/58 (\$000)	Retail Sales by Store Type — For the Year 7/1/57 to 7/1/58						Filling Station (\$000)
						Food (\$000)	Drug (\$000)	General Mdso. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	
<b>PUERTO RICO</b>	2,311.0	454.03	1,201,509	2,646	654,155	219,264	25,711	61,981	58,976	75,166	96,765	31,722
Arecibo Town.....	30.7	7.48	31,831	4,255	32,730	8,473	1,084	.....	3,043	2,442	4,616	1,427
Bayamon Town.....	21.4	4.39	19,104	4,352	18,709	7,278	5,704	.....	1,830	2,298	520	819
Caguas Town.....	36.1	7.62	33,247	4,363	22,513	10,986	1,010	.....	2,430	2,474	1,013	1,619
Cayey Town.....	24.6	5.22	16,250	3,113	8,364	3,142	321	.....	998	853	.....	899
Mayaguez City.....	62.3	13.78	60,852	4,416	49,810	15,474	1,414	.....	5,374	4,632	5,376	2,810
Ponce City.....	108.8	24.02	95,974	3,996	68,821	21,512	2,165	.....	7,435	10,215	7,052	4,156
Rio Piedras City.....	248.8	51.11	271,730	5,317	109,960	58,270	3,085	1,732	6,931	5,090	11,240	7,751
San Juan City.....	236.5	53.74	319,869	5,952	286,032	59,309	5,722	57,981	20,845	37,815	56,065	10,244

### PUERTO RICO AGUADILLA

#### WABA

(Established 1951)

Rates effective July 1, 1951. (Card No. 2.)  
Card received June 1, 1953.  
Owned by Hector Reichard.

#### Personnel

General Manager—F. Bonnet Valez.

#### Representatives

None.

#### Mailing Instructions

Business Office and Studio—Victoria St. No. 5, P. O. Box 188, Aguadilla, P. R., telephone 241, 242.  
Transmitter—Aguadilla, P. R.

#### Wave—Power—Time

Operating power—500 watts.  
Frequency—850 kilocycles.  
Licensed to operate unlimited time.  
Operating schedule: 6:00 a.m. to 11:00 p.m. Monday through Friday; 6:00 a.m. to midnight Saturday; 7:00 a.m. to 10:00 p.m. Sundays.

#### Agency Commission

15% to recognized agencies. Bills due and payable when rendered.

#### General Advertising

Length of commercial copy: a maximum of 300 words during each 15 minutes.

**CLASS "A"**  
(12:00 noon to 1:00 p.m. and 6:00 p.m. to sign-off)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	38.00	19.00	9.50	4.75
26 times.....	36.00	18.00	9.00	4.50
52 times.....	34.00	17.00	8.50	4.25
104-312 times.....	32.00	16.00	8.00	4.00

**CLASS "B"**  
(6:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	24.00	12.00	6.00	3.00
26 times.....	22.00	11.00	5.50	2.75
52 times.....	20.00	10.00	5.00	2.50
104-312 times.....	18.00	9.00	4.50	2.25

#### SPOT ANNOUNCEMENTS

	Class "A"	Class "B"
1 minute or 100 words.....	2.50	1.75
1/2 minute or 50 words.....	1.50	1.00
1/4 minute or 25 words.....	1.00	.75

Station breaks: Limited to 15 seconds; rates on request.

#### Program Time

1 hour program equals 58 minutes, 30 seconds.  
1/2 hour program equals 28 minutes, 30 seconds.  
1/4 hour program equals 14 minutes.

#### SPECIAL FEATURES

News Service—Rates on request.  
English and Spanish broadcast accepted. Other languages only on very special occasions.

#### POLITICAL

One time rate applies; cash in advance.

#### Closing Time

All broadcast copy and program material must be submitted to station 24 hours in advance of broadcast.

(Call letters not received)

(C.P. 250 watts, 1340 kc., unlimited)  
Jalco Broadcasting Company  
17 Progresso St.  
Aguadilla, Puerto Rico.

### ARECIBO (2 AM) WCMN

(Established 1947)



Rate card received November 29, 1948.  
Owned and operated by Caribbean Broadcasting Corp.

#### Personnel

President—A. Esteva Vidal.  
General Manager—Nabal Barreto.

#### Representatives

None.

#### Mailing Instructions

Business Office, Studio & Transmitter—P. O. Box 7, Arecibo, Puerto Rico.

#### Wave—Power—Time

Operating power—1,000 watts.  
Frequency—1,280 kilocycles.  
Licensed to operate unlimited time.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: Week days 7:00 a.m. to 11:00 p.m.; Sundays 8:00 a.m. to 10:30 p.m.

#### Agency Commission

15% to recognized advertising agencies; cash discount 2% for payment within 10 days of invoice.

#### General Advertising

**CLASS "A"**  
(6:00 p.m. to 12:00 midnight)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	40.00	25.00	12.50	5.00	4.00
13 times.....	38.00	23.75	11.87	4.75	3.80
26 times.....	36.00	22.50	11.25	4.50	3.60
52 times.....	34.00	21.25	10.62	4.25	3.40
105 times.....	32.00	20.00	10.00	4.00	3.20

**CLASS "B"**  
(7:00 a.m. to 8:30 a.m.; 11:00 a.m. to 2:00 p.m., and 5:00 p.m. to 6:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	30.00	17.50	10.00	4.00	3.00
13 times.....	28.50	16.62	9.50	3.80	2.85
26 times.....	27.00	15.75	9.00	3.60	2.70
52 times.....	25.50	14.87	8.50	3.40	2.55
105 times.....	24.00	14.00	8.00	3.20	2.40

**CLASS "C"**  
(2:00 p.m. to 5:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	20.00	12.50	7.50	3.00	2.50
13 times.....	19.00	11.77	7.12	2.85	2.37
26 times.....	18.00	11.25	6.75	2.70	2.25
52 times.....	17.00	10.62	6.37	2.55	2.13
105 times.....	16.00	10.00	6.00	2.40	2.00

**CLASS "D"**  
(8:30 a.m. to 11:00 a.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	.....	.....	.....	2.50	2.00
13 times.....	.....	.....	.....	2.37	1.90
26 times.....	.....	.....	.....	2.25	1.80
52 times.....	.....	.....	.....	2.13	1.70
105 times.....	.....	.....	.....	2.00	1.60

1/4 hour, six days a week, during Class "D" time classification, per week, 30.00.

#### ANNOUNCEMENTS

Announcements of one minute may be divided into a maximum of four parts with charge directly in proportion to the charge for one minute.

(Arecibo continued on next page)

**Arecibo—Continued**

**WMIA**

(Established 1957)

Rates effective February 24, 1957.

Rates received July 29, 1957.

Owned and operated by Abacoa Radio Corporation.

**Personnel**

President—Carlos Pirallo-Lopez.  
Treasurer—Manuel Pirallo-Lopez.

**Representatives**

Pan American Broadcasting Co.

**Mailing Instructions**

Business Office, Studio and Transmitter—P. O. Box 126, Arecibo, Puerto Rico.

**Wave—Power—Time**

Operating power—500 watts.  
Frequency—1070 kilocycles.  
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 11:00 p.m. Sunday.

**Agency Commission**

15% to recognized agencies. No cash discount.

**General Advertising**

	1 hr.	1/2 hr.	1/4 hr.	1 min.	45 min.	30 min.	15 sec.
1 time.....	30.00	15.50	8.00	2.50	1.90	1.35	.95
13 times.....	28.00	14.50	7.50	2.40	1.80	1.25	.90
26 times.....	26.50	13.50	7.00	2.30	1.70	1.15	.85
52 times.....	25.00	13.00	6.75	2.20	1.60	1.10	.80
100 times.....	.....	.....	.....	2.10	1.50	1.05	.75
104 times.....	23.50	12.00	6.00	.....	.....	.....	.....
260 times.....	.....	.....	.....	2.00	1.40	1.00	.70
312 times.....	20.00	10.00	5.00	.....	.....	.....	.....

Package Rates

30 seconds:	.....	.....	.....	.....	.....	.....	.....
5 spots daily.....	125.00	20 spots daily.....	350.00	.....	.....	.....	.....
10 spots daily.....	200.00	.....	.....	.....	.....	.....	.....

**BAYAMON**

**WENA**

(Established 1947)

Rates effective January, 1950. (Card No. 2.)

Rates received January 25, 1950.

Owned and operated by Gustavo Diaz Atlies.

**Personnel**

Commercial Manager—Ramon Alberto Rodriguez.

**Representatives**

None.

**Mailing Instructions**

Business Office and Studio—Catano-Bayamon Rd., Bayamon, Puerto Rico. Phone 161.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1560 kilocycles.  
Licensed to operate unlimited time.  
Operates on Eastern Standard Time.  
Operating schedule: 6:00 a.m. to midnight.

**Agency Commission**

15% to recognized advertising agencies on station time only; no cash discount. Bills rendered and due monthly.

**General Advertising**

The following rates are for national or local advertising. English and Spanish broadcasts accepted. Other languages only on special occasions.

Length of commercial copy:	Programs Day & Eve.
5 minutes.....	1:30 minutes
15 minutes.....	3:00 minutes
30 minutes.....	5:00 minutes
60 minutes.....	10:00 minutes

**CLASS "A"**

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

1 hour.....	50.00
1/2 hour.....	25.00
1/4 hour.....	12.50
5 minutes.....	5.00
15 second spot announcement.....	1.50

**CLASS "B"**

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

1 hour.....	25.00
1/2 hour.....	12.50
1/4 hour.....	6.50
5 minutes.....	3.75
15 second spot announcement.....	1.00

**Closing Time**

All program matter and commercial copy must be submitted to the station management 24 hours previous to broadcast.

**CAGUAS (2AM)**

**WNEL**

(Established 1947)

Rate card undated; received April 23, 1951.

Owned and operated by Inter-American Radio Corp.

**Personnel**

Pres. & Gen'l Mgr.—Eduardo Biascochea.  
Station Manager—Emilia P. Biascochea.  
Commercial Manager—Alberto Flores Blandino.  
Program Director—Charles Miner.

**Representatives**

None.

**Mailing Instructions**

Business Office and Studio—P. O. Box 487, Cells Aguilers, Esq. Corchado, Caguas, P. R., telephones 677, 678.  
Transmitter—Barrio Bairod, Caguas, P. R.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1450 kilocycles.  
Licensed to operate unlimited time.  
Operates on Eastern Standard Time.  
Operating schedule: 6:00 a.m. to 10:00 p.m. Monday through Friday; 6:00 a.m. to 11:00 a.m. Saturday.

**Agency Commission**

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

**General Advertising**

Commercial copy limited to 250 words for each 1/4 hour.  
Rates include music copyright fees.  
ASCAP and BMI licenses.

**CLASS "A"**  
(12:00 noon to 1:30 p.m. and 6:00 p.m. to 11:00 p.m.)

	1 tl.	26 tl.	52 tl.	104 tl.	311 tl.
1 hour.....	37.50	33.75	31.67	30.00	27.12
1/2 hour.....	19.00	17.10	16.15	15.20	14.25
1/4 hour.....	10.00	9.00	8.50	8.00	7.50
5 minutes.....	5.00	4.50	4.25	4.00	3.75
50 words.....	2.50	.....	.....	.....	.....
25 words.....	1.75	.....	.....	.....	.....

**CLASS "B"**  
(7:00 a.m. to 8:00 a.m., 11:00 a.m. to 12:00 noon and 5:00 p.m. to 6:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	50 words.	25 words.
1 hour.....	25.00	22.30	21.25	20.00	18.75	.....
1/2 hour.....	13.00	11.70	11.05	10.40	9.75	.....
1/4 hour.....	7.00	6.30	5.95	5.60	5.25	.....
5 minutes.....	3.00	2.70	2.55	2.40	2.25	.....
50 words.....	1.75	.....	.....	.....	.....	.....
25 words.....	1.00	.....	.....	.....	.....	.....

**CLASS "C"**  
(8:00 a.m. to 11:00 a.m. and 1:30 p.m. to 5:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	50 words.	25 words.
1 hour.....	20.00	18.00	17.00	16.00	15.00	.....
1/2 hour.....	10.00	9.00	8.50	8.00	7.50	.....
1/4 hour.....	6.00	5.40	5.10	4.80	4.50	.....
5 minutes.....	3.50	3.25	3.00	2.75	2.50	.....

NOTE: For each 1/4 hour period, 250 words are allowed for advertising. For miscellaneous programs advertising more than one firm or product, not all represented by one firm, add 15% to above rates.

**Package Rates**

Five minute periods:

Class	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	(*)
Class "A"	4.50	4.27	4.05	3.82	3.60	3.37
Class "B"	3.25	3.09	2.92	2.76	2.60	2.44
Class "C"	2.50	2.37	2.25	2.12	2.00	1.88

One minute announcements:

Class "A"	3.00	2.85	2.70	2.55	2.40	2.25
Class "B"	2.00	1.90	1.80	1.70	1.60	1.50
Class "C"	1.75	1.66	1.58	1.49	1.40	1.31

(\*) 312 or more times.

**SPECIAL FEATURES**  
Participating Programs

"Variedades Matinales"—7:00 a.m. to 8:00 a.m.  
"Vote Conteste y Gane"—10:00 a.m. to 11:30 a.m.  
"Voces del Bohio"—6:00 p.m. to 9:00 p.m.

**POLITICAL**  
Rates on request.

**WVJP**

(Established 1947)

Rates effective July 1, 1950. (Card No. 3.)

Rates received February 5, 1951.

Owned and operated by Borinquen Broadcasting Co.

**Personnel**

General Manager—Hector Pereira.  
Station Manager—Federico E. Virella.  
Program Director—J. C. Santiago.  
Commercial Director—Jorge L. Arzuaga.

**Representatives**

None.

**Mailing Instructions**

Business Office and Studio—Ruiz Belvis St., P. O. Box 207, Caguas, P. R., telephone 789, 790.  
Transmitter—Gurabo Road, Caguas, P. R.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1110 kilocycles.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to 11:00 p.m. week days; 8:00 a.m. to 11:00 Sundays.

**Agency Commission**

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

**General Advertising**

No discount on cost of spot advertising. Rates for periods of longer duration than the hour are in exact proportion to the corresponding one hour rate. Rates include music copyright fees. ASCAP and BMI licenses.

Length of commercial copy:

5 minutes.....	1:30 minutes
15 minutes.....	3:00 minutes
30 minutes.....	6:00 minutes
60 minutes.....	12:00 minutes

**CLASS "A"**

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	40.00	20.00	11.00	5.00
26 times.....	36.00	18.00	9.90	4.50
52 times.....	34.00	17.00	9.35	4.25
104 times.....	32.00	16.00	8.80	4.00
312 times.....	30.00	15.00	8.25	3.75

Spot Announcements

Up to 30 seconds transcriptions.....	1.00
From 30 seconds to 1 minute transcriptions.....	2.00

**CLASS "B"**

(6:00 a.m. to 8:00 a.m., 11:00 a.m. to 2:00 p.m., 5:00 p.m. to 6:00 p.m.)

1 time.....	30.00	15.50	8.00	4.00
26 times.....	27.00	13.95	7.20	3.60
52 times.....	25.50	13.20	6.80	3.40
104 times.....	24.00	12.45	6.40	3.20
312 times.....	22.50	11.70	6.00	3.00

Spot Announcements

Up to 30 seconds transcriptions.....	.75
From 30 seconds to 1 minute transcriptions.....	1.50

**CLASS "C"**

(8:00 a.m. to 11:00 a.m., 2:00 p.m. to 5:00 p.m.)

1 time.....	22.00	11.50	6.00	3.00
26 times.....	19.80	10.35	5.40	2.70
52 times.....	18.70	9.80	5.10	2.55
104 times.....	17.60	9.25	4.80	2.40
312 times.....	16.50	8.70	4.50	2.25

Spot Announcements

Up to 30 seconds transcriptions.....	.50
From 30 seconds to 1 minute transcriptions.....	1.00

**SPECIAL FEATURES**

News Service—Insular news facilities—local news  
Rates on request.

**POLITICAL**

Rates on request.

**Closing Time**

All broadcast copy and program material must be submitted to the station management 24 hours previous to broadcast.

**PUERTO RICO**

**FAJARDO**

**WMDD**

(Established 1947)

Rates effective January 1, 1954.

Card received May 23, 1958.

Owned and operated by WMDD, Inc.

**Personnel**

General Manager—Agustín R. Camunas.  
Commercial Manager—Saul Maldonado.

**Representatives**

None.

**Mailing Instructions**

Business Office and Studio—P. O. Box 387, Fajardo, P. R.  
Transmitter—Pueblo Chico, Fajardo, P. R.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1490 kilocycles.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Daylight Saving Time not observed.  
Operating schedule: Sundays 8:00 a.m. to 10:30 p.m.; week days 6:00 a.m. to 11:00 p.m.

**Agency Commission**

15% to recognized agencies on time only; no cash discount. Bills rendered 30th of month; payable within 10 days.

**General Advertising**

For each 15 minute period, only 250 words are allowed for advertising. For miscellaneous programs advertising more than one firm or product, not all represented by one firm, add 15% to the following rates. Copy allowance on five minute programs 100 words at beginning and end of period.

**CLASS "A"**  
(6:00 p.m. to sign-off)

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	(*)
1 hour.....	25.00	23.75	22.50	21.25	20.00	18.75
1/2 hour.....	12.50	11.87	11.25	10.62	10.00	9.37
1/4 hour.....	6.25	5.94	5.62	5.31	5.00	4.69
5 minutes.....	3.25	3.09	2.92	2.76	2.60	2.44
1 minute.....	2.00	1.90	1.80	1.70	1.60	1.50

**CLASS "B"**  
(7:00 a.m. to 6:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 minute.
1 hour.....	20.00	19.00	18.00	17.00	16.00
1/2 hour.....	10.00	9.50	9.00	8.50	8.00
1/4 hour.....	5.00	4.75	4.50	4.25	4.00
5 minutes.....	2.50	2.37	2.25	2.12	2.00
1 minute.....	1.75	1.66	1.58	1.49	1.40

# PUERTO RICO

## MAYAGUEZ (5 AM) W A E L

(Established 1948)

Rates effective May 15, 1957. (Card No. 3.)  
Rates received July 29, 1957.  
Owned and operated by Mario Acosta.

**Personnel**  
General Manager—Mario Acosta.  
Commercial Manager—Manuel Pirrallo.

**Representatives**  
Pan-American Broadcasting Co.

**Mailing Instructions**  
Business Office and Studio—Box 297, Iglesia St. No. 12, Mayaguez, Puerto Rico. Phones 600, 799.  
Transmitter—Composite Cerro Las Mesas, Mayaguez, P. R.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—600 kilocycles.  
Directional.  
Licensed to operate unlimited time.  
Operates on Atlantic Standard Time.  
Operating schedule: 6:00 a.m. to 11:00 p.m.

**Agency Commission**  
15% to recognized agencies on time; no cash discount. Bills rendered last month; payable within 10 days.

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

PROGRAMS			
	1 hr.	1/2 hr.	1/4 hr.
1 time.....	30.00	15.50	8.00
13 times.....	28.00	14.50	7.50
26 times.....	26.50	13.50	7.00
52 times.....	25.00	13.00	6.75
104 times.....	23.50	12.00	6.00
312 times.....	20.00	10.00	5.00

ANNOUNCEMENTS			
	1 min.	45 sec.	30 sec. 15 sec.
1 time.....	2.50	1.90	1.35 .95
13 times.....	2.40	1.80	1.25 .90
26 times.....	2.30	1.70	1.15 .85
52 times.....	2.20	1.60	1.10 .80
100 times.....	2.10	1.50	1.05 .75
260 or more times.....	2.00	1.40	1.00 .70

MONTHLY PACKAGES		Per month
30 seconds:		
5 spots daily.....		100.00
10 spots daily.....		175.00
20 spots daily.....		300.00

**POLITICAL**  
One time rates apply. Cash in advance.

## WKJB

(Established 1946)

Rates effective January 1, 1958. (Card No. 5.)  
Card received November 11, 1957.  
Revisions effec. Feb. 1, 1953; rec'd Mar. 27, 1953.  
Owned and operated by Jose A. Bechara, Jr.  
Affiliated with El Mundo Newspaper.

**Personnel**  
Pres. & Gen'l Mgr.—Jose A. Bechara, Jr.  
Manager—Arturo Cortes.

**Representatives**  
Intercontinental Services, Ltd.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 1293, 54 Mayaguez, Puerto Rico, telephone 893.  
Transmitter—Mayaguez, Puerto Rico.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—710 kilocycles.  
Licensed to operate unlimited time.  
Operates on Atlantic Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to midnight. Monday through Saturday; 6:30 a.m. to midnight Sunday.

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

**General Advertising**  
ASCAP and BMI licenses.  
Rates include music copyright fees.  
Contracts must be signed, specifying the number of programs or announcements, not to exceed one year, and provide for a minimum of one broadcast every week. Contracts accepted in accordance with NAB Standards of Practice, 1946.  
Maximum of 300 words during each 15 minute program time. Station breaks limited to 15 seconds. All program units 60 to 90 seconds less than indicated. Programs may be in either English or Spanish.

CLASS "A"			
	1 hr.	1/2 hr.	1/4 hr.
1 time.....	30.00	16.00	9.00
52 times.....	27.00	14.00	8.00
104 times.....	25.00	13.00	7.00
312 or more times.....	22.00	12.00	6.00

CLASS "B"			
	1 hr.	1/2 hr.	1/4 hr.
1 time.....	24.00	14.00	7.50
52 times.....	20.00	12.00	7.00
104 times.....	18.00	11.00	6.00
312 or more times.....	16.00	9.00	5.50

CLASS "C"			
	1 hr.	1/2 hr.	1/4 hr.
1 time.....	18.00	12.00	7.00
52 times.....	16.00	11.00	6.00
104 times.....	15.00	9.00	5.00
312 or more times.....	14.00	7.00	4.50

## ANNOUNCEMENTS

	1 min.	30 sec.	15 sec.
News, 6:00 a.m. to 8:00 a.m.....	1.75	1.00	.75
Spots, 8:00 a.m. to 4:00 p.m.....	1.75	1.00	.75
Spots, 4:00 p.m. to sign-off.....	1.00	.75	.50

## SPECIAL DAILY SCHEDULE

(Annual contracts, Monday through Sunday)	
15 minutes, 10 times daily, per month.....	150.00
15 minutes, 17 times daily, per month.....	275.00
30 minutes, 10 times daily, per month.....	250.00

## TRANSCRIPTIONS

Instantaneous reference recordings:	Both sides	Add'l copies
*Master 12 inch recording.....	5.00	4.50
*Master 10 inch recording.....	4.00	3.75
(*) When client provides the material, the cost will be 3.00.		

Programs:	1/2 hr.	1/4 hr.
Disc, 2 records.....	10.00	.....
Disc, 1 record, 2 sides.....	8.00	.....
Disc, 1 record.....	.....	5.00
Disc (furnished).....	6.00	3.00
Tape.....	9.00	7.50
Tape (furnished).....	6.00	3.00
Use of Radio Theater for a maximum period of three hours per session, 15.00. For each additional 1/2 hour, after the three hours, 10.00.		

## Closing Time

All program material must be in the hands of the station at least 48 hours prior to scheduled broadcast.

## WORA

(Established 1947)

Rates effective November 16, 1957.  
Rates received December 9, 1957.  
Owned and operated by Radio Americas Corp.

**Personnel**  
President—Alfred R. de Arellano, Jr.  
Assistant Manager—Reinaldo Maldonado Dupont.

**Representatives**  
Inter-American Publications, Inc.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 43, Mayaguez, P. R., telephone 1150 or 1151, cable address "Raco."  
Transmitter—Mayaguez, P. R.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1150 kilocycles.  
Licensed to operate unlimited time.  
Daylight Saving Time not observed.  
Operates on Atlantic Standard Time.  
Operating schedule: 6:00 a.m. to 10:00 p.m. Monday through Friday; 6:00 a.m. to 11:00 p.m. Saturday; 7:00 a.m. to 10:00 p.m. Sunday.

**Agency Commission**  
15% to recognized agencies; no cash discount. Bills due when rendered.

**General Advertising**  
BMI and ASCAP licenses.  
Minimum broadcast, one weekly.  
Contracts for programs, station breaks and spot announcements cannot be combined to obtain lower rate.

CLASS "A"			
	1 hr.	1/2 hr.	1/4 hr.
1 time.....	38.00	20.00	10.00
52 times.....	35.00	18.00	9.00
104 times.....	32.00	16.00	8.00
312 times.....	27.00	14.00	7.00

*CLASS "B"			
	1 hr.	1/2 hr.	1/4 hr.
1 time.....	24.00	14.00	7.50
52 times.....	20.00	12.00	7.00
104 times.....	18.00	11.00	6.00
312 times.....	16.00	9.00	5.50

(\*) "Radio Reloj"—6:00 a.m. to 8:30 a.m. Monday through Saturday.  
(6:00 a.m. to 10:00 a.m. and 1:00 p.m. to 4:00 p.m.)

**CLASS "C"			
	1 hr.	1/2 hr.	1/4 hr.
1 time.....	18.00	12.00	7.00
52 times.....	16.00	11.00	6.00
104 times.....	15.00	9.00	5.00
312 times.....	14.00	7.00	4.50

Broadcast simultaneously with WKAQ, San Juan and WORA, Mayaguez at combined rates:  
1 hour..... 16.00 1/4 hour..... 6.00  
1/2 hour..... 10.25

## ANNOUNCEMENTS

	Class "A"	Class "B"	Class "C"
1-minute or 100 words.....	2.25	1.75	1.25
30-seconds or 50 words.....	1.50	1.00	.75
15-seconds or 25 words.....	1.00	.75	.50
Specified position announcements, when available—rates on request.			

## STATION BREAKS

(Annual contract basis only, Monday through Sunday)  
15 spots, 17 times daily, per month..... 275.00  
15 spots, 9 times daily, per month..... 150.00  
No frequency discounts on spot announcements. All spot announcements of 1 minute, 1/2 minute and 1/4 minute are broadcast during sustaining programs and at the station's discretion. Spots on specified positions, when available, are priced at special rates on request. Station breaks (when available): For annual contracts only—Monday through Sunday, 15 second spots, 17 times daily, 300.00 per month; 9 times daily, 175.00 per month.

## SPECIAL FEATURES

News Service—AP. Rates on request.  
**Closing Time**  
All program material must be in the hands of the station at least 48 hours prior to scheduled broadcast.

## WPRA

(Established 1937)

Rates effective September 15, 1953. (Card No. 6.)  
Card received October 5, 1953.  
Owned and operated by WPRA, Inc.

**Personnel**  
President—Andres Camara.  
General Manager—Ederlinda Camara de Ramos.  
Ass't Gen'l Mgr.—Virginia Di Cristina.  
Program Director—Pedro Ojeda.

**Representatives**  
None.

**Mailing Instructions**  
Business Office—Box 869, Mayaguez, Puerto Rico.  
Studio—McKinley, corner del Rio Street, Mayaguez, Puerto Rico.  
Transmitter—Barrio Sabanestas, Kilometer 179, Insular Road No. 2, four miles from city.

**Wave—Power—Time**  
Operating power—10,000 watts.  
Frequency—990 kilocycles.  
Licensed to operate unlimited time.

**Agency Commission**  
15% to recognized agencies on net charges for station time. No commission on program charges; no cash discount. Bills due and payable when rendered.

**General Advertising**  
Commitments made prior to the effective date of this card will be completed at the rates called for by such commitments. But advertisers may elect to substitute new contracts effective at any time after October 15, 1951—at rates on this card—for the unexpired portion or such commitments. Otherwise rates in effect immediately preceding the effective date of this card will apply to extensions of said commitments for any period or periods up to and including December 1951 for the same series continuously used. Rates on this card are applicable to all new broadcast series ordered on and after October 15, 1951. The rate of discount to which an advertiser would otherwise be entitled will not be prejudiced if interruptions of a series are necessitated by the broadcasting of special events of importance or if advertiser is required by the station to relinquish the time or times specified in the contract and the contract is cancelled. Gross billing, after deduction of percentage discounts, if any, shall be subject to advertising agency commission of 15%. From the discount, if any, the company shall deduct the excess agency commission previously allowed. Time periods are not sold in bulk for resale. Advertisers cooperating in group broadcasts are required to make individual contracts. All programs subject to station approval. Time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcast only in the event that said broadcast periods are scheduled in time set aside for network use. Station breaks and announcements may be moved to other periods if available and as arranged by station manager upon 24 hours notice. Rates subject to change without notice.

**GENERAL BROADCAST RATES**  
CLASS "A"  
(7:00 a.m. to 8:00 a.m.; 12:00 noon to 2:00 p.m.; 6:00 p.m. to 10:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.
1 time.....	40.00	20.00	10.00
13 times.....	38.00	19.00	9.50
26 times.....	36.00	18.00	9.00
52 times.....	34.00	17.00	8.50
100 times.....	32.00	16.00	8.00
260 or more times.....	30.00	15.00	7.50

CLASS "B"  
(6:00 a.m. to 7:00 a.m.; 8:00 a.m. to 12:00 noon; 2:00 p.m. to 6:00 p.m.; 10:00 p.m. to sign-off)

	1 hr.	1/2 hr.	1/4 hr.
1 time.....	25.00	12.50	6.25
13 times.....	23.75	11.87	5.93
26 times.....	22.50	11.25	5.62
52 times.....	21.25	10.62	5.31
100 times.....	20.00	10.00	5.00
260 or more times.....	18.75	9.37	4.68

Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate. Contracts with the same advertiser and for periods in the same rate classification may be grouped for the purpose of obtaining lower rates.

## ANNOUNCEMENTS

Frequency rates are based on number used during a 12 month period and become effective from beginning of service only on firm contracts or as contracts become firm. Announcement service which has been maintained for 52 consecutive weeks and continues without lapse will receive the same frequency rate applicable to that portion of the service which continues. Station break announcements, and participating features can be combined in number for maximum discounts. Announcements, one minute transcriptions, or 125 words live; station breaks, 15 seconds transcriptions or 30 words live.

CLASS "A"			
	1 min.	45 sec.	30 sec. 15 sec.
1 time.....	4.00	2.90	2.30 1.70
13 times.....	3.80	2.80	2.20 1.60
26 times.....	3.60	2.70	2.10 1.50
52 times.....	3.40	2.60	2.00 1.40
100 times.....	3.20	2.50	1.90 1.30
260 or more times.....	3.00	2.40	1.80 1.20

CLASS "B"  
1 time..... 2.50 1.90 1.35 .95  
13 times..... 2.40 1.80 1.25 .90  
26 times..... 2.30 1.70 1.15 .85  
52 times..... 2.20 1.60 1.10 .80  
100 times..... 2.10 1.50 1.05 .75  
260 or more times..... 2.00 1.40 1.00 .70

## SPECIAL FEATURES

Time signals, temperature and weather reports—regular announcement or station break rates apply.  
News: Time cost, regular card rates plus 15% net of the gross time cost. Rates on request for special announcements. Mobile unit: rates on request.  
**Participating Programs**  
American programs—9:00 a.m. to 10:00 a.m.; 2:00 p.m. to 3:00 p.m.; and 9:00 p.m. to 10:00 p.m. Monday through Friday. Participation spots on request.  
**Closing Time**  
Closing date is two weeks in advance of initial program. Program material must be arranged one week in advance of broadcast date.  
(Mayaguez continued on next page)



Mayaguez—Continued

**WTIL**

(Established 1950)

Rates effective January 1, 1958. (Card No. 3.)  
Card received May 21, 1958.

Owned and operated by the Mayaguez Radio Corp.

**Personnel**

Treas. & Gen'l Mgr.—Gilbert Mamary.  
Program Director—Rafael Colon Diaz.  
Sports Director—Salvador E. Pabon.  
Chief Engineer—Aristides Zapata.  
Station Manager—Patricio R. Fremalint.

**Representatives**

Continental Radio Sales.

**Mailing Instructions**

Business Office and Studio—Post and Palmer Sts.,  
Mayaguez, P. R., telephone 1290, 1400.  
Transmitter—Guanajibo Ave., Mayaguez, P. R.

**Wave—Power—Time**

Operating power—1,000 watts.  
Frequency—1300 kilocycles.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Operating schedule: 6:00 a.m. to 11:00 p.m.

**Agency Commission**

15% on time only; no cash discount. Bills rendered and due 30 days after date of invoice.

**General Advertising**

Rates include music copyright fees.  
ASCAP and BMI licenses.

Length of commercial copy:

5 minutes.....	1:30 minutes
15 minutes.....	3:00 minutes
30 minutes.....	5:00 minutes
60 minutes.....	10:00 minutes

1 hr.	1 1/2 hr.	2 hr.	3 hr.	4 hr.	5 hr.	6 hr.
1 time.....	30.00	15.00	7.50	1.25	.90	.60
25 times.....	27.00	13.50	6.75			
52 times.....	24.50	12.25	6.15			
104 times.....	22.00	11.00	5.50			
312 times.....	20.00	10.00	5.00			

1-minute or 100 words; 30-seconds or 50 words;  
15-seconds or 25 words.

**SPECIAL PACKAGE RATES**  
(Monday through Friday)

30-seconds:	3 mos.	6 mos.	12 mos.
5 spots.....	90.00	80.00	75.00
10 spots.....	180.00	160.00	145.00
15 spots.....	250.00	225.00	200.00

15-seconds:	5 spots.....	60.00	50.00	40.00
	10 spots.....	110.00	100.00	80.00
	15 spots.....	160.00	145.00	130.00

1-minute packages—rates on request.  
Program and spot packages—rates on request.

**SPECIAL FEATURES**

News Service—local; rates on request.  
Participating Programs  
Rates on request.

**Foreign Language**

Spanish broadcasts accepted.

**POLITICAL**

One time rates apply. Cash in advance.

**Closing Time**

All broadcast copy and program material must be submitted to station 24 hours previous to broadcast.

**PONCE (3 AM)**

**WISO**

(Established 1953)

Rates effective January 1, 1954.  
Rates received August 16, 1954.

Owned and operated by South Puerto Rico Broadcasting Corp.

**Personnel**

General Manager—Luis E. Freyre.

**Representatives**

Continental Radio Sales.

**Mailing Instructions**

Business Office and Studio—Torres Bldg., Roosevelt & Torres Sts., Ponce, P. R.  
Mailing Address—P. O. Box 2023, Ponce, P. R.  
Transmitter—Ponce, P. R.

**Wave—Power—Time**

Operating power—1,000 watts.  
Frequency—1260 kilocycles.  
Licensed to operate full time.  
Operates on Atlantic Standard 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 and due monthly.

**General Advertising**

Rates include music copyright fees.  
Rates for periods longer than one hour in exact proportion to the corresponding one hour rate.  
Contracts must be signed, specifying the number of programs or announcements, not to exceed one year, and providing for a minimum of one broadcast every week.  
Length of commercial copy: A maximum of 300 words during each 1/4 hour program time.  
Time units: one hour—58-1/2 minutes, 1/2 hour—28-1/2 minutes, 1/4 hour—14 minutes.

**CLASS "A"**

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

1 hr.	1/2 hr.	1/4 hr.	
1 time.....	40.00	21.00	11.00
13 times.....	37.50	19.00	10.00
26 times.....	35.00	18.00	9.50
52 times.....	33.50	17.00	9.00
104 times.....	32.50	16.50	8.50
312 times.....	30.00	15.00	7.50

**CLASS "B"**

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

1 time.....	30.00	15.50	8.00
13 times.....	28.00	14.50	7.50
26 times.....	26.50	13.50	7.00
52 times.....	25.00	13.00	6.75
104 times.....	23.50	12.00	6.00
312 times.....	20.00	10.00	5.00

**ANNOUNCEMENTS**

**CLASS "A"**

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

1 min.	45 sec.	30 sec.	15 sec.
1 time.....	4.00	2.90	2.30
13 times.....	3.80	2.80	2.20
26 times.....	3.60	2.70	2.10
52 times.....	3.40	2.60	2.00
100 times.....	3.20	2.50	1.90
260 times.....	3.00	2.40	1.80

**CLASS "B"**

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

1 time.....	2.50	1.90	1.35	.95
13 times.....	2.40	1.80	1.25	.90
26 times.....	2.30	1.70	1.15	.85
52 times.....	2.20	1.60	1.10	.80
100 times.....	2.10	1.50	1.05	.75
260 times.....	2.00	1.40	1.00	.70

**SPECIAL FEATURES**

News Service—rates on request.

**Closing Time**

All broadcast copy and program material must be submitted to the station management 48 hours prior to broadcast.

**WPAB**

(Established 1939)



Rates effective January 1, 1958. (Card No. 7.)  
Card received December 30, 1957.

Owned and operated by Portorlean American Broadcasting Company, Inc.

**Personnel**

Pres. & Gen'l Mgr.—A. Gimenez-Aguayo.

**Representatives**

Intercontinental Services, Ltd.

**Mailing Instructions**

Studio and Transmitter—65 de Infanteria Ave., Playa, P. O. Box 786, Ponce, P. R. Phone 2-3260.  
Business Office—P. O. Box 786, Ponce, P. R.

**Wave—Power—Time**

Operating power—5,000 watts days; 1,000 watts nights.  
Frequency—550 kilocycles.  
Licensed to operate unlimited time.  
Operates on Atlantic Time. (one hour ahead of Eastern Standard Time).  
Operating schedule: 6:00 a.m. to 10:00 p.m. Monday through Friday; 6:00 a.m. to 12:00 midnight Saturday; 7:00 a.m. to 10:00 p.m. Sunday.

**Agency Commission**

15% to recognized advertising agencies on net station time charges. Bills rendered and payable monthly. No commission allowed on program charges.

**General Advertising**

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP and BMI licenses.  
Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.  
Contracts must be signed, specifying the number of programs or announcements, not to exceed one year, and provided for a minimum of one broadcast every week.  
Length of commercial copy: A maximum of 300 words during each 1/4 hour program time. Station breaks limited to 15 seconds.  
Time units: One hour—56-1/2 minutes; 1/2 hour—27 minutes; 1/4 hour—13-1/2 minutes.

**CLASS "A"**

(6:30 a.m. to 7:30 a.m.; 10:00 a.m. to 1:00 p.m. and 5:00 p.m. to 6:00 p.m.)

1 hr.	1/2 hr.	1/4 hr.	
1 time.....	40.00	22.00	12.00
52 times.....	34.00	18.00	10.00
104 times.....	32.00	17.00	9.00
312 or more times.....	29.00	15.00	8.00

**CLASS "B"**

(7:30 a.m. to 10:00 a.m.; 1:00 p.m. to 5:00 p.m. and 6:00 p.m. to sign-off)

1 time.....	25.00	15.00	9.00
52 times.....	22.00	13.00	8.00
104 times.....	20.00	11.00	7.00
312 or more times.....	19.00	10.00	6.00

**ANNOUNCEMENTS**

1 minute.....	Class "A"	Class "B"
30 seconds.....	3.75	3.00
15 seconds.....	2.00	1.25
	1.25	1.00

**SPECIAL DAILY SCHEDULE**

(Annual contracts, Monday through Sunday)  
10 30-second announcements per day, per month 350.00  
10 15-second announcements per day, per month 250.00  
15 15-second announcements per day, per month 350.00

**SPECIAL FEATURES**

News Service—AP and local—6:30 a.m. to 7:30 a.m. Noon to 1:00 p.m. and 5:00 p.m. to 6:00 p.m. Monday through Saturday.

1 minute.....	3.75
30 seconds.....	2.00
15 seconds.....	1.25

**POLITICAL**

Commercial political broadcast accepted—rates on request.

**TRANSCRIPTIONS**

Instantaneous reference recordings:	Both	Add'l
Spot Announcements:	sides	copies
*Master 12 inch recording.....	5.00	4.50
*Master 10 inch recording.....	4.00	3.75

(\*) When client provides the recordings or material the cost will be 3.00.

Programs:	1/2 hr.	1/4 hr.
Disc, 2 records.....	10.00	
Disc, 1 record, 2 sides.....	8.00	
Disc, 1 record.....		5.00
Disc (furnished).....	6.00	3.00
Tape.....	9.00	7.50
Tape (furnished).....	4.00	3.00

**PUERTO RICO**

**Closing Time**

All broadcast copy and program material must be submitted to the station management 48 hours prior to broadcast.

**WPRP**

(Established 1938)

Rates effective November 16, 1957. (Card No. 5.)  
Rates received December 4, 1957.

Owned and operated by The Voice of Puerto Rico, Inc.

**Personnel**

General Manager—Alfredo Ramirez de Arellano.  
Assistant and Sales Manager—Antonio Miro.

**Representatives**

Inter-American Publications, Inc.

**Mailing Instructions**

Business Office and Studio—Guadalupe Corner to Salud St., P. O. Box 430, Ponce, Puerto Rico, telephone 1015, 1752. TWX 1821.  
Transmitter—Las Cucharas, Ponce, P. R.

**Wave—Power—Time**

Operating power—5,000 watts.  
Frequency—910 kilocycles.  
Licensed to operate unlimited time.  
Operates on Atlantic Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to midnight. Monday through Friday; 6:00 a.m. to 11:00 p.m. Saturday; 7:00 a.m. to 10:00 p.m. Sundays.

**Agency Commission**

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

**General Advertising**

Affiliated with Portorlean Blue Network.  
Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.  
This rate card is published for the convenient reference of advertisers and agencies and is not to be considered as an offer of facilities.  
Rates include music copyright fees.  
ASCAP and BMI licenses.

Length of commercial copy:	Day & Evening
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 shown after deduction of all applicable discounts.

**CLASS "A"**

(10:00 a.m. to 1:00 p.m.)

1 hr.	1/2 hr.	1/4 hr.	
1 time.....	44.00	25.00	13.00
52 times.....	40.00	22.00	11.00
104 times.....	38.00	19.00	10.00
312 times.....	33.00	16.00	9.00

**CLASS "B"**

(\* "Radio Reloj"—6:00 a.m. to 8:30 a.m. Monday through Saturday.  
(6:00 a.m. to 10:00 a.m.; 1:00 p.m. to 4:00 p.m.)

1 time.....	28.00	16.00	8.50
52 times.....	26.00	15.00	8.00
104 times.....	24.00	13.00	7.00
312 times.....	22.00	12.00	6.50

**CLASS "C"**

(4:00 p.m. to sign-off)

1 time.....	26.00	14.00	8.00
52 times.....	21.00	12.00	7.00
104 times.....	20.00	10.00	6.00
312 times.....	19.00	8.00	5.50

(\*\*) Transmissions from 7:00 p.m. to sign-off—rates on request.  
Broadcast simultaneously with WKAQ, San Juan and WORA, Mayaguez at combined rates:  
1 hour..... 16.00 1/4 hour..... 8.00  
1/2 hour..... 10.25

**ANNOUNCEMENTS**

	Class "A"	Class "B"	Class "C"
1-minute or 100 words.....	3.75	2.25	1.75
30-seconds or 50 words.....	2.50	1.25	1.00
15-seconds or 25 words.....	1.25	1.00	.75

Specified position announcements, when available—rates on request.

**STATION BREAKS**

(Annual contract basis only, Monday through Sunday)  
15 spots, 17 times daily, per month..... 400.00  
15 spots, 9 times daily, per month..... 225.00

**SPECIAL FEATURES**

News Service—Rates on request.

**Participating Programs**

"Noticiero WPRP"—6:30 a.m. to 7:00 a.m.  
"Musica Popular"—7:00 a.m. to 8:00 a.m.  
"Fiesta Mexicana"—8:15 a.m. to 9:00 a.m.  
"Club 910"—9:00 a.m. to 9:30 a.m.  
"Buzon Musical"—9:30 a.m. to 10:00 a.m.  
"El Cantante de Hoy"—10:30 a.m. to 11:00 a.m.  
"Publicidad Mayoral"—11:00 a.m. to 11:20 a.m.  
"Publicidad Mayor"—11:35 a.m. to 12:15 p.m.  
"Club 910"—2:00 p.m. to 3:00 p.m.  
"WPRP Compliance"—5:00 p.m. to 5:30 p.m.  
"Valses Vieneses"—6:30 p.m. to 6:45 p.m.

**POLITICAL**

Rates on request.

**Closing Time**

All broadcast copy and program material must be submitted to the station management 24 hours previous to broadcast.

(Call letters not received)

(C.P. 1000 watts, 1420 kc. unlimited)

**PUERTO RICO**

**RIO PIEDRAS (2 AM)**

**WRIO**

(Established 1949)

Rates effective May 1, 1957. (Card No. 4.)

Rates received May 6, 1957.

Owned and operated by The Master Broadcasting Corp.

**Personnel**

President—Isidro Quinones Vidal

Station Mgr. & Vice Pres.—Julio Morales Ortiz.

**Representatives**

None.

**Mailing Instructions**

Business Office and Studio—WRIO Bldg., Urb. Caribe Rio Piedras, P. R. P. O. Box 335, Hato Rey, Puerto Rico. Telephone: 6-2450, 6-2491, 6-3080.  
Transmitter—Road No. 1, Km. 14.3, Ward Monacillos, Rio Piedras, P. R.

**Wave—Power—Time**

Operating power—5,000 watts day; 1,000 watts night.  
Frequency—1320 kilocycles.  
Licensed to operate unlimited time.  
Operates on Atlantic Standard Time.  
Daylight Saving Time not observed.  
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 when rendered.

**General Advertising**

Programs originating outside of station studios are subject to special charges.  
A contract must be signed, specifying the number of programs or spot announcements.  
Old rates will apply on order placed and accepted prior to May 1, 1957.

1 hour.....	50.00	1 minute.....	4.00
1/2 hour.....	25.00	30 seconds.....	2.00
1/4 hour.....	12.50	15 seconds.....	1.50

**DISCOUNTS**

1 time.....Net	104 times.....	15%
14 times.....	5% 312 times.....	20%
52 times.....	10%	

NOTE: Talent, remote pick-up broadcasts, recordings, and other specialized services—rates and details on request.

**SPOT ANNOUNCEMENTS**

Per week:	30 sec.	15 sec.
5 spots daily.....	32.50	26.25
10 spots daily.....	60.00	47.50
15 spots daily.....	82.50	63.75
20 spots daily.....	100.00	75.00

Spots will be broadcast Monday through Friday, proportionately during morning, afternoon and night-time. Contract requirement 13 weeks. No frequency, no cash discount. Station breaks or spots on a guaranteed annual basis—rates on request.

**POLITICAL**

One time rate applies.

**WWW**

(Established 1949)

Rates effective April 1, 1953. (Card No. 2.)

Rates received July 6, 1953.

Owned and operated by Frank A. Gandia.

**Personnel**

General Manager—Frank A. Gandia.

**Representatives**

None.

**Mailing Instructions**

Business Office and Studio—Plaza del Recreo, Glorgetti St. 6, Rio Piedras, P. R.  
Mailing Address—Box 935, Rio Piedras, P. R.  
Transmitter—Rio Piedras, P. R.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1520 kilocycles.  
Licensed to operate full time.  
Operates on Atlantic Standard Time.  
Operating schedule: 6:00 a.m. to 1:00 a.m. Monday through Saturday; 7:00 a.m. to 1:00 a.m. Sunday.

**Agency Commission**

15% to recognized agents on net station time charges. Bills rendered and payable monthly. No commission allowed on program charges.

**General Advertising**

Rates include music copyright fees.  
Programs and announcements may be made in either Spanish or English. Contracts must be signed specifying the number of programs or announcements not to exceed one year and provide for a minimum of one broadcast every week.  
Length of commercial copy: A maximum of 300 words during each 15 minute program. Station breaks limited to 15 seconds. One hour program equals 58 minutes, 30 seconds; 1/2 hour program equals 28 minutes, 30 seconds; 1/4 hour program equals 13 minutes, 30 seconds.

**GENERAL BROADCASTING RATES**

**CLASS "A"**

(6:00 p.m. to sign-off)	
1 hour.....	60.00
1/2 hour.....	35.00
1/4 hour.....	20.00

**CLASS "B"**

(6:00 a.m. to 8:00 a.m.; 11:00 a.m. to 2:00 p.m.; 5:00 p.m. to 6:00 p.m.)	
1 hour.....	35.00
1/2 hour.....	20.00
1/4 hour.....	11.00

**CLASS "C"**

(8:00 a.m. to 11:00 a.m.; 2:00 p.m. to 5:00 p.m.)	
1 hour.....	25.00
1/2 hour.....	15.00
1/4 hour.....	8.00

**SPOT ANNOUNCEMENTS**

	Class "A"	Class "B"	Class "C"
1 minute (not over 100 words).....	7.00	5.00	4.00
1/2 minute (not over 50 words).....	3.50	2.50	2.00
1/4 minute (not over 25 words).....	2.00	1.50	1.25

**STATION BREAKS**

For annual contracts only, Monday through Sunday:  
15 second spots 19 times daily, per month.... 600.00  
15 second spots 10 times daily, per month.... 350.00  
Spot announcements at specified hours, when available, 20% additional.

**SPECIAL FEATURES**

News broadcasts—rates on request.

**TRANSCRIPTIONS**

Instantaneous reference recordings:	Both sides	Add'l copies
Spot announcements:		
*Master 12 inch recording.....	5.00	4.50
*Master 10 inch recording.....	4.00	3.75
(* When client provides the recordings or material the cost will be 3.00.		
Programs:	1/2 hr.	1/4 hr.
Disc, two records.....	10.00	.....
Disc, one record, two sides.....	8.00	.....
Disc, one record.....	.....	5.00
Disc (furnished).....	6.00	3.00
Tape.....	9.00	7.50
Tape (furnished).....	4.00	3.00

**Closing Time**

All program material must be in hands of station at least 48 hours prior to scheduled broadcast.

**SAN JUAN (6 AM)**

**WAPA**

(Established 1947)



Rates effective July 1, 1958.

Card received June 25, 1958.

Owned and operated by Jose Ramon Quinones.

**Personnel**

President—Jose Ramon Quinones.

General Manager—Segismundo Quinones.

**Representatives**

New York—Caribbean Networks, Inc.

**Mailing Instructions**

Business Office and Studio—P. O. Box 4563 San Juan, P. R.  
Transmitter—Guaynabo, Puerto Rico.

**Wave—Power—Time**

Operating power—10,000 watts.  
Frequency—680 kilocycles.  
Licensed to operate full time.  
Operates on Atlantic Standard Time.  
Operating schedule: 6:00 a.m. to 11:00 p.m., Monday through Friday; Saturdays 6:00 a.m. to 1:00 a.m.; Sundays 7:00 a.m. to 11:00 p.m.

**Agency Commission**

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

**General Advertising**

For combination rates see Mutual Broadcasting System and American Broadcasting Company.  
Rates include music copyright fees.  
ASCAP and BMI licenses.  
Length of commercial copy:

5 minutes.....	1:15 minutes
10 minutes.....	2:10 minutes
15 minutes.....	3:00 minutes
30 minutes.....	4:15 minutes
60 minutes.....	7:00 minutes
1 hour equals 57 minutes; 1/2 hour equals 27 minutes; 1/4 hour equals 13 minutes.	

**CLASS "A"**

(6:00 a.m. to 1:00 p.m.)	
1 hr. 1 tl. 13 tl. 26 tl. 52 tl. 104 tl. (*)	
1 hour.....	80.00 76.00 72.00 68.00 64.00 60.00
1/2 hour.....	41.60 39.20 36.80 34.40 32.00 30.00
1/4 hour.....	21.60 20.40 19.20 18.00 16.80 15.60
10 minutes.....	16.00 15.20 14.40 13.60 12.80 12.00

**CLASS "B"**

(1:00 p.m. to 6:00 p.m.)	
1 hour.....	46.80 44.10 41.40 38.70 36.00 33.30
1/2 hour.....	23.40 22.05 20.70 19.35 18.00 16.65
1/4 hour.....	12.60 11.70 10.80 10.12 9.45 8.77
10 minutes.....	9.90 9.00 8.32 7.65 7.20 6.75

**CLASS "C"**

(6:00 p.m. to sign-off)	
1 hour.....	35.00 33.25 31.50 29.75 28.00 26.25
1/2 hour.....	18.00 17.10 16.20 15.30 14.40 13.50
1/4 hour.....	10.00 9.50 9.00 8.50 8.00 7.50
10 minutes.....	8.50 8.00 7.50 7.00 6.50 6.00
(*) 312 or more times.	

**ANNOUNCEMENTS**

Spot announcements of sustaining programs at discretion of station. Announcements of one minute, 1/2 minute and 1/4 minute must be recorded. Announcements of 100 words, 50 words and 25 words are live.

	Class "A"	Class "B"	Class "C"
1 minute or 100 words.....	7.00	6.00	5.00
1/2 minute or 50 words.....	3.50	3.00	2.50
1/4 minute or 25 words.....	1.75	1.50	1.25

**SPECIAL SPOT PACKAGE DISCOUNT**

Per day:	3 mos.	6 mos.	12 mos.
3 times.....	3%	6%	12%
5 times.....	5%	10%	20%
10 times.....	10%	15%	25%
15 times.....	15%	20%	30%
20 times.....	20%	25%	35%

**WAPA RELOJ NEWSCAST**

(6:00 a.m. to 8:00 a.m.; noon to 1:00 p.m.)	
Per day:	10 sec. 5 sec.
6 times.....	.95 .50
12 times.....	.80 .42
24 times.....	.72 .38

Spot announcements in WAPA RELOJ NEWSCAST only, shall be of 5 or 10 seconds duration and must be contracted in multiples of 6 (that is 6, 12, or 24 spots) Monday through Saturday.  
Prices appearing on this rate card are applicable to spot announcements only, and for contracts of not less than three months duration. All spots must be live.

**POLITICAL**

Specific information on request.

**FOREIGN LANGUAGE PROGRAMS**

Programs and announcements may be made in either Spanish or English.

**Closing Time**

All program material must be received by the station at least 24 hours prior to scheduled broadcast.

**WHOA**

(Established 1954)



Rates effective January 1, 1958.

Rates received August 1, 1958.

Owned and operated by the Continental Broadcasting Corporation.

**Personnel**

President & Gen'l Mgr.—William R. Anthony.

**Representatives**

Pan-American Broadcasting Co.

**Mailing Instructions**

Business Office and Studio—566 Ponce de Leon Ave., P. O. Box 168, Hato Rey, P. R. Phone 6-3747, 6-3182.

**Transmitter—**

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1400 kilocycles.  
Licensed to operate full time.  
Operating schedule: 6:30 a.m. to 1:00 a.m.

**Agency Commission**

15% to recognized agencies; no cash discount.

**General Advertising**

Affiliated with Keystone Network.  
Rates include music copyright fees.  
ASCAP and BMI licenses.  
Rates on request for specified time spots and station break announcements. Rates do not include news, remote or special events programs. Rates on request.  
Length of commercial copy: Maximum of 300 words during each 15 minutes of program time and 250 words during 15 minutes news programs. Station breaks, 15 seconds; one minute, 100 words; 1/2 minute, 50 words; 1/4 minute, 25 words.

**GENERAL BROADCAST RATES**

(7:00 a.m. to 9:00 a.m.; 11:30 a.m. to 1:00 p.m. and 6:00 p.m. to 7:30 p.m.)	
1 hour.....	36.00 1 minute..... 6.00
1/2 hour.....	20.00 45 seconds..... 5.00
1/4 hour.....	12.00 30 seconds..... 4.00
5 minutes.....	8.00 15 seconds..... 2.00
(6:00 a.m. to 7:00 a.m.; 9:00 a.m. to 11:30 a.m.; 1:00 p.m. to 6:00 p.m. and 7:30 p.m. to 10:30 p.m.)	
1 hour.....	27.00 1 minute..... 4.50
1/2 hour.....	15.00 45 seconds..... 3.75
1/4 hour.....	9.00 30 seconds..... 3.00
5 minutes.....	6.00 15 seconds..... 1.50
(10:30 p.m. to 6:00 a.m.)	
1 hour.....	18.00 1 minute..... 3.00
1/2 hour.....	10.00 45 seconds..... 2.50
1/4 hour.....	6.00 30 seconds..... 2.00
5 minutes.....	4.00 15 seconds..... 1.00

**Frequency Discounts**

Apply to General Broadcasting Rates only; not including talent or other charges.  
Discount "A"

Per day:	5% 20 times..... 20%
10 times.....	10% 25 times..... 25%
15 times.....	15% 30 times..... 30%
Discount "B"	
Per week:	5% 7 times..... 10%
6 times.....	Discount "C"

**(Uninterrupted duration of contract)**

4 1/3 wks. (1 mon.) 5% 39 wks. (9 months)..... 20%
13 wks. (3 mon.) 10% 52 wks. (1 year)..... 25%
26 wks. (6 mon.) 15%

**SPOT PACKAGE RATES**

	Per Month
1 mo. 3 mo. 6 mo. 9 mo. 12 mo.	
1 1-min. or 3 15-sec.	
Per package.....	112.00 105.00 98.00 91.00 85.00
2 1-min. or 3 30-sec.	
Per package.....	215.00 202.00 188.00 175.00 161.00
3 1-min. or 9 15-sec.	
Per package.....	311.00 290.00 270.00 250.00 232.00
4 1-min., 6 30-sec. or 12 15-sec.	
Per package.....	400.00 372.00 344.00 317.00 289.00
5 1-min. or 15 15-sec.	
Per package.....	478.00 444.00 410.00 375.00 341.00
6 1-min., 9 30-sec., or 18 15-sec.	
Per package.....	549.00 508.00 467.00 426.00 385.00

**SPECIAL FEATURES**

News Service—AP.

Sports and market reports.

**NEWS RATES**

Class "A".....	1/4 hr. 5 min.
Class "B".....	16.00 10.00
Class "C".....	12.00 7.50
Class "D".....	8.00 5.00

Rates include time and news charges. Rates for special news and sports commentary, transcribed and tape-recorded U.S. news and sports features on request.

**Foreign Language Programs**

Accepted on public interest basis.

**TRANSCRIPTIONS**

Library Service Thesaurus, RCA.

**Closing Time**

All advertising copy and program material must be in the hands of the station at least 48 hours prior to scheduled broadcast, and is subject to acceptance and approval of station manager.

**San Juan—Continued**

**WIAC**

(Established 1947)

Rates received January 30, 1952.  
Revisions received May 11, 1953.  
Owned and operated by Radio Station WBS, Inc.  
**Personnel**  
General Manager—Tomas Muniz.  
Assistant Manager—Bolívar Pérez Ríos.  
**Representatives**  
None.  
**Mailing Instructions**  
Business Office and Studio—Ponce De Leon Ave., 1261, Santurce, P. R.  
Post Office Address—P. O. Box 4504, San Juan, Puerto Rico.  
Transmitter—Km. 2.4 Catano-Bayamon Rd., Santurce, P. R.  
**Wave—Power—Time**  
Operating power—10,000 watts.  
Frequency—740 kilocycles.  
Licensed to operate unlimited time.  
Operates on Atlantic Standard Time.  
Operating schedule: 10:00 a.m. to midnight.

**Agency Commission**  
Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered and due monthly.

**General Advertising**  
Rates for periods of longer than one hour are in exact proportion to the corresponding one hour rate. Rates include music copyright fees.  
BMI license.  
Length of commercial copy: Day Evening  
5 minutes..... 1:15 min. 1:00 min.  
10 minutes..... 2:10 min. 2:00 min.  
15 minutes..... 3:00 min. 2:30 min.  
30 minutes..... 4:15 min. 3:00 min.  
60 minutes..... 7:00 min. 6:00 min.

**CLASS "A"**

(6:00 p.m. to midnight)

	1 hr.	1/2 hr.	1/4 hr.	10 min.
1 time.....	100.00	50.00	25.00	20.00
25 times.....	90.00	45.00	22.50	18.00
52 times.....	85.00	42.50	21.25	17.00
104 times.....	80.00	40.00	20.00	16.00
312 times.....	75.00	37.50	18.75	15.00

**CLASS "B"**

(6:00 a.m. to 8:00 a.m.; 11:00 a.m. to 2:00 p.m.; 5:00 p.m. to 6:00 p.m. and also Saturday and Sunday from 6:00 a.m. to 6:00 p.m.)

1 time.....	50.00	25.00	13.00	10.50
25 times.....	45.00	22.50	11.70	9.40
52 times.....	42.50	21.25	11.05	8.85
104 times.....	40.00	20.00	10.40	8.35
312 times.....	37.50	18.75	9.75	7.80

**CLASS "C"**

(8:00 a.m. to 11:00 a.m. and 2:00 p.m. to 5:00 p.m. except Saturdays and Sundays)

1 time.....	35.00	18.00	10.00	8.00
25 times.....	31.50	16.20	9.00	7.25
52 times.....	29.75	15.30	8.50	6.80
104 times.....	28.00	14.40	8.00	6.40
312 times.....	26.25	13.50	7.50	6.00

**SPOT ANNOUNCEMENTS**

Rates on request.

**FOREIGN LANGUAGE**

English and Spanish broadcasts accepted. Other languages only on very special occasions.

**Closing Time**  
All program matter and commercial copy must be submitted 24 hours previous to broadcast.

**WITA**

(Established 1947)

Rates effective January 1, 1956.  
Card received May 31, 1956.  
Owned and operated by Electronics Enterprises, Inc.  
**Personnel**  
General Manager—Mariano Arroyo Suarez.  
Program Director—Osvaldo Torres Velazquez.  
**Representatives**  
International Newspaper Representative, Inc., 4 W. 58th St., New York, N. Y.  
**Mailing Instructions**  
Business Office and Studio—P. O. Box 2792, El Imparcial Bldg., 450 Comercio St., San Juan 12, P. R., telephone 3-4719.  
Transmitter—Catano, Puerto Rico.  
**Wave—Power—Time**  
Operating power—500 watts.  
Frequency—1140 kilocycles.  
Licensed to operate unlimited time.  
Operating schedule: midnight to noon Monday through Sunday.

**Agency Commission**  
15% to recognized agencies on net station time charges. Bills rendered and payable monthly. No commission on program charges.

**General Advertising**  
Contracts must be signed specifying the number of periods not to exceed one year's duration and provide for a minimum of one transmission weekly.

**TIME RATES**

Programs	Spots
60 minutes.....	45.00 60 seconds..... 4.00
30 minutes.....	25.00 30 seconds..... 2.00
15 minutes.....	15.00 15 seconds..... 1.25

**STATION BREAKS**

	15 sec.	30 sec.
5 times daily, per month.....	150.00	300.00
12 times daily, per month.....	300.00	600.00
18 times daily, per month.....	450.00	900.00
25 times daily, per month.....	550.00	1,000.00

No frequency discounts on spots.  
20% additional on specified time.

**TRANSCRIPTIONS**

The cost of preparing acetate recording programs, as follows:  
1/2 hour program, 2 records..... 10.00  
1/2 hour program, 1 record, 2 sides..... 8.00  
1/4 hour program, 1 record..... 5.00  
Whenever client furnishes recording material, the charge would be 3.00 for a 15 minute program and 6.00 for each pressing of 30 minute program.

**Tape recordings:**  
1/2 hour program..... 10.00  
1/4 hour program..... 7.50

When client supplies the tape, cost would be:  
1/2 hour program..... 5.00  
1/4 hour program..... 3.00

**Recording spot announcements:**  
12-inch record, both sides, each..... 4.50  
10-inch record, both sides, each..... 4.00

**Closing Time**  
All program material must be in hands of station at least 48 hours prior to scheduled broadcast.

**WKAQ**

(Established 1922)



Rates effective November 16, 1957. (Card No. 12.)  
Card received December 2, 1957.

Owned and operated by El Mundo Broadcasting Corp.

**Personnel**  
President—Angel Ramos.  
General Manager—V. Lamas, Jr.  
Program Director—Mrs. Esther Pales.

**Representatives**  
Inter-American Publications, Inc.

**Mailing Instructions**  
Studio—Stop 11, Miramar, P. R.  
Mailing Address—P. O. Box 9007, Santurce, P. R.  
Transmitter—Catano, P. R.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—580 kilocycles.  
Licensed to operate full time.  
Operates on Atlantic Standard Time.

Operating schedule: 6:00 a.m. to 11:00 p.m. Monday through Friday; 6:00 a.m. to midnight Saturday; 8:00 a.m. to 11:00 p.m. Sunday.

**FM Facilities**  
Effective radiated power—348 watts.  
Frequency—104.7 megacycles.  
Antenna Height—120.7 feet above average terrain.

**Agency Commission**  
15% to recognized agencies on net station time charges; no cash discount. No commission allowed on program charges. Bills rendered and payable monthly.

**General Advertising**  
Rates include music copyright fees.  
Accepts AAAA copyrighted contract.  
ASCAP and BMI licenses.  
National and local rates same.  
Length of commercial copy: Maximum of 300 words during each 15 minutes of program time. Station break spots limited to 15 seconds. One minute spots not over 100 words; half minute spots not over 50 words; 1/4 minute spots not over 25 words.

1 hour program equals 55 minutes.  
1/2 hour program equals 27 minutes.  
1/4 hour program equals 13-1/2 minutes.

Contracts must be signed, specifying number of programs or announcements, not to exceed one year, and provide for a minimum of one broadcast every week. Programs and announcements may be made in either Spanish or English. All products, advertising copy and program material are subject to acceptance and approval of the station manager.

**CLASS "A"**

(10:00 a.m. to 1:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.
1 time.....	118.00	60.00	32.00
52 times.....	110.00	55.00	30.00
104 times.....	100.00	50.00	27.00
312 or more times.....	95.00	45.00	24.00

**CLASS "B"**

(6:00 a.m. to 10:00 a.m. and 1:00 p.m. to 4:00 p.m.)

1 time.....	78.00	40.00	24.00
52 times.....	74.00	38.00	22.00
104 times.....	68.00	36.00	20.00
312 or more times.....	62.00	34.00	18.00

**CLASS "C"**

(4:00 p.m. to sign-off)

1 time.....	46.00	24.00	13.00
52 times.....	43.00	22.00	12.00
104 times.....	40.00	21.00	11.00
312 or more times.....	37.00	20.00	10.00

**SPOT ANNOUNCEMENTS**

	Class "A"	Class "B"	Class "C"
1 minute or 100 words.....	14.00	12.00	8.00
30 seconds or 50 words.....	10.00	8.00	5.00
15 seconds or 25 words.....	8.00	4.25	3.00

**Combination Rates**

"Radio Reloj"—broadcast simultaneously, Monday through Saturday, from 6:00 a.m. to 8:30 a.m., includes all commercials (WKAQ, San Juan, WPRP, Ponce and WORA, Mayaguez). Combined rates:  
1 minute..... 16.00 15 seconds..... 6.00  
30 seconds..... 10.25

**STATION BREAKS**

For annual contracts only; Monday through Sunday.  
15 second spots: Monthly  
17 times daily..... 1,600.00  
9 times daily..... 900.00

**SPECIAL FEATURES**

News Service—UPI, New York Times and local. Rates on request.  
Market data and other special feature programs—rates on request.

**PUERTO RICO**

**Foreign Language Programs**

Programs and announcements may be in either Spanish or English.

**TRANSCRIPTIONS**

Library Service—Associated. Rates on request.  
Disc recordings: 30 minute program, 2 records, 15.00; 30 minute program, 1 record 2 sides, 12.00; 15 minute program, 1 record, 8.00.

Whenever client furnishes recording material, the charge would be 3.00 for 15 minute program and 6.00 for 30 minute program.

**Tape recordings:** 1/2 hour program, 12.00; 1/4 hour program, 8.00.

Whenever client supplies the tape, the cost of recording would be 7.00 per 1/2 hour and 5.00 per 1/4 hour. Spot announcement recordings: 12 inch recording, both sides, 6.00; additional copies, 5.00 each. 10 inch recording, both sides, 5.00; additional copies, 4.50 each.

One section (4 musical pieces) 60.00.  
Use of studio for a maximum period of three hours. For each additional hour or fraction, 10.00.

**Closing Time**  
All program material must be received by the station at least 48 hours prior to scheduled broadcast.

**WKVM**

(Established 1945)

Rates effective October 1, 1955.  
Rates received September 28, 1955.  
Rev. (prog. rates) effective November 1, 1956, rec'd October 29, 1956.

Owned and operated by American Colonial Broadcasting Corp.

**Personnel**  
Pres. & Gen'l Mgr.—Ralph Perez Perry.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studios—1000 Ponce de Leon Ave., P. O. Box 4189, San Juan, P. R., telephone 3-0840, 2-1278.  
Transmitter—Guaynabo, P. R.

**Wave—Power—Time**  
Operating power—25,000 watts.  
Frequency—810 kilocycles.  
Licensed to operate full time.  
Operates on Atlantic Standard Time.

Operating schedule: 5:30 a.m. to midnight Monday through Saturday; 7:00 a.m. to 11:00 p.m. Sunday.

**Agency Commission**  
15% commission to recognized agencies on net station time charges. Bills rendered and payable monthly. No commission allowed on program charges.

**General Advertising**  
BMI and ASCAP licenses.  
Rates include music copyright fees.  
Contract must be signed, specifying the number of programs or announcements, not to exceed one year, and provide for a minimum of one broadcast every week.

Length of commercial copy: A maximum of 300 words during each 15 minute program time.  
One minute announcements—not over 100 words.  
Half minute announcements—not over 50 words.  
1 hour program equals 58 minutes 30 seconds.  
1/2 hour program equals 28 minutes 30 seconds.  
1/4 hour program equals 14 minutes.

**No frequency discount.**  
1 hour, flat..... 60.00  
1/2 hour, flat..... 30.00  
1/4 hour, flat..... 15.00

**SPOT ANNOUNCEMENTS**

1 minute.....	7.50
30 seconds.....	4.50
15 seconds.....	3.50

**MONTHLY SPECIAL PACKAGES**

(Monday through Friday)	
3 spots.....	15 sec. 30 sec.
6 spots.....	175.00 210.00
10 spots.....	325.00 400.00
15 spots.....	500.00 650.00
15 spots.....	725.00 850.00

(Monday through Saturday)	
3 spots.....	200.00 250.00
6 spots.....	375.00 475.00
10 spots.....	600.00 775.00
15 spots.....	850.00 1,000.00

To be distributed over transmission day.  
For spots on specified time 20% extra.

**Closing Time**  
All program material must be delivered at least 48 hours prior to scheduled broadcast.

**SANTURCE**

**WIPR**

(Established 1949)

Owned and operated by the Department of Education.  
Frequency—940 kilocycles.

Does not sell time.

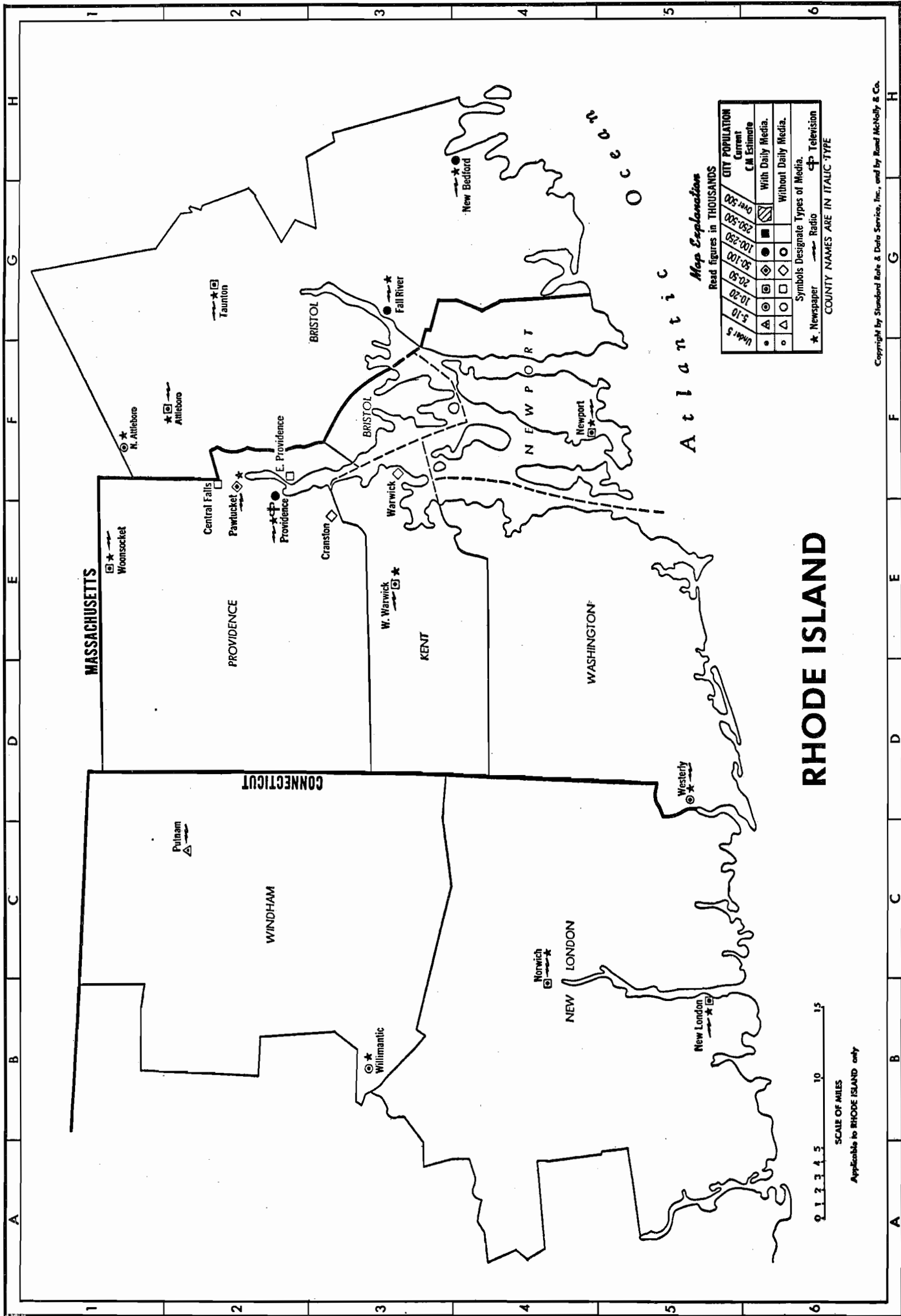
**VIEQUES**

**WIVV**

(C.P. 1370 kc, 1,000 watts unlimited)

Calvary Baptist Mission of Puerto Rico  
Box 338  
Vieques, P. R.





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.

Central Falls—Providence  
Cranston—Providence

East Providence Town—  
Providence

Newport—Newport  
Pawtucket—Providence

Providence—Providence  
Warwick—Kent

West Warwick Town—Kent  
Woonsocket—Providence

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 7/1/58 (\$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 (\$.)	
						Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)				Auto- motive (\$000)
<b>RHODE ISLAND STATE</b>	<b>875.7</b>	<b>254.85</b>	<b>1,613,896</b>	<b>6,333</b>	<b>992,096</b>	<b>246,334</b>	<b>40,372</b>	<b>103,881</b>	<b>81,008</b>	<b>44,799</b>	<b>176,114</b>	<b>67,996</b>	<b>8.9</b>	<b>18,851</b>
TOTALS.....	31.8	9.21	56,382	6,122	26,103	9,827	1,467	1,112	1,450	1,588	4,394	2,100	.6	1,094
BRISTOL G-3.....	93.4	27.73	172,269	6,212	104,184	30,227	4,486	5,122	4,777	4,777	21,033	8,416	.7	1,963
KENT E-3.....	54.5	16.12	98,720	6,124	46,856	16,851	2,006	1,176	631	807	8,964	4,393		
Warwick.....	21.1	6.25	38,213	6,114	42,364	11,483	1,845	3,038	3,327	3,290	7,606	2,531		
West Warwick Town..	79.0	20.85	179,251	8,597	67,658	20,217	3,027	4,550	3,703	3,845	11,163	4,802	2.6	4,690
NEWPORT F-4.....	43.5	11.19	99,503	8,892	44,569	10,451	1,926	3,862	3,646	3,458	7,479	2,405		
Newport.....	607.4	180.28	1,086,139	6,025	734,910	169,590	29,772	88,399	68,674	32,390	131,156	47,437	3.4	5,870
PROVIDENCE E-2.....	23.1	7.11	37,902	5,331	12,648	6,044	328	497	179	602	308	1,202		
Central Falls.....	61.5	16.75	106,776	6,375	42,824	14,553	3,048	1,479	1,016	1,585	8,978	4,411		
Cranston.....	38.7	11.45			32,830	14,226	1,435	427	321	732	7,008	3,933		
East Providence	86.0	27.01	157,424	5,828	116,865	25,803	6,539	9,603	15,246	5,700	25,784	6,449		
Town.....	235.3	70.45	432,168	6,134	352,415	69,409	12,684	63,817	39,461	17,146	62,864	18,982		
Pawtucket.....	812.8	243.37	1,343,402	5,520	904,208	214,355	36,469	87,277	75,430	38,411	160,871	59,849		
Providence.....	49.1	14.97	83,744	5,594	59,495	17,393	1,991	4,514	7,706	2,872	10,756	3,550		
Providence Metro	64.1	16.78	119,855	7,143	59,241	16,473	1,620	4,698	2,404	2,199	8,368	5,241	1.6	5,234
Area*.....														
Woonsocket.....														
WASHINGTON E-4.....														

\* Standard Metropolitan Area Data on these pages follow government township definition for New England Areas. See special tabulation—NEW ENGLAND COUNTY METROPOLITAN AREAS and Summary of Ranking Tables for data on a full county basis.

## SRDS Radio Household Data

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

County	Estimated Total Households 7-1-58	Estimated Households with Radio 7-1-58	% U.S. Total Radio Households 7-1-58
STATE TOTAL	254,850	247,360	.5058
Bristol	9,210	8,950	.0183
Kent	27,730	26,950	.0551
Newport	20,850	20,060	.0410
Providence	180,280	175,260	.3584
Washington	16,780	16,140	.0330

## RHODE ISLAND

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

### NEWPORT

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

**WADK**  
(Established 1948)



Rates effective August 15, 1955. (Card No. 6.)  
Rates received July 28, 1955.  
Owned and operated by Aquidneck Broadcasting Corp.  
**Personnel**  
Pres. & Gen'l Mgr.—Milton E. Mitler.  
Commercial Mgr.—Frank Booth.  
**Representatives**  
Everett-McKinney, Inc.  
New England—Foster and Creed.  
**Mailing Instructions**  
Business Office and Studio—172 Thames St., P. O. Box 367, Newport, R. I., Viking 6-1540.  
Transmitter—Middletown, Middletown, R. I.  
**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1540 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Eastern Time.  
Operating schedule: 7:00 a.m. to local sunset.

### Agency Commission

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

### General Advertising

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Rates are for station time only. Frequency discounts are based on the number of broadcasts in the same time classification, and will be allowed as earned.  
All programs and announcements must comply with the F.C.C. and all Federal, State and Municipal laws.

These rates apply to those accounts wherein the bulk of the commercial copy to be used is intended for multi-market and/or multi-station use.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	70.00	40.00	30.00	20.00	15.00	7.00
26 times.....	66.00	37.00	28.00	19.00	14.50	6.75
52 times.....	62.00	34.00	26.00	18.00	13.00	6.50
104 times.....	58.00	31.00	24.00	17.00	13.50	6.25
156 times.....	54.00	28.00	22.00	16.00	12.00	6.00
260 times.....	50.00	25.00	20.00	15.00	11.50	5.75
312 times.....	46.00	22.00	18.00	14.00	11.00	5.50

(\*) One minute or less.

### PACKAGE PLANS

1-minute:	
10 spots per week, each.....	6.00
20 spots per week, each.....	5.50
30 spots per week, each.....	5.00

### SPECIAL FEATURES

News Service—UPI.  
News Highlights—Every hour on the half hour; no frequency discount. Monday through Saturday, 8:00 per day, 48.00 per week; Sunday highlights at no extra cost.

"Weather Programs"—7:15 a.m. and 11:40 a.m. Station's equipment and AP forecast. One-time, 5 minute rate, no frequency discounts.

### Participating Programs

"Sandman Chaser"—7:00 a.m. to 9:00 a.m., Monday through Saturday. Music, weather, time and humor.  
"Local News"—Five minute local newscasts. 7:30 a.m. to 7:35 a.m., 8:30 a.m. to 8:35 a.m., 12:00 noon to 12:05 p.m., 5:00 p.m. to 5:05 p.m., Monday through Saturday Sponsorship rate card—no additional talent charge.

"Homemaker Harmonies"—9:05 a.m. to 9:30 a.m. Monday through Friday. Women's show. Music, recipes, household hints, etc. Remote.

"Music Hall"—10:05 a.m. to 11:40 a.m. Monday through Friday. D.J. show with popular music.

"Open Forum of Air"—12:05 p.m. to 1:30 p.m. Monday through Friday. Commentary, interviews, calls from listeners. Remote form local restaurant. One time one minute rate applies. No frequency discount.

"On A Cloud"—1:30 p.m. to 2:00 p.m. Monday through Friday. Popular concert.

"Showcase"—2:05 p.m. to 3:30 p.m. Monday through Friday. Pop D.J. show and interviews.

"Record Session"—3:30 p.m. to 5:30 p.m. Monday through Friday. Blues rhythm hits and interviews. Participations at one time rate. No frequency discounts.

"Music for Early Evening"—5:30 p.m. to 6:30 p.m. Monday through Saturday. Popular music, time, weather and road conditions.

### Foreign Language

"Voice of Azores" with Sr. Luis Raposo, Portuguese language show—12:30 p.m. to 1:00 p.m. Saturdays, 12:00 noon to 1:30 p.m. Sundays. All Portuguese

records. Tapes from Azores. Participations at one time one minute spot rate—no frequency discount. Orders available for remote coverage.

### POLITICAL

Payment in advance.  
TRANSCRIPTIONS  
Library Service—Thesaurus.  
Closing Time  
Advertising copy must be submitted 48 hours in advance.

## PAWTUCKET

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

### See Providence-Pawtucket

*To keep you informed of the latest improvements in SRDS publications . . .*

## Get the

## "Page 3 Habit"

In the table of contents on page 3 you'll find . . .

- Changes are made — *for the better.*
- Data are re-arranged — *for more convenient use.*
- New information is added *for extra service.*

# RHODE ISLAND

## PROVIDENCE-PAWTUCKET

(7 AM; 3 FM)

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

Area stations located within the combined city areas 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.

**WEAN**  
PROVIDENCE

(Established 1922)

**Yankee - - MBS**



Rates effective November 1, 1958. (Card No. 18.)  
Rates received October 2, 1958.  
Owned and operated by Providence Journal Company.

### Personnel

General Manager—H. William Koster.  
Commercial Manager—Hervey Carter.  
Program Director—Don Morton.

### Representatives

Venard, Rintoul & McConnell, Inc.  
Boston—Foster and Creed.

### Mailing Instructions

Business Office and Studio—Journal Bldg., 75 Fountain St., Providence 2, R. I., Dexter 1-0600.  
Transmitter—(AM) East Providence, R. I.; (FM) Johnston, R. I.

### Wave—Power—Time

Operating power—5,000 watts.  
Frequency—790 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate full time on cleared regional channel.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: Sundays 7:30 a.m. to midnight; week days 5:00 a.m. to midnight.

### FM Facilities—WPJB

Effective radiated power—20,000 watts.  
Frequency—105.1 megacycles; channel 286.  
Operating schedule: Sundays 7:30 a.m. to midnight; week days 5:00 a.m. to midnight.

### Agency Commission

Agency commission 15% on net station time to recognized advertising agencies. No cash discount. All bills due and payable when rendered.

### General Advertising

For combination rates see Yankee Network and Mutual Broadcasting System.  
Accepts AAAA copyrighted contract with certain exceptions; modified contract forms available.  
At discretion of station, programs are duplicated on WPJB-FM at no additional cost.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Advertising of alcoholic beverages other than beer and wine not accepted.  
Maximum contract terms: one year. Contracts subject to cancellation if schedule does not start within 30 days.  
Rates are guaranteed for six months from the effective date of any increase in these rates, providing advertising is actually running at the time of the effective date of increase and providing that the broadcasts continue without interruption.  
Station reserves right to refuse or discontinue any advertising for reasons satisfactory to itself. All proposals subject to prior sale.

### Length of commercial copy:

5 minutes.....	1:15 minutes
10 minutes.....	2:10 minutes
15 minutes.....	3:00 minutes
25 minutes.....	4:00 minutes
30 minutes.....	4:15 minutes
60 minutes.....	7:00 minutes
Maximum of 15 seconds for opening commercial on five minute news broadcasts; 30 seconds on news-casts of 10 minutes or longer. No middle commercial permitted on five minute newscasts.	

### GENERAL BROADCAST ADVERTISING SECTION ONE

Net weekly time rates after deduction of all applicable discounts:		Per week					
1 hour:	1 ti.	2 ti.	3 ti.	4 ti.	5 ti.	6 ti.	
1-12 weeks..	120.00	228.00	333.00	432.00	525.00	612.00	
13-25 weeks..	114.00	216.00	315.00	408.00	495.00	576.00	
26-38 weeks..	111.00	210.00	306.00	396.00	480.00	558.00	
39-51 weeks..	108.00	204.00	297.00	384.00	465.00	540.00	
52 weeks..	102.00	192.00	279.00	360.00	435.00	504.00	
1/2 hour:							
1-12 weeks..	72.00	136.80	199.80	259.20	315.00	367.20	
13-25 weeks..	68.40	129.60	189.00	244.80	292.00	345.60	
26-38 weeks..	66.60	126.00	183.60	233.60	288.00	334.80	
39-51 weeks..	64.80	122.40	178.20	230.40	279.00	324.00	
52 weeks..	61.20	115.20	167.40	216.00	261.00	302.40	
25 minutes:							
1-12 weeks..	60.00	114.00	166.50	216.00	262.50	306.00	
13-25 weeks..	57.00	108.00	157.50	204.00	247.50	288.00	
26-38 weeks..	55.50	105.00	153.00	198.00	240.00	279.00	
39-51 weeks..	54.00	102.00	148.50	192.00	232.50	270.00	
52 weeks..	51.00	96.00	139.50	180.00	217.50	252.00	
20 minutes:							
1-12 weeks..	54.00	102.00	149.85	194.40	236.25	275.40	
13-25 weeks..	51.30	97.20	141.75	183.60	222.75	259.20	
26-38 weeks..	49.95	94.50	137.70	178.20	216.00	251.10	
39-51 weeks..	48.60	91.80	133.65	172.80	209.25	243.00	
52 weeks..	45.90	86.40	125.55	162.00	195.75	226.80	

	Per week					
	1 ti.	2 ti.	3 ti.	4 ti.	5 ti.	6 ti.
1/4 hour:						
1-12 weeks..	48.00	91.20	133.20	172.80	210.00	244.80
13-25 weeks..	45.60	86.40	126.00	163.20	198.00	230.40
26-38 weeks..	44.40	84.00	122.40	158.40	192.00	223.20
39-51 weeks..	43.20	81.60	118.80	153.60	186.00	216.00
52 weeks..	40.80	76.80	111.60	144.00	174.00	201.60
10 minutes:						
1-12 weeks..	36.00	68.40	99.90	129.60	157.50	183.60
13-25 weeks..	34.20	64.80	94.50	122.40	148.50	172.80
26-38 weeks..	33.30	63.00	91.80	118.80	144.00	167.40
39-51 weeks..	32.40	61.20	89.10	115.20	139.50	162.00
52 weeks..	30.60	57.60	83.70	108.00	130.50	151.20
5 minutes:						
1-12 weeks..	24.00	45.60	66.60	86.40	105.00	122.40
13-25 weeks..	22.80	43.20	63.00	81.80	99.00	115.20
26-38 weeks..	22.20	42.00	61.20	79.20	96.00	111.60
39-51 weeks..	21.60	40.80	59.40	76.80	93.00	108.00
52 weeks..	20.40	38.40	55.80	72.00	87.00	100.80

### SECTION TWO ANNOUNCEMENTS

(Minutes or Station Breaks—Fixed Positions)  
Announcement rates after applicable discounts:

1-25 times.....	15.00	104-155 times.....	12.75
26-51 times.....	14.25	156-259 times.....	12.00
52-103 times.....	13.50	260 or more times.....	11.25

(7:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Friday)

	Per week			
	5 ti.	10 ti.	15 ti.	20 ti.
1-25 weeks.....	60.00	108.00	153.00	192.00
Each.....	12.00	10.80	10.20	9.60
26-51 weeks.....	57.00	102.50	145.50	182.00
Each.....	11.40	10.25	9.70	9.10
52 weeks.....	54.00	97.00	138.00	173.00
Each.....	10.80	9.70	9.20	8.65

(All Other Times)

1-25 weeks.....	50.00	90.00	127.50	160.00
Each.....	10.00	9.00	8.50	8.00
26-51 weeks.....	47.50	85.50	120.00	152.00
Each.....	9.50	8.55	8.00	7.60
52 weeks.....	45.00	81.00	114.75	144.00
Each.....	9.00	8.10	7.65	7.20

Quickies: 20 words live or 8-second transcription.  
50% of applicable announcement rate. On packages, two quickies equal one announcement for discount purposes.  
Packages are run-of-schedule within specified time segments (except "Sue Bailey Reid" program). The rates are based on consecutive weeks of broadcasting. No further discounts are applicable. Package Announcement Schedules may not be combined with any other schedule for purposes of earning further discounts. Station reserves the right to withdraw Package Announcement Plan at any time.  
Frequency rates on announcements are based on number used during an established 12-month period and become effective from beginning of service only on firm contracts or as contracts become firm. Announcement 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 schedule which continues.

Announcements:  
1-minute; 125 words live or 1-minute transcription.  
Station break; 45 words live or 20-second transcription.  
Quickie: 20 words live or 8-second transcription, maximum.

### SPECIAL FEATURES

News Service—AP and UPI. Journal-Bulletin regional and local news, rates on request.  
Foreign language broadcasts not accepted.

### Participating Programs

"Ed Pearson's Open House"—5:00 a.m. to 9:00 a.m. Monday through Friday.  
"Ray Sjoberg's Sundial"—9:15 a.m. to 1:00 p.m. Monday through Friday.  
"Jim Young Show" 79-0 Club"—2:00 p.m. to 6:00 p.m. Monday through Friday.  
"Your Next Door Neighbor" with Sue Bailey Reid—11:00 a.m. to 11:15 a.m. Monday through Friday.

### POLITICAL

Accepted at regular rates from duly qualified candidates. Payment for all political broadcasts must be made in advance.

### TRANSCRIPTIONS

Instantaneous reference recording—each 5.00 net, per 5 minute unit or less; each 7.50 net, per 10 or 15 minute units. Shipping charge extra.

### Closing Time

All copy must be received two business days prior to broadcast. Closing date for inclusion in general publicity and printed announcements is 14 days in advance.

## WHIM

PROVIDENCE

(Established 1947)

## Independent

Rates effective December 1, 1957. (Card No. A.)  
Card received November 4, 1957.

Owned and operated by Buckley-Jaeger Broadcasting Corp.

### Personnel

Pres. & Gen'l Mgr.—Richard Gerken.  
Sales Manager—James E. McEnaney.

### Representatives

Headley-Reed Company.  
Boston—Kettell-Carter.

### Mailing Instructions

Business Office—144 Westminster St., Providence 3, R. I., Union 1-4211.  
Studio and Transmitter (continuity Dept.)—115 Eastern Ave., East Providence, R. I. TWX TWP 4555.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1110 kilocycles.  
Non-directional.  
Operates on Eastern Time.  
Licensed to operate on clear channel.  
Operating schedule: 6:00 a.m. to local sunset.  
Agency Commission  
15% to recognized agencies on net time charges; no cash discount.

### General Advertising

Rate and discount protection extended for no longer than 6 months or 26 weeks of continuous broadcasting. Advertising of alcoholic beverages other than beer and wine not accepted.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.

### 1-MINUTE PARTICIPATIONS

(Sign-on to sign-off)  
Participations rotate throughout program period selected. Participations in 6:00 a.m. to 10:00 a.m. and 3:00 p.m. to 6:00 p.m. periods must rotate throughout entire period time span and over 6 days per week.

	Consecutive weeks—				
	1-12	13-25	26-38	39-51	52
Per week, each:	weeks	weeks	weeks	weeks	weeks
*21 times.....	12.60	12.00	11.40	10.80	10.20
*14 times.....	13.20	12.60	12.00	11.40	10.80
*12 times.....	13.80	13.20	12.60	12.00	11.40
7 days.....	16.00	14.40	12.80	12.40	12.00
6 days.....	17.25	15.53	13.80	13.37	12.94
Less than 6 days.....	19.50	17.55	15.60	15.11	14.63

(\* Weekly Saturation Plans provide selectivity of programs with scheduling of maximum of 2 announcements daily (12 and 14 Plan) or 3 announcements daily (21 Plan) over 7 days per week.  
8-SECOND ID'S  
50% of applicable 1-minute announcement rate.  
PROGRAMS

### Rates on request.

### SPECIAL FEATURES

News Service—UPI.  
5-MINUTE NEWSCASTS  
Broadcast daily every hour at .55. Price includes time and talent, fully commissionable.

	Consecutive weeks—				
	1-12	13-25	26-38	39-51	52
Per week:	weeks	weeks	weeks	weeks	weeks
7 days.....	150.00	146.25	142.50	138.75	135.00

### Participating Programs

"Ken Garland Show"—sign-on to 10:00 a.m. Monday through Saturday; 8:00 a.m. to 10:00 a.m. Sunday.  
"Jay Dunn Show"—10:00 a.m. to noon and 2:00 p.m. to 4:00 p.m. Monday through Sunday.  
"Charlie Jeffers Show"—noon to 2:00 p.m. and 4:00 p.m. to sign-off Monday through Sunday.

### Closing Time

Announcement copy and transcriptions close 36 hours in advance. Talks close 48 hours in advance.

## WICE

PROVIDENCE

(Established 1947)



Rates effective September 1, 1958.  
Rates received July 31, 1958.

Owned and operated by Providence Radio, Inc.

### Personnel

President—Tim Elliot.  
Vice-President, Sales—John F. Maurer.  
Vice Pres. & Station Mgr.—John F. Crohan.  
Sales Manager—Gus Parget.  
Program Director—James Hoyt.

### Representatives

Avery-Knodel, Inc.  
Boston—Harry Wheeler Co.

### Mailing Instructions

Business Office and Studio—Crown Hotel, 209 Weybosset St., Providence, R. I., Jackson 1-6565, 1-6556.  
Transmitter—Bold Point, East Providence, R. I.

### Wave—Power—Time

Operating power—500 watts days.  
Frequency—1200 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Daylight Saving Time observed.  
Operating schedule: 5:00 a.m. to local sunset week-days. 7:00 a.m. to local sunset on Sunday.

### Agency Commission

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

### General Advertising

Accepts AAAA copyrighted contract.  
Commercial copy governed by NAB Standards.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
NAB standards govern commercial copy.

	Per week				
	1	1/2	1/4	10	5
1 time.....	90.00	55.00	36.00	27.00	20.00
26 times.....	85.00	52.00	34.00	26.00	19.00
52 times.....	80.00	49.00	32.00	25.00	18.00
104 times.....	75.00	46.00	30.00	24.00	17.00
156 times.....	70.00	43.00	28.00	23.00	16.00
260 times.....	65.00	40.00	26.00	22.00	15.00

### ANNOUNCEMENT PACKAGE PLANS

(Run of Schedule Minutes)					
Per week:	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
6 times..	54.00	52.50	51.00	49.50	48.00
12 times..	96.00	93.00	90.00	87.00	84.00
18 times..	135.00	130.50	126.00	121.50	117.00
24 times..	168.00	162.00	156.00	150.00	144.00
30 times..	195.00	187.50	180.00	172.50	165.00
36 times..	216.00	207.00	198.00	189.00	180.00



Providence-Pawtucket—W I C E—Cont'd

"you'll  
do better  
with us in  
PROVIDENCE"



WICE is the hottest station in Rhode Island's capital—and it's getting hotter all the time.

**Ratings are Up.** Listeners love the Elliot touch in programming—October, 1958 Pulse shows the 6th consecutive gain for WICE. Now WICE is first or second 63% of the broadcast day—more music . . . more news . . . more often. They go for our heavy news coverage.

**Business is Up.** Month after month, advertising volume is ahead of last year. Very sound reason for it:

WICE delivers more listeners per dollar than any other station in the Greater Providence Metropolitan Area!

The whole story is told in a new color film on the Elliot Stations. For a private showing at your office, get in touch with us or Avery-Knodel.

\*Tim Elliot, Pres. \*\*Jean Elliot, Vice-Pres.

The ELLIOT STATIONS

WICE  
Providence,  
R.I.

WCUE  
Akron,  
Ohio

GREAT INDEPENDENTS • GOOD NEIGHBORS

**DISCOUNTS**  
Discounts allowed retroactively on total number of broadcasts given within any 52-week period, covered by contract. Announcements and programs cannot be determined to earn larger discounts. Rates guaranteed for 26 weeks from date of any rate increase, provided advertiser maintains a schedule of one or more programs or announcements per week for the 26-week period.

**SPECIAL FEATURES**  
News Service—AP and local news.  
Newscasts every hour on the hour; headlines on the half hour.  
Participating Programs  
Participating minutes and segments are available for the following shows:  
"The Jim Hines Show"—5:00 a.m. to 9:00 a.m.  
"Sherm's Shelf"—9:00 a.m. to 1:00 p.m.  
"The Jim Holt Show"—1:00 p.m. to 6:00 p.m.

**Closing Time**  
Announcements and transcriptions close 36 hours in advance. Talks close 48 hours in advance.

WJAR  
PROVIDENCE  
(Established 1922)  
NBC Radio Network (Basic)

Rates effective June 1, 1957.  
Rates received April 30, 1957.  
Owned and operated by The Outlet Company Department Store.

**Personnel**  
Vice-Pres. & Treas.—George O. Griffith.  
Station Manager—David J. Shurtleff.  
Program Director—James Gleason.

**Representatives**  
Edward Petry & Company, Inc.

**Mailing Instructions**  
Business Office and Studio—176 Weybosset St., Providence, R. I., Gaspee 1-8255.  
Transmitter—Wampanoag Trail, East Providence, R. I.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—920 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: Sundays 9:00 a.m. to 12:15 a.m.; week days 5:30 a.m. to 12:15 a.m.

**Agency Commission**  
The time charges on accounts placed through a recognized agency are subject to 15% commission. No further discounts apply. Bills rendered on the last day of the month and are due and payable on or before the 15th of the following month.

**General Advertising**  
For combination rates see listings of NBC Radio Network and New England Regional Network (Basic Stations).  
Discounts allowed retroactively on the number of broadcasts used within one year. Announcements and programs cannot be combined to earn discounts. No contract to exceed one year's duration.  
Advertising of alcoholic beverages other than light wine and beer not accepted.  
Advertisers whose broadcasting schedules continue for longer than one year without interruption and without change, shall continue to enjoy maximum frequency discount earned during year's period and may cancel within second year without loss of discount. BMI, SESAC and ASCAP licenses.  
No advertising contracts at existing time rates for specific broadcast periods are acceptable more than thirty days prior to date of initial broadcast.  
All rates are subject to change without notice, but rates and announcements actually contracted for and started prior to the effective date of a rate revision are allowed for 12 months from effective date of such revision, providing advertising is consecutive.  
If during the term of an advertiser's contract, the advertiser earns a lower rate because of a rate card revision, the advertiser will be given the benefit of the lower rate from the date of the effected revision. All programs and announcements are subject to the continuing approval of station management.

Length of commercial copy:

Programs	Day or Evening
5 minutes.....	1:30 minutes
10 minutes.....	2:15 minutes
15 minutes.....	3:00 minutes
30 minutes.....	5:00 minutes
60 minutes.....	7:00 minutes

(Sign-on to sign-off Sunday through Saturday)

	1	1/2	1/4	10	5	1	20
	hr.	hr.	hr.	min.	min.	min.	sec.
1 time....	118.00	71.00	47.00	35.00	23.00	12.00	10.00
13 times..	112.10	67.65	44.65	33.25	21.85	11.40	9.50
26 times..	106.20	63.90	42.30	31.50	20.70	10.80	9.00
52 times..	100.30	60.35	39.95	29.75	19.55	10.20	8.50
104 times..	94.40	56.80	37.60	28.00	18.40	9.60	8.00
260 times..	88.50	53.25	35.25	26.25	17.25	9.00	7.50
312 times..	82.60	49.70	32.90	24.50	16.10	8.40	7.00

**PACKAGE PLANS**  
Minute and/or 20 seconds:  
Fixed position but not guaranteed, daytime and/or nighttime, no minimum contract, must be broadcast within seven consecutive days: Each

Plan "AA" (5 to 9 announcements).....	10.00
Plan "A" (10 to 14 announcements).....	8.00
Plan "B" (15 to 19 announcements).....	7.25
Plan "C" (20 to 24 announcements).....	6.50
Plan "D" (25 to 29 announcements).....	5.75
Plan "E" (30 or more announcements).....	5.00

Quickie—10 second maximum:  
Fixed position but not guaranteed, daytime and/or nighttime, no minimum contract, must be broadcast within seven consecutive days:

Plan "F" (10 to 24 announcements).....	5.00
Plan "G" (25 to 49 announcements).....	4.50
Plan "H" (50 or more announcements).....	4.00

**Weekend Package:**  
Plan "I" (One five-minute newscast plus 10 announcements, minute and/or 20 seconds, fixed position but not guaranteed, daytime and/or nighttime, no minimum contract, must be broadcast on adjacent Saturday and Sunday)..... 80.00

**SPECIAL FEATURES**  
"WJAR Newstime"—AP, UPI and local news presented in five minute newscasts as follows: 6:00 a.m., 6:30 a.m., 7:30 a.m., 8:05 a.m., 8:30 a.m., 4:30 p.m., 5:30 p.m., 6:05 p.m., and 11:05 p.m.  
"WJAR Hotline News Service"—9:30 a.m., 10:30 a.m., 11:30 a.m., 12:30 p.m., 1:30 p.m., 2:30 p.m., 3:30 p.m., 6:30 p.m., 7:30 p.m., 8:30 p.m., 9:30 p.m.  
"NBC News"—every hour on the hour 7:00 a.m. to 11:00 p.m.

**Participating Programs**  
"Breakfast in Studio 'B'"—5:45 a.m. to 9:00 a.m. Monday through Saturday.  
"Music for the Mrs."—9:00 a.m. to 11:00 a.m. Monday through Friday.  
"Traffic Jam"—3:00 p.m. to 6:00 p.m. Monday through Friday.  
"920 Supper Club"—6:00 p.m. to 7:30 p.m. Monday through Friday.  
"Music 'till Midnight'"—10:00 p.m. to midnight. Monday through Sunday.  
"NBC Monitor"—all day Saturday and Sunday.

**POLITICAL**  
Copy, scripts, transcriptions, and payment must be received 48 hours prior to broadcast. Card rates apply.  
**Closing Time**  
All programs and advertising copy must be received at least 48 hours (exclusive of Saturdays, Sundays and holidays) prior to broadcast.

WPAW  
PAWTUCKET  
(Established 1950)  
ABC Radio Network

Rates effective January 1, 1958.  
Rates received August 25, 1958.  
Owned and operated by Roger Williams Broadcasting Corp.

**Personnel**  
Pres. & Sales Mgr.—Dominick A. Hysko.

**Representatives**  
Walker-Rawalt Company, Inc.

**Mailing Instructions**  
Mailing address: P. O. Box 55, Cumberland, R. I. Business Office and Studio—34 N. Union St., Pawtucket, R. I. and Crown Hotel, Providence, R. I., Pawtucket 5-9000.  
Transmitter—East Providence, R. I.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—550 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Time.  
Operating schedule: 4:00 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 due and payable when rendered.

**General Advertising**  
Affiliated with ABC Radio.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Announcements and programs cannot be combined to earn larger discounts. Rates are for station time only and apply to total number of broadcasts for the same sponsor in one year under original or renewed contracts. Rates are for national and local advertising.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time....	85.00	50.00	33.50	25.25	16.75
13 times..	80.70	48.41	32.27	24.23	16.13
26 times..	76.90	46.13	30.75	23.05	15.37
52 times..	72.24	43.34	28.90	21.67	14.45
104 times..	68.87	41.31	27.55	20.65	13.77
156 times..	64.63	38.78	25.85	19.39	12.92
260 times..	61.25	36.85	24.50	18.38	12.25

**ANNOUNCEMENTS**

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	7.00	4.50	104 times....	5.00
13 times....	6.50	4.25	156 times....	4.50
26 times....	6.00	4.00	260 times....	4.00
52 times....	5.50	3.75		3.00

**SATURATION PACKAGES**

Per week:	1 min.	30 sec.
12 spots.....	54.00	42.00
18 spots.....	76.50	58.50
24 spots.....	96.00	72.00
36 spots.....	135.00	99.00
48 spots.....	168.00	120.00

**Special Rates**  
The extensive variations of programs and programming requiring special talent, plus "merchandising plan" programs and announcements, necessitates higher rates. Individual brochures are available. In no instances are rates lower than this schedule of rates.

**SPECIAL FEATURES**  
News Service—UPI and local news.  
Time signals, weather forecasts, temperature reports.

**Participating Programs**  
World News—Five minutes newscast every hour.  
Local News—Four newscasts daily, complete local coverage.

**Foreign Language Programs**  
(Sunday only)  
French, Italian, Portuguese, Polish, Syrian, Armenian.

**TRANSCRIPTIONS**  
Library Service—World.  
**Closing Time**  
48 hours in advance of broadcast.  
(Providence-Pawtucket continued on next page)

# RHODE ISLAND

## Providence-Pawtucket—Continued

### W P F M

— FM —

### PROVIDENCE

(Established 1955)

Rates effective September 1, 1958. (Card No. 1.)  
Card received September 11, 1958.  
Owned and operated by Golden Gate Corp.

#### Personnel

President—Judge Harold C. Arcaro.  
General Manager—Karl S. Kritz.

#### Representatives

Fine Music Hi-Fi Broadcasters, Inc.

#### Mailing Instructions

Business Office and Studio—108 State St., Providence 8, R. I. Gaspee 1-7500 or 1-7501.  
Transmitter—108 State St., Providence 8, R. I.

#### Wave—Power—Time

Effective radiated power: 3,200 watts.  
Frequency—95.5 megacycles.  
Antenna height 330 ft. above average terrain.

#### Agency Commission

15%; no cash discount.

#### General Advertising

Monday through Saturday	
12:01 a.m. to 7:00 a.m. (1 hour).....	9.10
7:00 a.m. to 6:00 p.m. (1 hour).....	16.25
6:00 p.m. to 7:00 p.m. (1 hour).....	23.40
7:00 p.m. to 10:00 p.m. (1 hour).....	52.00
7:00 p.m. to 10:00 p.m. (entire 3 hours).....	130.00
10:00 p.m. to midnight (1 hour).....	16.25
Sunday	
10:00 a.m. to 3:00 p.m. (1 hour).....	16.25
3:00 p.m. to midnight (package).....	97.50

#### SPOTS

12:01 a.m. to 6:00 p.m. (1 minute).....	5.20
6:00 p.m. to midnight (1 minute).....	7.80

Special package rate for spot saturation and blocks of time available on request.

#### SPECIAL FEATURES

##### 5-minute Newscasts

12:01 a.m. to 6:00 p.m. ....	9.75
6:00 p.m. to midnight.....	13.00

##### News Headlines

12:01 a.m. to 6:00 p.m. ....	7.80
6:00 p.m. to midnight.....	10.49

### W P R O

PROVIDENCE

(Established 1924)

## THE JOHN BLAIR REPRESENTED STATION

## CBS Radio Network (Basic)



Rates effective June 1, 1958.  
Rates received May 29, 1958.

Owned and operated by the Cherry & Webb Broadcasting Co.

#### Personnel

General Manager—Arnold F. Schoen, Jr.  
Sales Manager—Frederick J. Boynton.  
Operations Coordinator—Joseph O. Jasmin.

#### Representatives

John Blair & Company.

#### Mailing Instructions

Business Office and Studio—WPRO Bldg., 24 Mason St., Providence 2, R. I., Plantations 1-9776.  
Transmitter—Wampanoag Trail, East Providence, R. I.

#### Wave—Power—Time

Operating power—5,000 watts.  
Frequency—630 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time on regional channel.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: 5:30 a.m. to 12:05 a.m. week days; 8:00 a.m. to 12:05 a.m. Sundays.

#### F M Facilities

Effective radiated power—15,000 watts.  
Frequency—92.3 megacycles on channel 222.  
Antenna height—560 feet above average terrain.  
Operating schedule: 3:00 p.m. to 12:05 a.m. daily.

#### Agency Commission

15% to recognized advertising agencies on net charges for station time; no cash discount. Bills rendered and payable monthly. No agency commission allowed on bills not paid by the 15th day of the month following broadcast. Accounts which have not established credit with the station, payable in advance.

#### General Advertising

For combination rates see CBS Radio Network (Basic Network).  
Although not guaranteed, all rates include simultaneous broadcasting on WPRO-FM between 3:00 p.m. and 12:05 a.m. without additional cost until further notice.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Length of advertising copy must comply with NAB standards.  
Rates are guaranteed for a period of six months from the date of first broadcast or for six months from the effective date of any increase in these rates, providing advertising is actually running at the time of the effective date of increase and providing that the broadcasts continue without interruption.

### PROGRAMS

(9:00 a.m. to 4:00 p.m. and/or 7:00 p.m. to 6:00 a.m. Monday through Saturday; all day Sunday)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
312 times	116.00	73.00	49.00	39.00	24.00
260 times	120.00	75.00	50.00	40.00	25.00
156 times	124.00	77.00	51.00	41.00	26.00
104 times	128.00	79.00	52.00	42.00	27.00
52 times	132.00	81.00	53.00	43.00	28.00
26 times	136.00	83.00	54.00	44.00	29.00
1 time	140.00	85.00	55.00	45.00	30.00

All programs broadcast for a single advertiser within one year from date of first broadcast shall be combined to determine total frequency discount.

### ANNOUNCEMENTS

(6:00 a.m. to 9:00 a.m., and 4:00 p.m. to 7:00 p.m. Monday through Saturday)

	Minutes		Flat		Sta. brk.	
	Each	Per wk.	Each	Per wk.	Each	Per wk.
6 weekly, staggered, 1 per day.....	25.00	150.00	.....	.....	.....	.....
Less than 6 weekly, staggered.....	28.00	.....	.....	.....	.....	.....
Specified position (6:00 a.m. to 9:00 a.m.).....	40.00	.....	.....	.....	.....	.....
Saturday						
6 weekly, 1 per day.....	21.00	126.00	16.00	96.00	.....	.....
Less than 6 weekly.....	22.00	.....	17.00	.....	.....	.....
(After 7:00 p.m. Monday through Saturday; all day Sunday)	.....	.....	.....	.....	.....	.....
6 weekly, 1 per day.....	15.00	90.00	11.00	66.00	.....	.....
Less than 6 weekly.....	16.00	.....	12.00	.....	.....	.....

### IMPACT PLANS

(9:00 a.m. to 4:00 p.m. Monday through Saturday)

12 weekly.....	20.00	240.00	15.00	180.00
24 weekly.....	19.00	456.00	14.00	336.00
48 weekly.....	18.00	864.00	13.00	624.00
96 weekly.....	17.00	1,632.00	12.00	1,152.00

(After 7:00 p.m. Monday through Saturday; all day Sunday)

### Flat

	Minutes		Flat		Sta. brk.	
	Each	Per wk.	Each	Per wk.	Each	Per wk.
12 weekly.....	14.00	168.00	10.00	120.00	.....	.....
24 weekly.....	13.00	312.00	9.00	216.00	.....	.....
48 weekly.....	12.00	576.00	8.00	384.00	.....	.....
96 weekly.....	11.00	1,056.00	7.00	672.00	.....	.....

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 rates for these periods. Since these announcements may be combined toward Impact Plan frequency, the balance of the schedule will be sold at pro-rata the Impact Plan rate.  
Day and Night Impact Plans may be combined in any proportion of day and night broadcasting and/or minutes and station breaks, pro-rata the applicable unit cost of the service ordered, so long as a minimum of 12 announcements weekly is used.  
ID's—50% applicable minute rate. ID's may not be combined with other broadcast service for the purpose of establishing frequency discounts on either the ID's or the other broadcast service.

### 5-MINUTE NEWS WEATHER SPORTS

7:00 a.m. to 9:00 a.m. Monday through Saturday, each.....	45.00
6:00 a.m. to 7:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday, each.....	35.00
9:00 a.m. to 4:00 p.m. Monday through Saturday, each.....	30.00
After 7:00 p.m. Monday through Saturday; all day Sunday, each.....	20.00
10 or more newscasts weekly, 20% discount.	

### SPECIAL FEATURES

"TNT Revue" with Salty Brine—6:00 a.m. to 9:00 a.m.  
"WPRO's Route 6-3-0" with Hank Bouchard—4:00 p.m. to 7:00 p.m.  
"Top 12 Tunes" with Bud Taves—9:00 a.m. to 10:00 a.m. Monday through Saturday.  
"Night Watch" with Dean Boyden—10:05 p.m. to midnight Monday through Saturday.  
"WPRO Newstime"—AP and UP wires for world, regional, local news.

### POLITICAL

Regular rates apply. Frequency discounts determined by total number of broadcasts for individual candidates. Payable in advance.

### TRANSCRIPTIONS

Instantaneous reference recordings: per 5 minute unit or less, net, 5.00 each; per 10 or 15 minute unit, net, 7.50 each. Shipping charges extra.

### Closing Time

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

### W R I B

PROVIDENCE

(Established 1947)

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

Owned and operated by Rhode Island Broadcasting Co.

#### Personnel

General Manager—Harold Pace.  
Commercial Manager—Earl Castleman.

#### Representatives

Indie Sales, Inc.

#### Mailing Instructions

Business Office, Studio and Transmitter—Water St., East Providence, R. I. GE 4-2223, GE 4-6313.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1220 kilocycles.

Non-directional.

Licensed to operate daytime only.

Operates on Eastern Time.

Daylight Saving Time not observed.

Operating schedule: sunrise to local sunset.

#### Agency Commission

15% to recognized agencies on time charges only; no cash discount. Bills due and payable 10th of month following broadcast. Accounts which have not established credit with the station, payable in advance.

#### General Advertising

Rates are for the facilities of the station only with services of one announcer in studio.

Programs and announcements may not be combined to earn larger discount. 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.

### ANNOUNCEMENTS

1-minute:				
1 time.....	8.00	78 times.....	6.20	
13 times.....	7.55	156 times.....	5.35	
26 times.....	7.10	312 times.....	4.90	

### PROGRAMS

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	90.00	60.00	36.00	25.00	18.00
13 times.....	85.50	57.00	34.20	23.75	17.10
26 times.....	81.00	54.00	32.40	22.50	15.20
52 times.....	76.50	51.00	30.60	21.25	14.30

### SATURATION RATES

6 10-second announcements per day, per day..... 17.00  
Special rates on long term contracts.

### SPECIAL FEATURES

News Service—UPI.

5-minute news on the hour, each newscast includes a 1-minute news capsule with Jock Laurence. 6 5-minute newscasts, choice of scheduling, \$95.00.  
World news direct from Washington with Jock Laurence every hour on the hour.

### FOREIGN LANGUAGE PROGRAMS

Italian, Portuguese, Armenian and Jewish language programs.

Foreign language—8:30 a.m. to 11:30 a.m. daily; 8:30 p.m. to 2:00 p.m. Sunday. Announcement rate per minute, 12.00.

English and Foreign Package, per minute, 10.00.

Special rates on long term contracts. Program rates on request.

### POLITICAL

Regular rates apply; payable in advance. All political speakers must sign waiver form.

### Closing Time

All talks, speeches, etc., are to be submitted to the station management for approval at least 48 hours before broadcast.

### W X C N

— FM —

### PROVIDENCE

(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.  
Ass't to Pres.—Roger H. Strawbridge.  
General Manager—John Thornton.

#### Representatives

None.

#### Mailing Instructions

Executive Offices—171 Newbury St., Boston, Mass. Copley 7-6020.  
Studio and Transmitter—N. Foster, Rt. 101, R. I. Mailing address—171 Newbury Street, Boston 16, Mass.

#### Wave—Power—Time

Effective radiated power—20,000 watts.  
Frequency—101.5 megacycles; Channel 268.  
Antenna height—1,088 feet above average terrain.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Operating schedule: 6:55 a.m. to 1:00 a.m. weekdays, 7:55 a.m. to 1:00 a.m. Sunday.

#### Agency Commission

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

#### General Advertising

Affiliated with Concert Network, Inc.  
ASCAP and BMI licenses.  
Stereophonic programs broadcast; no singing commercials.  
Advertisers will be protected against rate increases for 1 renewal of the same length of time as the original contract.  
If an advertiser cancels a non-firm contract prior to its expiration date, he must promptly repay to station or network the difference between the charges so billed and the net rate earned. Network contracts take precedence over single station contracts without otherwise affecting any contract term.  
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.

(This listing continued on next page)

**Providence-Pawtucket—W X C N-FM—  
Continued**

CLASS "A" (5:00 p.m. to midnight)						
	1 hr.	1/2 hr.	Part.	News	1 min.	20 sec.
1 time.....	60.00	36.00	21.00	15.00	10.00	7.00
13 times....	57.00	34.00	20.00	14.00	9.50	6.50
26 times....	54.00	32.00	19.00	13.00	9.25	6.25
52 times....	51.00	30.00	18.00	12.00	9.00	6.00
104 times...	48.00	28.00	17.00	11.00	8.75	5.75
156 times...	46.00	27.00	16.00	10.50	8.50	5.50
260 times...	43.00	25.00	15.00	9.50	8.25	5.25
312 times...	41.00	24.00	14.00	9.00	8.00	5.00

CLASS "B" (7:00 a.m. to 5:00 p.m.)						
	1 hr.	1/2 hr.	Part.	News	1 min.	20 sec.
1 time.....	40.00	24.00	13.00	10.00	7.00	5.00
13 times....	38.00	23.00	12.50	9.50	6.50	4.50
26 times....	36.00	22.00	12.00	9.00	6.25	4.25
52 times....	34.00	21.00	11.50	8.50	6.00	4.00
104 times...	32.00	20.00	11.00	8.00	5.75	3.75
156 times...	31.00	19.00	10.50	7.50	5.50	3.50
260 times...	29.00	18.00	10.00	7.00	5.25	3.25
312 times...	28.00	17.00	9.50	6.50	5.00	3.00

CLASS "C"  
(Midnight to 7:00 a.m.)  
20% off Class "B" rates.

**SATURATION PACKAGES**  
(Run-of-schedule)

1-minute spots, per week:

	*1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
12 spots	72.00	68.00	65.00	63.00	61.00
18 spots	102.00	97.00	92.00	89.00	86.00
24 spots	129.00	122.00	117.00	113.00	109.00
30 spots	153.00	145.00	139.00	133.00	127.00

20-second spots:

	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
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; payable in advance.  
Closing Time  
1 week in advance of broadcast.

**WESTERLY**

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

**WERI**

(Established 1949)

Rates effective \_\_\_\_\_  
Rates received September 4, 1956.  
Rev. (Sat. Ann't Plan) rec'd June 5, 1958.  
Owned and operated by Radio Westerly, Inc.

**Personnel**  
President—William R. Sweeney.  
Operations Director—Sandra G. Drysdale.

**Representatives**  
Walker-Rawalt Company, Inc.

**Mailing Instructions**  
Business Office and Studio—11 Railroad Ave., Westerly, R. I. Phone 2263.  
Transmitter—Margin St., Westerly, R. I.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1230 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Operating schedule: 6:00 a.m. to 11:15 p.m. Week-days; 8:00 a.m. to 11:15 p.m. Sunday.

**Agency Commission**  
15% to recognized agencies on net station time only; Bills due and payable when rendered.

**General Advertising**  
Affiliated with Mutual Broadcasting System.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Advertising of beer and wine accepted.  
Maximum length of contract one year.  
Announcements and programs may not be combined to earn frequency discount.  
Rates guaranteed for one year from date of first broadcast.  
Contracts subject to cancellation if programs do not start within 30 days.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	40.00	24.00	16.00	10.00	5.00
13 times..	38.00	22.80	15.20	9.50	4.75
26 times..	36.00	21.60	14.40	9.00	4.50
52 times..	34.00	20.40	13.60	8.50	4.25
104 times..	32.00	19.20	12.80	8.00	4.00
156 times..	30.00	18.00	12.00	7.50	3.75
260 times..	28.00	16.80	11.20	7.00	3.50
312 times..	26.00	15.60	10.40	6.50	3.25

(\* 100 words or less.)

**Saturation Announcement Plan**

1-minute—125 words or less:	Each	Per wk.
10 times.....	4.00	40.00
15 times.....	3.75	56.25
20 times.....	3.50	70.00
30 times.....	3.25	97.50
40 times.....	3.00	120.00

30 seconds:

	Each	Per wk.
10 times.....	3.00	30.00
15 times.....	2.75	41.25
20 times.....	2.50	50.00
30 times.....	2.25	67.50
40 times.....	2.00	80.00

Brand name ID's—10 seconds flat, each..... 2.00

Additional discounts for consecutive weeks:  
13-25 weeks..... 5%  
26-51 weeks..... 10%  
52 weeks..... 15%

**SPECIAL FEATURES**

News Service—UPI.  
Local News—7:10 a.m., 8:10 a.m., noon, 1:10 p.m., 6:10 p.m., and 11:10 p.m.  
Local News Capsules—10:00 a.m., 11:00 a.m., 2:00 p.m., 3:00 p.m., 4:00 p.m., and 5:00 p.m.  
Foreign Language  
"Blue Waves"—9:30 a.m. to 10:30 a.m. Sunday.  
Italian language show. Rates on request.  
POLITICAL  
Regular rates apply. Payable in advance.  
Closing Time  
48 hours before broadcast.

**WEST WARWICK**

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

**WWRI**

(Established 1956)

Rates effective November 1, 1957. (Card No. 3.)  
Card received November 1, 1957.  
Owned and operated by Grelin Broadcasting, Inc.

**Personnel**  
Pres. & Gen'l Mgr.—Melvin C. Green.  
Vice-Pres. & Treas.—Lester W. Lindow.  
Secretary—Harry J. Ockershausen.  
Commercial Manager—Robert F. McDonald.  
Program Director—Patrick J. Fallon.

**Representatives**  
Broadcast Time Sales.  
Boston—Nona Kirby Co.

**Mailing Instructions**  
Business Office and Studio—1501 Main St., West Warwick, R. I., Valley 1-6200.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Operating schedule: 6:00 a.m. to 12:05 a.m. daily.

**Agency Commission**  
15% on time and talent; no cash discount.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Advertising of alcoholic beverages other than beer or wine not accepted.  
Maximum length of contract, 1 year.  
Announcements and programs may not be combined to earn frequency discount. Rates guaranteed for 1 year from date of first broadcast. Contracts subject to cancellation if programs do not start within 30 days.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	75.00	45.00	30.00	15.00	10.00
52 times..	70.00	41.00	27.00	14.00	9.00
156 times..	65.00	37.00	24.00	13.00	8.00
260 times..	60.00	33.00	21.00	12.00	7.00

**MULTI-SPOT PLAN**

1-minute announcements:

6 spots per week, each.....	6.75
12 spots per week, each.....	6.00
18 spots per week, each.....	5.25
24 spots per week, each.....	4.50
30 spots per week, each.....	3.75

10-second announcements—50% of above rates.  
10-second announcements may not be counted to help earn frequency discounts on Multi-Spot Plan rates for 1-minute announcements but 1-minute announcements may be counted to help earn frequency discounts on 10-second schedule.

**SPECIAL FEATURES**

News Service—AP and UPI Sports wire.  
5-minute news on the hour, every hour.  
'Sports Spot Special'—1:00 p.m. to 7:00 p.m. Monday through Saturday.  
6 1-minute announcements per week, each..... 7.50  
12 1-minute announcements per week, each..... 7.00  
24 1-minute announcements per week, each..... 6.00  
Up to 50% of announcements ordered under Multi-Spot Plan may be scheduled in Sports Spot Special without extra charge.

**POLITICAL**

Regular rates and discounts apply. Copy must be received 24 hours before broadcast time.

**TRANSCRIPTIONS**

Library Service—Thesaurus.  
Closing Time  
Talks and continuity must be received 24 hours before broadcast time.

**WOONSOCKET (2 AM)**

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

**WNRI**

(Established 1954)

Rates effective June 1, 1958. (Card No. 3.)  
Card received October 1, 1958.  
Owned and operated by The Friendly Broadcasting Co., Inc.

**Personnel**  
Pres., Treas. & Gen'l Mgr.—Joseph Britt.  
Vice-Pres., Sec'y & Com'l Mgr.—John Thomas.

**RHODE ISLAND**

**Representatives**  
None.

**Mailing Instructions**  
Business Office, Studio and Transmitter—786 Diamond Hill Rd., Woonsocket, R. I. Poplar 9-0600.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1380 kilocycles.  
Non-directional.  
Operates on Eastern Standard Time.  
Licensed to operate daytime only.  
Operating schedule: 6:00 a.m. to sunset week days; 7:00 a.m. to sunset Sundays.

**Agency Commission**  
15% to recognized agencies on time only; 2% cash discount. Bills rendered first of month; payable when rendered.

**General Advertising**  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Maximum length of contract one year.  
Rates are for station time only. Frequency discounts are based on the number of broadcasts in the same time classification, and will be allowed as earned.

Length of commercial copy: Programs & news

5 minutes.....	1:00 minutes
10 minutes.....	2:00 minutes
15 minutes.....	3:00 minutes
30 minutes.....	4:00 minutes
60 minutes.....	7:00 minutes

	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	5.20	3.00
13 times..	47.50	28.50	19.00	14.25	9.50	4.90	2.85
26 times..	45.00	27.00	18.00	13.50	9.00	4.60	2.70
52 times..	42.50	25.50	17.00	12.75	8.50	4.30	2.55
104 times..	40.00	24.00	16.00	12.00	8.00	4.00	2.40
156 times..	38.50	22.50	15.00	11.25	7.50	3.70	2.25
260 times..	35.00	21.00	14.00	10.50	7.00	3.40	2.10

**SPECIAL FEATURES**

News Service—UPI. No extra charge.  
POLITICAL  
Regular rates and discounts apply.  
Closing Time  
48 hours in advance of broadcast.

**WWON**

(Established 1946)

Rates effective April 1, 1958.  
Rates received February 26, 1958.  
Owned and operated by the Woonsocket Broadcasting Co.

**Personnel**  
President—Millicent S. Palmer.  
Treasurer—Esther P. Hudson.  
Station Manager—Zel Levin.  
Sales Manager—Eugene A. Mailloux.

**Representatives**  
New England—Nona Kirby Company.

**Mailing Instructions**  
Business Office and Studio—Commercial Bldg., 99 Main St., Woonsocket, R. I., Po 2-1240.  
Transmitter—Getcheil Ave., Woonsocket, R. I.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1240 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Standard Time.  
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 station time. No commission on talent or other charges additional to station time. No cash discount. Bills due and payable when rendered.

**General Advertising**  
Discounts apply to total number of broadcasts for the same sponsor for one year. Announcements and programs of five minutes or more cannot be combined to earn larger discounts. Each service must be computed separately. No time discounts on talent or line charges or feature announcements. No contract accepted for a period longer than one year.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time....	85.00	60.00	35.00	21.00	9.50	8.00
13 times..	75.00	54.00	33.00	20.00	9.25	7.75
26 times..	70.00	48.00	30.00	18.00	9.00	7.50
52 times..	65.00	42.00	26.00	16.00	8.50	7.00
104 times..	60.00	38.00	24.00	14.00	8.00	6.50
156 times..	55.00	35.00	21.00	12.00	7.50	6.25
260 times..	50.00	32.00	17.00	11.00	7.00	6.00

**SATURATION SCHEDULE**  
(Fixed positions, not guaranteed)

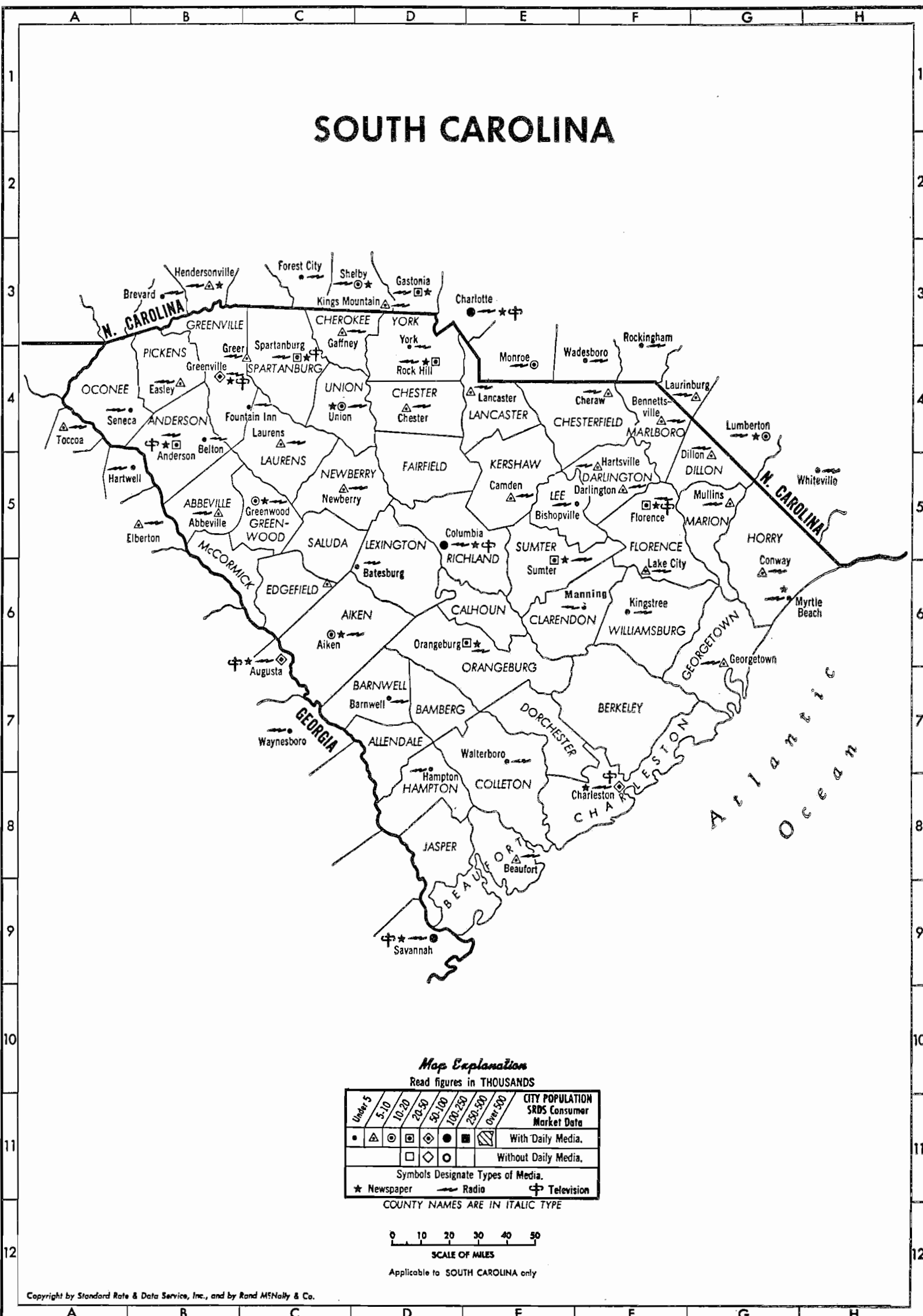
	Per week —
4-12 wks.....	10 tl. 20 tl.
13-25 wks.....	70.00 130.00
26-38 wks.....	66.50 123.50
39 or more wks.....	63.00 117.50
Quickies rate—double number of announcements for same amount. Time sold at current week to week availabilities. Discounts allowed only on consecutive weeks.	59.50 111.50

**SPECIAL FEATURES**

News Service—AP.  
POLITICAL  
Regular rates apply; cash in advance.  
TRANSCRIPTIONS  
Library Service—World.  
Closing Time  
All talks, speeches, etc., are to be submitted to station management 48 hours before broadcast.



# SOUTH CAROLINA

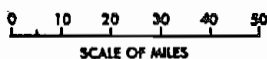


### Map Explanation

Read figures in THOUSANDS

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

COUNTY NAMES ARE IN ITALIC TYPE



Applicable to SOUTH CAROLINA only

# SRDS Consumer Market Data

## STATE, COUNTY, CITY, METROPOLITAN AREA DATA

**CITIES AND COUNTIES**

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

Anderson—Anderson  
Charleston—Charleston

Columbia—Richland  
Florence—Florence

Greenville—Greenville  
Orangeburg—Orangeburg

Rock Hill—York  
Spartanburg—Spartanburg

Sumter—Sumter

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>SOUTH CAROLINA</b>	<b>2,405.0</b>	<b>601.75</b>	<b>2,660,120</b>	<b>4,421</b>	<b>1,768,959</b>	<b>464,884</b>	<b>60,317</b>	<b>201,003</b>	<b>101,066</b>	<b>109,557</b>	<b>350,258</b>	<b>184,639</b>	<b>620.1</b>	<b>349,390</b>
STATE TOTALS.....	2,405.0	601.75	2,660,120	4,421	1,768,959	464,884	60,317	201,003	101,066	109,557	350,258	184,639	620.1	349,390
ABBEVILLE B-5.....	23.1	6.00	23,962	3,994	12,680	3,435	767	996	407	639	2,785	1,747	8.0	2,510
AIKEN C-6.....	77.2	20.58	87,221	4,238	52,236	18,677	2,366	2,651	1,795	2,569	10,818	7,698	11.7	7,964
ALLENDALE D-7.....	11.1	2.70	9,453	3,501	7,425	2,049	219	541	151	254	1,229	1,601	5.3	4,033
ANDERSON B-4.....	97.0	25.78	117,404	4,554	77,804	18,144	2,824	9,743	3,413	6,559	17,956	7,488	22.3	10,173
Anderson.....	21.6	6.53	37,418	5,730	49,749	9,365	1,792	8,191	2,817	4,386	11,771	3,339	.....	.....
BAMBERG D-7.....	17.5	4.17	14,374	3,447	12,074	2,883	337	1,269	499	455	2,262	1,574	6.9	4,659
BARNWELL D-7.....	16.3	4.10	11,800	2,878	13,329	4,493	392	1,242	188	551	2,893	1,804	7.1	3,664
BEAUFORT E-8.....	32.2	7.55	36,642	4,853	19,103	5,194	617	674	1,167	1,285	4,962	1,566	6.4	5,433
BERKELEY F-7.....	32.9	7.33	22,228	3,032	11,535	4,199	421	1,874	158	582	1,958	1,231	15.2	3,006
CALHOUN E-6.....	14.1	3.35	10,249	3,059	6,611	2,494	178	337	413	85	1,780	479	6.6	6,120
CHARLESTON F-8.....	208.5	55.63	292,797	5,263	188,602	48,547	7,017	22,824	14,971	13,478	31,130	15,994	8.6	4,584
Charleston.....	71.2	20.93	115,754	5,531	141,354	29,551	4,845	19,868	13,520	11,938	27,104	7,835	.....	.....
Charleston Metro Area.....	208.5	55.63	292,797	5,263	188,602	48,547	7,017	22,824	14,971	13,478	31,130	15,994	.....	.....
CHERDKEE C-3.....	36.7	9.04	39,967	4,421	20,407	7,110	966	1,723	1,044	1,165	3,184	2,310	11.7	4,086
CHESTER D-4.....	33.7	8.39	32,516	3,876	20,420	5,656	767	1,380	1,680	1,225	3,877	2,844	10.1	3,558
CHESTERFIELD F-4.....	37.7	8.71	27,376	3,143	20,537	5,299	681	1,819	849	533	5,449	2,949	17.5	8,467
CLARENDON E-6.....	33.1	6.78	23,677	3,492	14,131	4,481	376	1,845	228	234	3,098	1,838	20.7	12,752
COLLETON E-8.....	31.3	7.84	24,304	3,100	17,785	5,106	843	1,258	1,547	986	2,367	1,507	12.9	5,325
DARLINGTON F-5.....	56.2	13.48	50,719	3,763	36,042	10,617	1,054	5,051	1,363	1,561	6,495	3,042	20.0	14,205
DILLON G-5.....	33.0	7.34	28,166	3,837	19,479	4,987	536	1,750	1,151	845	3,390	2,223	15.7	14,129
DORCHESTER E-7.....	25.3	6.20	20,768	3,350	15,424	5,042	650	1,288	625	467	2,186	2,131	8.7	4,863
EDGEFIELD C-6.....	15.6	3.80	11,537	3,036	13,884	2,376	570	936	286	310	5,317	1,251	8.1	5,212
FAIRFIELD D-5.....	21.6	5.07	20,382	4,020	9,857	3,344	329	1,678	344	357	1,814	1,293	7.5	2,349
FLORENCE F-5.....	91.0	21.65	83,757	3,869	76,639	16,030	2,323	10,453	4,922	3,956	17,557	6,549	36.4	22,502
Florence.....	27.5	8.02	41,397	5,162	48,343	9,919	1,076	6,892	4,243	2,556	10,450	3,650	.....	.....
GEORGETOWN G-6.....	38.8	9.02	36,637	4,062	25,388	6,731	858	1,943	1,071	1,633	5,300	2,181	8.5	3,026
GREENVILLE B-3.....	205.5	56.33	281,793	5,003	203,497	48,935	6,549	30,760	11,621	13,634	39,320	20,014	20.0	6,054
Greenville.....	74.7	21.70	131,797	6,074	144,518	31,228	4,546	27,592	9,784	10,348	26,443	12,206	.....	.....
Greenville Metro Area.....	205.5	56.33	281,793	5,003	203,497	48,935	6,549	30,760	11,621	13,634	39,320	20,014	.....	.....
GREENWOOD C-5.....	46.2	12.55	62,468	4,978	38,563	10,786	1,407	3,934	2,719	2,790	7,347	3,668	7.9	2,240
HAMPTON D-8.....	18.2	4.49	11,634	364	11,957	3,566	330	814	347	440	3,400	1,385	6.9	4,748
HORRY G-5.....	70.9	16.03	69,408	4,330	50,986	11,287	1,686	9,033	2,262	1,864	9,841	5,439	34.0	28,236
JASPER D-8.....	11.8	2.80	7,443	2,658	7,297	2,043	177	349	128	304	1,342	1,223	4.7	1,838
KERSHAW E-5.....	34.2	8.19	31,662	3,866	22,494	6,935	887	2,594	641	1,142	4,582	2,801	12.2	5,095
LANCASTER E-4.....	42.9	10.40	44,372	4,267	27,255	8,475	681	2,936	1,618	2,064	7,242	2,094	10.1	3,257
LAURENS C-5.....	29.9	9.36	45,015	4,809	26,120	7,854	846	2,916	1,397	1,180	4,895	3,273	12.6	6,334
LEE E-5.....	21.6	4.65	15,592	3,353	10,724	2,645	327	1,440	238	364	2,844	1,001	14.0	10,006
LEXINGTON D-5.....	54.6	14.15	64,377	4,550	35,897	10,374	986	1,945	1,072	1,753	6,464	6,928	11.0	5,200
MCCORMICK B-5.....	9.3	2.11	7,121	3,327	4,233	1,380	171	468	212	192	736	502	4.0	664
MARION G-5.....	38.2	9.01	29,840	3,312	23,856	4,752	909	3,256	1,383	1,649	4,658	2,141	14.4	9,821
MARLBORO F-4.....	32.9	7.86	29,364	3,736	18,218	5,466	525	3,517	469	684	1,474	2,128	11.6	12,607
NEWBERRY C-5.....	32.7	8.49	36,029	4,244	22,415	6,359	855	2,482	1,318	1,155	4,540	2,406	9.6	4,375
OCONEE A-4.....	43.1	10.55	47,210	4,475	23,056	6,694	694	1,803	1,572	1,209	4,426	2,331	13.2	3,205
ORANGEBURG E-6.....	76.6	18.04	65,955	3,656	49,390	14,480	1,612	4,657	2,808	2,667	9,349	5,689	29.4	19,032
Orangeburg.....	20.4	5.49	30,719	5,595	28,848	7,755	980	2,498	2,237	1,732	6,373	2,855	.....	.....
PICKENS B-4.....	43.7	11.26	46,790	4,155	28,390	8,965	1,311	2,029	896	1,988	6,343	3,454	12.2	2,847
RICHLAND E-5.....	178.5	45.30	270,899	5,980	191,569	40,155	5,794	22,267	15,159	15,997	41,129	17,133	9.5	4,805
Columbia.....	114.4	29.72	175,567	5,907	176,641	34,301	5,439	21,366	14,854	15,274	40,709	14,396	.....	.....
Columbia Metro Area.....	178.5	45.30	270,899	5,980	191,569	40,155	5,794	22,267	15,159	15,997	41,129	17,133	.....	.....
SALUDA C-5.....	16.0	3.90	12,279	3,148	6,269	1,568	196	830	128	403	1,478	952	9.1	5,739
SPARTANBURG C-4.....	179.6	46.68	218,799	4,687	128,978	33,788	4,897	15,069	7,006	7,907	25,258	12,823	26.3	17,390
Spartanburg.....	43.1	12.52	65,062	5,197	83,977	18,762	3,783	11,202	6,305	5,914	18,516	6,067	.....	.....
SUMTER E-5.....	64.1	15.11	62,393	4,129	45,523	12,888	1,330	4,839	3,768	3,457	7,309	5,306	18.5	13,722
Sumter.....	25.4	7.18	40,331	5,617	39,367	10,270	1,328	3,937	3,663	3,396	6,893	4,091	.....	.....
UNION C-4.....	32.5	7.97	32,221	4,043	20,135	6,781	723	1,594	1,702	1,128	3,420	2,393	6.8	1,711
WILLIAMSBURG F-6.....	49.6	10.48	30,830	2,942	23,902	5,797	475	3,079	1,003	1,743	4,818	2,712	30.3	20,763
YORK D-3.....	88.5	21.53	110,690	5,141	56,843	16,017	1,858	5,117	3,327	4,114	10,236	5,543	15.9	7,081
Rock Hill.....	30.4	7.88	50,183	6,368	34,958	9,938	1,214	3,394	2,303	2,799	6,465	2,841	.....	.....

## 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	601,750	579,180	1.1850
Abbeville	6,000	5,660	.0116
Aiken	20,580	19,800	.0405
Allendale	2,700	2,540	.0052
Anderson	25,780	25,060	.0513
Bamberg	4,170	4,020	.0082
Barnwell	4,100	3,830	.0078

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
Beaufort	7,550	7,120	.0146	Jasper	2,800	2,640	.0054
Berkeley	7,330	6,830	.0140	Kershaw	8,190	7,800	.0160
Calhoun	3,350	3,160	.0065	Lancaster	10,400	10,110	.0207
Charleston	55,630	52,980	.1084	Laurens	9,360	9,000	.0184

# SOUTH CAROLINA

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

## STATE NETWORKS

### Central South Carolina Network

Rates effective May 23, 1955.  
Rates received May 31, 1955.  
Business Office—Cornell Arms Bldg., Columbia, S. C.,  
Alpine 2-2177, TWX 7074.

**Personnel**  
Manager—Hub Terry.

**Representatives**  
Headley-Reed Company.

Network Comprised of:  
WCOS—Columbia WFIG—Sumter  
WDIX—Orangeburg WKDK—Newberry

**Agency Commission**  
15% to recognized agencies on net charges; no cash discount. Bills payable tenth of month following service.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Maximum length of contract one year.  
Actual time of programs 30 seconds less than indicated.  
Programs and announcements may not be combined in determining frequency discounts.

CLASS "A"					
(6:59 a.m. to 10:00 p.m.)					
	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time..	96.00	57.50	38.50	24.00	17.00
26 times	91.25	54.75	36.25	22.75	15.75
52 times	86.50	51.75	34.50	21.50	15.00
156 times	81.50	48.75	32.50	20.25	14.25
260 times	76.75	46.00	30.75	19.25	13.50
520 times	72.00	43.25	28.75	18.00	12.50
1000 times	67.25	40.25	26.75	16.75	11.75

CLASS "C"					
(All other times)					
Class "C" rate: 20% discount from Class "A" rates.					
CLASS "C" ANNOUNCEMENTS					
1 time.....	11.50	156 times.....	9.90		
26 times.....	11.20	260 times.....	9.50		
52 times.....	10.35	500 times.....	9.00		

**SPECIAL FEATURES**  
News Service—AP. News, sports, weather forecasts available. Times and talent on request.  
Sports—coverage of baseball, football and basketball games.

### Piedmont Group, The

Rates effective October 1, 1958.  
Rates received November 10, 1958.  
Owned and operated by WMRC, Inc.  
Business Office—c/o WFBC, 505 Rutherford St.,  
Greenville, S. C. Phone 9-1321.

**Personnel**  
Manager—Bruce Buchanan.

**Representatives**  
Avery-Knodel, Inc.

Comprised of:  
WFBC—Greenville WORD—Spartanburg

**Agency Commission**  
15%; no cash discount.

**General Advertising**  
(6:30 a.m. to 10:30 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	150.00	90.00	60.00	45.00	30.00
26 times	140.00	85.00	56.00	42.00	28.00
52 times	130.00	80.00	54.00	39.00	26.00
156 times	120.00	75.00	52.00	36.00	24.00
260 times	110.00	70.00	50.00	33.00	22.00

Compute time charges at 50% of listed rates.

ANNOUNCEMENTS					
1 time.....	18.00	156 times.....	15.00		
26 times.....	17.00	260 times.....	14.00		
52 times.....	16.00	520 times.....	13.00		

Compute time charges at 50% of listed rates.

ANNOUNCEMENT PACKAGE PLANS					
—Announcements— 10 seconds—					
Per week:	Each	Per wk.	Each	Per wk.	
12 times.....	13.00	156.00	6.50	78.00	
18 times.....	12.00	216.00	6.00	108.00	
24 times.....	11.00	264.00	5.50	132.00	
30 times.....	10.00	300.00	5.00	150.00	

### Speidel-Fisher Broadcasting Group

Barringer Bldg., Columbia, S. C., Alpine 2-9371.

**Personnel**  
President—Joe Speidel III.  
WOIC—Russell George.  
WPAL—Robert Chrystie.  
WWBD—Frank Estes.

**Representatives**  
The Walker-Rawalt Representation Company, Inc.  
Southeast—Dora-Clayton Agency, Inc.

Comprised of:  
WOIC—Columbia, S. C.  
WPAL—Charleston, S. C.  
WWBD—Bamberg, S. C.

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

**General Advertising**  
Advertisers using WOIC, Columbia; WPAL, Charleston; and WWBD, Bamberg.  
Two stations..... 5%  
Three stations..... 10%

# ABBEVILLE

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

## WABV

(Established —)



Rates received July 5, 1957.  
Owned and operated by Abbeville Broadcasting Company, Inc.

**Personnel**  
President—J. A. Gallimore.  
General Manager—George W. Settles, Jr.  
Traffic Manager—Miss Orene Newell.

**Representatives**  
Hill F. Best Company.

**Mailing Instructions**  
Business Office, Studio, and Transmitter—2 miles west of Abbeville, S. C. on highway 72.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1590 kilocycles.  
Non-directional.  
Licensed to operate daytime only on Eastern Standard Time. Daylight saving time not observed.  
Operating Schedule: —

**Agency Commission**  
15% to recognized agencies on time only. No cash discount. Bills payable 10th of month following broadcast.

**General Advertising**  
For combination rates see ABC Radio and Blue Ridge Network.  
Accepts AAAA copyrighted contract.  
Announcement copy will be broadcast as submitted, if approved, and charges will be made at next higher rate if number of words exceeds limit in any class.  
Contract renewals subject to rates in effect at the time of renewal.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	40.00	22.50	11.00	8.00	3.50
13 times..	39.50	21.50	10.50	7.50	3.40
26 times..	38.50	20.50	10.00	7.00	3.30
52 times..	37.50	19.50	9.50	6.50	3.20
78 times..	36.50	18.50	9.00	6.00	3.10
104 times..	35.50	17.50	8.50	5.50	3.00
156 times..	34.50	16.50	8.00	5.00	2.90

(\*) One minute or less transcriptions, oral announcements or station breaks.  
(†) The 156-time rate is the flat automotive rate, not retroactive or subject to rebates.

**SPECIAL FEATURES**  
News Service—UPI.  
**TRANSCRIPTIONS**  
Library Service—Thesaurus.  
**Closing Time**  
One week in advance of broadcast.

# AIKEN

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

## WAKN

(Established 1952)



Rates effective January 1, 1958. (Card No. 3.)  
Rates received December 9, 1957.  
Owned and operated by Aiken Electronics Advertising Corp.

**Personnel**  
General Manager—W. Randall Davidson.  
Program Director—Earl Brodie.  
Chief Engineer—Allen Askins, Jr.  
Sales Manager—Doyle Satterthwaite.

**Representatives** None.  
**Mailing Instructions**  
Mailing address—P.O. Box 811, Aiken, S.C.  
Business Office and Studio—343 Laurens St. N. W.,  
Aiken, S. C. Midway 8-5464.  
Transmitter—Old Augusta Highway.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—990 kilocycles.  
Non-directional.  
Operates on Eastern Standard Time.

**Agency Commission**  
15% to recognized agencies on station time only; no cash discount. Bills rendered monthly, payable 15th of month following broadcast.

**General Advertising**  
Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates shown after deduction of all applicable discounts.  
Rates for periods longer than one hour in exact proportion to corresponding one hour rates.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverages other than beer unacceptable.  
Contracts accepted 30 days prior to start of schedule.  
Maximum contract 52 weeks. Failure to use contracted number of broadcasts will obligate advertiser to pay rate actually earned for all broadcasts. Frequency discounts based on total number of programs or announcements broadcast within one year from initial broadcast date.

Length of commercial copy:

5 minutes.....	1:45	25 minutes.....	2:45
10 minutes.....	2:00	30 minutes.....	3:30
15 minutes.....	2:30	60 minutes.....	6:00

Frequency discounts allowed if charges paid by the 15th of the month following service and no balance remains.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time....	45.00	27.00	15.00	12.00	9.00	4.50	3.00
13 times..	42.75	25.65	14.25	11.40	8.55	4.25	2.85
26 times..	40.50	24.30	13.50	10.80	8.10	4.05	2.70
52 times..	38.25	22.95	12.75	10.20	7.65	3.80	2.55
104 times..	36.00	21.60	12.00	9.60	7.20	3.60	2.40
156 times..	33.75	20.25	11.25	9.00	6.75	3.35	2.25
260 times..	31.50	18.90	10.50	8.40	6.30	3.15	2.10
312 times..	29.25	17.55	9.75	7.80	5.85	2.90	1.95

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

# SPOT PACKAGES

(7 consecutive days)  
20 announcements, each..... 3.00  
30 announcements, each..... 2.75  
50 announcements, each..... 2.50  
All announcements may be combined to earn a lower rate. Advertisers on programs may purchase announcements at discount equal to earned program frequency discount, but announcements and programs may not be combined to earn larger discounts. Non-contiguous programs may not be combined to earn larger time-segment rate.

**SPECIAL FEATURES**  
Library Service—Thesaurus.

**POLITICAL**  
One-time rates apply; cash in advance.

**RELIGIOUS**  
Facilities provided churches in primary service area in rotation and without charge. Other requests considered. Fund raising programs unacceptable.

**TRANSCRIPTIONS**  
Library Service—Thesaurus.  
**Closing Time** 48 hours in advance of broadcast date.

# ANDERSON (2 AM; 1 FM)

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

## WAIM

(Established 1935)

Rate card dated November 15, 1948. (Card No. 8-B.)  
Owned and operated by Wilton E. Hall.

**Personnel**  
Owner—Wilton E. Hall.  
General Manager—Glenn P. Warnock.  
Commercial Manager—G. Paul Browne.  
Promotion Director—Bette P. Warnock.  
Program Director—Marshall Gilliard.  
Chief Engineer—Earl Cosens.

**Representatives**  
Headley-Reed Company.  
Atlanta—Dora-Clayton Agency.

**Mailing Instructions**  
Business Office and Studio—321 Kingsley Rd., Anderson, S. C., Canal 6-1511. TWX 6030.  
Other Studio—Clemson College, Clemson, S. C.  
Transmitter—321 Kingsley Rd., Anderson, S. C.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1230 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: Actual operating time Sundays 6:00 a.m. to 12:05 a.m.; week days 5:25 a.m. to 12:05 a.m.

**F M Facilities—WCAC**  
Effective radiated power—6,400 watts.  
Frequency—101.1 megacycles; channel 109; Class B.  
Antenna height—330 feet above average terrain.

**Agency Commission**  
Agency commission 15% to recognized agencies on station time. No commission on talent or other charges additional to station time. No cash discount. Payment due on 10th of month following broadcast.

**General Advertising**  
Affiliated with Keystone Network.  
For combination rates see CBS Radio Network (South-eastern Group).  
Accepts AAAA copyrighted contract.  
WCAC (FM) operated in conjunction with WAIM.  
Rates are for station time only.  
Announcement copy will be broadcast as submitted, if approved, and charges will be made at next higher rate if number of words exceeds limit in any class.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(†)
1 time....	90.00	54.00	36.00	18.00	7.00
13 times..	85.50	51.30	34.20	17.10	6.63
26 times..	81.00	48.60	32.40	16.20	6.30
39 times..	76.50	45.90	30.60	15.30	5.95
52 times..	72.00	43.20	28.80	14.40	5.60
104 times..	67.50	40.50	27.00	13.50	5.25
156 times..	63.00	37.80	25.20	12.60	4.90
208 times..	58.50	35.10	23.40	11.70	4.55

(†) One minute or less, transcriptions, oral announcements or station breaks.

**SPECIAL FEATURES**  
News Service—UPI.  
**POLITICAL TALKS**  
Cash in advance; no discount.

**TRANSCRIPTIONS**  
Library Service—Lang-Worth.  
**Closing Time**  
Programs close one week in advance of broadcast.  
Talks, programs, continuities, etc., must be submitted at least one week in advance for review by program director.

# WANS

(Established 1949)

Rates effective July 1, 1955.  
Rates received June 17, 1955.  
Owned and operated by Radio Anderson, Inc.

**Personnel**  
Pres. & Gen'l Mgr.—W. Ennis Bray.  
Program Director—David L. McKee.  
Chief Engineer—Ted Woodard.

**Representatives**  
Rambau, Vance, Hopple, Inc.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 211, Anderson, S. C., telephone Ca 4-3424.  
Transmitter—Clemson Highway, N. Main Extension, Anderson, S. C.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1280 kilocycles.  
Directional—nighttime only.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Operating schedule: 6:00 a.m. to midnight.  
(This listing continued on next page)



**Anderson—W A N S—Continued**

Agency Commission  
15% to recognized agencies on time only. No cash discount.  
Bills rendered 1st of month following broadcast, payable on or before 10th.

**General Advertising**  
For combination rates see listing of Mutual Broadcasting System (Southeastern Group).  
BMI, ASCAP and SESAC licenses.  
Rates include music copyright fees.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	50.00	30.00	20.00	10.00	4.75
13 times..	47.50	28.50	19.00	9.50	4.50
26 times..	45.00	27.00	18.00	9.00	4.25
52 times..	42.50	25.50	17.00	8.50	4.00
104 times..	40.00	24.00	16.00	8.00	3.75
156 times..	37.50	22.50	15.00	7.50	3.50
260 times..	35.00	21.00	14.00	7.00	3.25
312 times..	32.50	19.50	13.00	6.50	3.00

(\*) One minute or less.

**SPECIAL FEATURES**

News Service—UPI. No extra charge.

**POLITICAL**  
Regular rates apply. Cash in advance. Copy 24 hours in advance of broadcast.

**TRANSCRIPTIONS**  
Library Service—Standard.

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

**BAMBERG**

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

**WWBD**

(Established 1957)

Rates received August 5, 1957.  
Owned and operated by The Bamberg County Broadcasting Corp.

**Personnel**  
President—Joe Speidel, III.  
General Manager—Frank B. Estes, Jr.

**Representatives**  
Wajker-Rawait Company, Inc.  
Dora-Clayton Agency, Inc.

**Mailing Instructions**  
Business Office and Studio—Rt. 601 South, Bamberg, S. C., CH 5-2411.

**Wave—Power—Time**  
Operating power—1,000 watts, daytime.  
Frequency—790 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Operating schedule: 5:30 a.m. to local sunset Monday through Saturday; 7:00 a.m. to local sunset Sunday.

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

**General Advertising**  
For combination rates see Speidel-Fisher Broadcasting Group.  
Rates include music copyright fees.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	Sta. brk.
1 time....	35.00	21.00	12.00	7.00	4.00	2.00
50 times....	32.50	19.50	11.00	6.50	3.50	1.80
100 times....	30.00	18.00	10.00	6.00	3.00	1.75
300 times....	27.50	16.50	9.00	5.50	2.50	1.50
500 times....	25.00	15.00	8.00	5.00	2.00	1.25

**SPECIAL FEATURES**

News Service—AP. No extra charge.  
All programs are participating except newscasts.  
Music and news format.

**Participating Programs**  
"Easy Does It"  
"Off the Record"  
"Midday Melodies"  
"Musical Merryground"

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

**BARNWELL**

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

**WBAW**

(Established 1953)

Rates received June 11, 1956.  
Owned and operated by WBAW, Inc.

**Personnel**  
President—J. A. Gallimore.  
General Manager—Joe Wilder.

**Representatives**  
Hil F. Best Company.

**Mailing Instructions**  
Business Office, Studio and Transmitter—Jackson St. Extension, Barnwell, S. C., telephone 3507.  
Mailing address—P. O. Box 447, Barnwell, S. C.

**Wave—Power—Time**  
Operating power—500 watts.  
Frequency—740 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Operating schedule: Sunrise to local sunset.

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

**General Advertising**  
For combination rates, see Blue Ridge Network.  
Accepts AAAA copyrighted contract.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	40.00	22.50	11.00	8.00	3.50
13 times..	39.50	21.50	10.50	7.50	3.40
26 times..	38.50	20.50	10.00	7.00	3.30
52 times..	37.50	19.50	9.50	6.50	3.20
78 times..	36.50	18.50	9.00	6.00	3.10
104 times..	35.50	17.50	8.50	5.50	3.00
156 times..	34.50	16.50	8.00	5.00	2.90

(\*) One minute or less transcription, oral announcements or station breaks.  
(†) The 156-time rate is the flat automotive rate, not retroactive or subject to rebates.

**SPECIAL FEATURES**

News Service—UPI and local.  
Participating Programs  
"Morning Show," "Daily Almanac," "Open House," "Savannah Serenade."

**TRANSCRIPTIONS**  
Library Service—World.

**BATESBURG**

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

**WBLR**

(Established 1956)

Rates effective October 1, 1956. (Card No. 2.)  
Rates received October 16, 1956.

Owned and operated by Ridge Broadcasting Corp.

**Personnel**  
President—James Olin Tice, Jr.  
General Manager—J. D. (Ted) Outlaw.  
Program Director—Tommy Wilson.  
Commercial Manager—Redd Reynolds.

**Representatives**  
Southeast—Harry J. Cannon, 1021 William-Oliver Bldg., Atlanta 3, Ga.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 108, E Church St., Batesburg, S. C., Kellogg 2-4001.  
Transmitter—One mile South on Highway No. 23, Batesburg, S. C.

**Wave—Power—Time**  
Operating power—5,000 watts days.  
Frequency—1430 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Eastern Standard Time.  
Operating schedule: Sunrise to sunset.

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

**General Advertising**  
Affiliated with Keystone Network.  
All contracts are for exclusive use of contracting parties.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	50.00	30.00	20.00	10.00	6.00
13 times..	47.50	28.50	19.00	9.50	5.70
26 times..	45.00	27.00	18.00	9.00	5.40
52 times..	42.50	25.50	17.00	8.50	5.10
100 times..	40.00	24.00	16.00	8.00	4.80
260 times..	37.50	22.50	15.00	7.50	4.50
500 times..	35.00	21.00	14.00	7.00	4.20
1000 times..	32.50	19.50	13.00	6.50	3.90

(\*) One minute or less.

**Combination Rates**  
Also sold in combination with WMYB, Myrtle Beach, S. C., WKEN, Dover, Delaware, WCAY, Cayce, S. C., (on or before August 15). An additional discount of 15% allowed when identical schedules are used on all four stations; an additional discount of 10% allowed when identical schedules are used on WBLR, Batesburg, S. C. and either of the above mentioned stations.

**SPECIAL FEATURES**

News Service—UPI.  
Newscasts—every hour on the hour.  
Weather—5 minute weatherecasts at 6:30 a.m., 7:00 a.m., 12:30 p.m., 1:10 p.m. (\*), 6:35 p.m. (\*).  
(\* Direct from the Columbia Weather Station at the Columbia Airport, Columbia, S. C.)  
No extra charge for production spots. Spot packages and special show rates on request. Remote mobile unit available.

**Participating Programs**

"Claude Casey Time"—5:30 a.m. to 7:00 a.m. dally.  
"The Get Up and Go Show"—7:00 a.m. to 8:45 a.m.  
"Tommy's Tune Tavern"—9:00 a.m. to 11:00 a.m.  
"Road Show"—5:30 p.m. to 7:00 p.m.  
"Peach Picker's Party".

**Closing Time**  
24 hours in advance.

**BEAUFORT**

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

**WBEU**

(Established 1954)

Rates effective September 1, 1954.  
Rates received August 30, 1954.

Owned and operated by Beaufort Broadcasting Co., Inc.

**Personnel**  
General Manager—Louis M. Neale, Jr.  
Program Director—Hugh Ward, Jr.

**Representatives**  
None.

**Mailing Instructions**  
Business Office, Studio and Transmitter—Beaufort, S. C., telephone 812.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—960 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Operating schedule: 5:30 a.m. to local sunset Monday through Saturday; 7:30 a.m. to local sunset Sunday.

**Agency Commission**  
15% to recognized agencies on time only; 2% cash discount. Bills rendered 1st of month, payable within 10 days.

**General Advertising**  
For combination rates see Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Maximum length of contract one year.  
No advertising of alcoholic beverages except wine and beer will be accepted.

**SOUTH CAROLINA**

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time....	50.00	30.00	20.00	10.00	4.50
13 times..	47.50	28.50	19.00	9.50	4.30
26 times..	45.00	27.00	18.00	9.00	4.05
52 times..	42.50	25.50	17.00	8.50	3.80
104 times..	40.00	24.00	16.00	8.00	3.60
156 times..	37.50	22.50	15.00	7.50	3.35
260 times..	35.00	21.00	14.00	7.00	3.15
312 times..	32.50	19.50	13.00	6.50	2.90

**SPECIAL FEATURES**

News Service—UPI. No extra charge.

**POLITICAL**  
Regular rates apply.

**TRANSCRIPTIONS**  
Library Service—World.

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

**BELTON**

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

**WHPB**

(Established 1955)

Rates effective March 1, 1957. (Card No. 2.)  
Card received March 4, 1957.

Owned and operated by Community Broadcasting Co.

**Personnel**  
Manager—Clyde Laughter.  
Commercial Manager—Charles Smith.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 426, Belton, S. C., telephone 2511.  
Remote Studio—Williamston, S. C.

**Wave—Power—Time**  
Operating power—500 watts days.  
Frequency—1390 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Operating schedule: 5:00 a.m. to local sunset.

**Agency Commission**  
15% to recognized agencies on station time only; no cash discount. Payment due on 10th of month following broadcast.

**General Advertising**  
Rates include music copyright fees.  
BMI, ASCAP, SESAC licenses.  
Contract renewals subject to rates in effect at time of renewals. All contracts subject to cancellation unless program starts within 30 days. Announcement copy will be broadcast as submitted, if approved, and charges will be made at next higher rate if number of words exceeds limit in any class.  
All time units 30 seconds less than indicated.  
Contracts will not be accepted for periods longer than one year.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	55.00	35.00	20.00	12.00	5.00
13 times..	53.00	33.00	19.00	11.25	4.75
26 times..	52.00	30.00	18.00	10.00	4.50
52 times..	50.00	28.00	17.00	9.25	4.25
72 times..	47.00	25.00	16.00	8.50	4.00
104 times..	44.00	22.00	15.00	8.00	3.75
156 times..	41.00	20.00	14.00	7.50	3.50
260 times..	38.00	18.00	13.00	6.00	3.25
312 times..	35.00	15.00	10.00	5.00	3.00

**PACKAGE RATES**

100 Flashes, 15 seconds or less, per month..... 100.00

**SPECIAL FEATURES**

News Service—UPI.  
Time signal service, weather forecasts, etc., available on request.

**Participating Programs**  
"Clock Watcher"—7:15 a.m. to 8:30 a.m.  
"Dawn Patrol"—5:00 a.m. to 7:00 a.m. hillbilly & gospel.  
"Sundown Serenade"—5:45 p.m. to 6:15 p.m.

**POLITICAL**

Rates on request.

**TRANSCRIPTIONS**

Library Service—Associated, Standard.

**Closing Time**  
24 hours in advance of broadcast.  
Programs close one week in advance of broadcast.  
Talks, programs, continuities, etc., must be submitted at least one week in advance for review by program director.

**BENNETTSVILLE**

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

**WBSC**

(Established 1947)

Rates effective October 1, 1955.  
Rates received September 9, 1955.  
Owned and operated by Atlantic Coast Life Insurance Company.

**Personnel**  
General Manager—Neil Terrell.  
Program Director—Tommy Herndon.

**Representatives**  
Indie Sales, Inc.

**Mailing Instructions**  
Mailing address—P. O. Box 639, Bennettsville, S. C.  
Business Office and Studio—Hamlet Highway 38, Bennettsville, S. C.  
Transmitter—Bennettsville, S. C.

(This listing continued on next page)

**SOUTH CAROLINA**

**Bennettsville—W B S C—Continued**

**Wave—Power—Time**  
Operating power—10,000 watts days; 5,000 watts nights.  
Frequency—1550 kilocycles.  
Directional—nighttime only.  
Licensee to operate full time.  
Operates on Eastern Time.  
Operating schedule: 6:30 a.m. to 11:00 p.m.; Sundays 7:00 a.m. to 11:00 p.m.

**Agency Commission**  
15% to recognized agencies; no cash discount. No commission on talent. Invoices mailed 1st of month.  
**General Advertising**  
For combination rates see Mutual Broadcasting System.  
Programs and announcements cannot be combined to earn larger discount.  
Advertising of alcoholic beverages, other than beer and wine, not accepted.  
Contracts must be completed within one year, with not less than one unit scheduled per week. No contracts accepted for longer periods than one year. Contracts are not subject to cancellation on less than two weeks written notice. Cancelled contracts subject to short rate.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	65.00	39.00	26.00	13.00
13 times.....	61.75	37.05	24.70	12.35
26 times.....	55.25	33.15	22.10	11.05
104 times.....	52.00	31.20	20.80	10.40
156 times.....	48.75	29.25	19.50	9.75
260 times.....	45.50	27.30	18.20	9.10
312 times.....	42.25	25.35	16.90	8.45
520 times.....	39.00	23.40	15.60	7.80
750 times.....	35.75	21.45	14.30	7.15
1,000 times.....	32.50	19.50	13.00	6.50

**ANNOUNCEMENTS**

One minute or less:	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	8.00	260 times.....	5.60	
13 times.....	7.60	312 times.....	5.20	
26 times.....	7.20	520 times.....	4.80	
52 times.....	6.80	750 times.....	4.40	
104 times.....	6.40	1,000 times.....	4.00	
156 times.....	6.00			

**SPECIAL FEATURES**

14 hours of Negro Programming weekly.  
**TRANSCRIPTIONS**  
Off the air recordings per 15 minutes or less, 5.00.  
**Closing Time**  
Arrangements for broadcast should be made two weeks in advance. Talent, programs, announcements, talks close one week in advance. Recorded programs close two weeks in advance.

**BISHOPVILLE**

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

**WAGS**

(Established 1954)



Rates effective January 1, 1954. (Card No. 1.)  
Card received June 1, 1954.  
Owned and operated by the Lee County Broadcasting Co.

**Personnel**  
General Manager—John Martin.  
Program Director—Bill Fields.  
**Representatives**  
None.  
**Mailing Instructions**  
Business Office, Studio and Transmitter—P. O. Box 168, Bishopville, S. C., Hunter 4-5415.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1380 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operating schedule:  
**Agency Commission**  
15% to recognized agencies; no cash discount. Bills payable 10th of month following service.

**General Advertising**  
Affiliated with the Keystone Broadcasting System. ASCAP, BMI and SESAC licenses.  
Rates listed herein cover time costs only; other costs quoted on request. Programs and announcements cannot be combined to determine frequency discounts. Maximum length of contract is one year. Actual time of programs is 30 seconds less than time indicated. All periods subject to change on 14 days notice.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time....	45.00	27.00	18.00	12.00	9.00
13 times...	42.75	25.65	17.10	11.40	8.55
26 times...	40.50	24.30	16.20	10.80	8.10
52 times...	38.25	22.95	15.30	10.20	7.65
78 times...	36.00	21.60	14.40	9.60	7.20
104 times...	33.75	20.25	13.50	9.00	6.75
156 times...	31.50	18.90	12.60	8.40	6.30
260 times...	30.40	18.25	12.15	7.80	6.10
312 times...	29.25	17.55	11.70	7.20	5.85

**ANNOUNCEMENTS**

	1 tl.	13 tl.	26 tl.	52 tl.	78 tl.	104 tl.
1 minute....	3.00	2.75	2.50	2.25	2.00	1.75
1/2 minute....	2.00	1.85	1.70	1.55	1.40	1.25

**Combination Rates**

Sold in combination with WKDK, Newberry, S. C. and WBCU, Union, S. C.

**SPECIAL FEATURES**

News service—AP.  
Time Signal Service, weather forecast, etc., available on request.

**Participating Programs**

"Barnyard Capers," "Dinnerbell Jamboree," "WAGS Jamboree," "RED Bishopville," "Wake-Up and Sing," "Reminiscing Time," "1380 Special," "Music Coast to Coast" and "Supper Serenade."  
"1380 Special" with Jivemaster—2:30 p.m. to 3:45 p.m. Monday through Saturday, Negro program.

**TRANSCRIPTIONS**

Library Service—World.

**Closing Time**

Program material subject to station approval. Continuity and copy due for approval 24 hours prior to broadcast time.

**CAMDEN**

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

**WACA**

(Established 1948)

Rates effective February 1, 1952.  
Rates received February 1, 1952.  
Owned and operated by Radio Station WACA.

**Personnel**  
President—H. S. Bowden.  
General Manager—Tom Richards.  
Commercial Manager—C. Ballard.  
Program Director—A. A. Amodio.  
**Representatives**  
Continental Radio Sales.  
**Mailing Instructions**  
Business Office and Studio—Camden, S. C., tel. 80.  
Transmitter—U. S. Highway No. 1, Camden, S. C.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1590 kilocycles.  
Non-directional.  
Licensed to operate to local sunset.  
Operates on Eastern Time.  
Daylight Saving Time not observed.  
Operating schedule: Sundays 7:30 a.m. to 6:30 p.m.; week days 6:00 a.m. to 7:30 p.m.

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

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

**SPECIAL FEATURES**  
News Service—UPI. No extra charge.  
Baseball co-op programs—rates and details on request.  
**POLITICAL**  
One time rates apply. Cash in advance.  
**TRANSCRIPTIONS**  
Library Service—Thesaurus.  
**Closing Time**  
24 hours in advance of broadcast.

**CAYCE**

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

(Call letters not received)  
(C. P. 500 w; 620 kc. days)

Lexington County Broadcasters  
P. O. Box 656  
Lake City, S. C.

**CHARLESTON (5 AM; 2 FM)**

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

**WCSC**

(Established 1930)



Rates effective February 1, 1956.  
Rates received December 27, 1955.  
Owned and operated by John M. Rivers.

**Personnel**  
President—John M. Rivers.  
Manager—John B. Hearne.  
Promotion Manager—Annie Lee Small.  
Program Manager—Phil Sutterfield.  
**Representatives**  
Peters, Griffin, Woodward, Inc.  
**Mailing Instructions**  
Business Office and Studios—485 East Bay St., Charleston, S. C. Ra 2-7611.  
Transmitter—Five miles northwest off Orange Grove Road, Charleston, S. C.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—1390 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time on regional channel.  
Operates on Eastern Standard Time.  
Operating schedule: 6:00 a.m. to midnight week days; 6:00 a.m. to 1:00 a.m. Saturday; 7:30 a.m. to 12:00 midnight Sundays.

**F M Facilities**  
Effective radiated power—36,000 watts.  
Frequency—96.9 megacycles.  
Antenna height—372 feet above average terrain.  
Operates on Eastern Standard Time.

**Agency Commission**  
15% to recognized agencies on time and talent, so noted; no cash discount. All bills rendered monthly; payable in 10 days.

**General Advertising**  
For combination rates see CBS Radio Network South eastern Group).  
Rates are guaranteed for 6 months.  
FM operated in conjunction with AM, duplicating, in most cases AM programs.  
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 hard liquors unacceptable. Beer and wine advertising accepted. All copy subject to station approval.  
—Day and Evening—

Length of commercial copy:	Program	News
5 minutes.....	1:45 min.	1:20 min.
10 minutes.....	2:00 min.	1:45 min.
15 minutes.....	2:30 min.	2:15 min.
25 minutes.....	2:45 min.	
30 minutes.....	3:00 min.	
60 minutes.....	6:00 min.	

**CLASS "A"**

	6:31 a.m. to 9:00 a.m.						
	1	26	52	156	260	520	1000
	tl.	tl.	tl.	tl.	tl.	tl.	tl.
1 minute.....	10.00	9.50	9.00	8.50	8.00	7.50	7.00
Sta. break..	7.50	7.20	6.70	6.20	6.00	5.70	5.20

**CLASS "B"**

	(All other times)							
1 hour.....	60.00	57.00	54.00	51.00	48.00	45.00	42.00	
1/2 hour.....	36.00	34.20	32.40	30.60	28.80	27.00	25.20	
1/4 hour.....	24.00	22.80	21.60	20.40	19.20	18.00	16.80	
5 minutes.....	15.00	14.20	13.50	12.70	12.00	11.20	10.50	
1 minute.....	8.00	7.60	7.20	6.80	6.40	6.00	5.60	
Sta. break..	6.00	5.70	5.40	5.10	4.80	4.50	4.20	

**SATURATION ANNOUNCEMENTS**

Per week:	1 min.	(*)
6-11 times.....	6.00	4.50
21-29 times.....	4.40	3.30
30 or more.....	4.40	3.30

(\* Station break.  
Announcements in non-package periods can apply to earn package discounts, but announcements at package rates cannot be combined with announcements at regular card rates to earn greater frequency discounts.  
The tables show rates after deductions of all applicable discounts. Announcements and program periods may not be combined for discount purposes. The advertiser may combine 2 or more 15-minute programs in the same time classification, but not scheduled contiguously, to earn the 1/2-hour rate. 5-minute and 10-minute programs cannot be so scheduled or combined.  
After first year, advertiser may continue at the same discount until schedule is reduced or interrupted. This schedule is not subject to short rate. The advertiser who avails himself of this continuing discount policy must begin a new contract period for quantity discount purposes when he reduces or resumes his schedule.

**SPECIAL FEATURES**

News Service—UPI. Rates on request. Subject to agency commission.  
**Foreign Language Programs**  
Available under certain conditions. Rates on request.  
**POLITICAL**  
Accepted at card rates. Script requested 24 hours in advance. Recording facilities available, disc or tape, 15 minutes 5.00; 30 minutes, or fractional part thereof, 10.00. When possible, news programs announce times of political talks at no extra charge.

**RELIGIOUS PROGRAMS**

Accepted in limited numbers, subject to station approval.

**TRANSCRIPTIONS**

Library Service—World.  
Instantaneous reference recordings: Reasonable request for air checks will be honored without charge.  
Others available, per 1/4 hour, 5.00.

**Closing Time**  
Program material and advertising copy should be in hands of station 48 hours in advance of starting date.

**WHAN**

(Established 1946)

Rates effective ————  
Rates received April 23, 1958.  
Owned and operated by the Charleston Broadcasting Company.

**Personnel**  
Owner & Gen'l Mgr.—Harry C. Weaver.  
Commercial Manager—William P. Birchfield.  
**Representatives**  
Thomas F. Clark Company, Inc.

**Mailing Instructions**  
Business Office and Studio—152 Market St., P. O. Box 183, Charleston, S. C. Raymond 3-1643.  
Transmitter—King Street Extension, North Charleston, S. C.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1340 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:55 a.m. to 12:45 a.m. daily.

**Agency Commission**  
15% to recognized agencies; no cash discount. Bills payable tenth of month following service.  
**General Advertising**  
For combination rates see ABC Radio and Mutual Broadcasting System.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	44.00	30.00	20.00	10.00	3.40
26 times...	42.75	28.75	18.75	9.75	3.25
52 times...	41.50	27.50	17.50	9.50	3.10
104 times...	39.00	25.00	15.00	9.00	2.95
156 times...	34.00	22.50	13.75	8.00	2.80
260 times...	29.00	20.00	12.50	7.00	2.65
312 times...	24.50	17.00	11.25	6.00	2.50
520 times...	20.00	14.00	10.00	5.00	2.35

(\* One minute or less.  
Guaranteed times—Additional 15% to above rates.

**SPECIAL FEATURES**

News Service—UPI and local news. Rates on request. Subject to Agency Commission.

**Participating Programs**

"Musical Clock" with Ray Thomas—5:55 a.m. to 8:55 a.m. Monday through Saturday. Regular rates apply.  
"Talk of the Town" with Mrs. Pat Boehm and Buck Clayton—1:00 p.m. to 2:55 p.m. Monday through Friday. Talent charge per spot, 1.00 in addition to regular rates.  
"All Request Show" with Marion McGrath—3:00 p.m. to 4:55 p.m. Monday through Friday. Talent charge per spot, 1.00 in addition to regular rates.  
"Night Beat" with Steve Lindberg—7:35 p.m. to 8:55 p.m. Monday through Friday. Talent charge per spot, 1.00 in addition to regular rates.  
"Of The Record" with Buck Clayton—9:00 a.m. to 10:55 a.m. Saturday. Talent charge per spot, 1.00 in addition to regular rates.

(This listing continued on next page)

**Charleston—W H A N—Continued**

**POLITICAL**  
Regular rates apply, payable in advance. Script requested 24 hours in advance. Recording facilities available, disc or tape: 1/4 hour, 5.00; 1/2 hour or less 10.00. Newscasts utilized for announcements of political broadcasts, no extra charge.

**RELIGIOUS PROGRAMS**  
Accepted by station, subject to approval of management. Regular rates apply.

**Closing Time**  
Program material and advertising copy should be in station's hands 48 hours in advance of starting date.

**WPAL**  
(Established 1947)  
**Independent Negro**

**A Speldel-Fisher Station**  
Rates effective January 1, 1957.  
Rates received December 11, 1956.  
Revision received March 4, 1957.  
Owned and operated by Speldel-Fisher Broadcasting Corp.

**Personnel**  
President—Joe Speldel, III.  
Manager—Bob Chrystle.

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

**Mailing Instructions**  
Business Office and Studio—Edgewater Park Rd., St. Andrews Parish, Charleston, S. C., South 6-5584.  
Transmitter—Edgewater Park Rd., St. Andrews Parish, S. C.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—730 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Operating schedule: Sunrise to sunset daily.

**Agency Commission**  
15% to recognized agencies on time and talent charges.

**General Advertising**  
For combination rates see Speldel-Fisher Broadcasting Group.  
Rates include music copyright fees. Advertising of hard liquors not accepted. Station operates on "continuing discount" and on "contiguous rate" basis. BMI, SESAC and ASCAP licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	(*)
1 tl.	60.00	37.00	24.00	17.50	9.00	7.50
13 tl.	58.00	35.50	22.80	16.35	8.65	7.15
20 tl.	56.00	34.00	21.50	15.20	8.30	6.80
52 tl.	54.00	32.50	20.20	14.05	7.95	6.45
104 tl.	52.00	31.00	18.90	12.90	7.60	6.10
156 tl.	50.00	29.50	17.60	11.75	7.20	5.75
260 tl.	47.00	28.00	16.30	10.60	6.80	5.40
500 tl.	44.00	26.50	15.00	9.45	6.40	5.00

(\*) Station break.

**SATURATION ANNOUNCEMENT PLAN**  
One minute or less (discounts for consecutive weeks):

	1-6	7-12	12-25	26-51	52
	wks.	wks.	wks.	wks.	wks.
12 times..	78.00	72.00	69.00	66.00	63.00
18 times..	112.50	103.50	99.00	94.50	90.00
24 times..	144.00	132.00	126.00	120.00	114.00
30 times..	172.50	157.50	150.00	142.50	135.00
50 times..	275.00	250.00	237.50	225.00	212.50

**DISCOUNTS**  
Advertisers using WPAL, Charleston and WOIC, Columbia earn the following discount: 5%.

**SPECIAL FEATURES**  
Entire schedule, Negro market.  
"Journey with Joiner"—Part I with Elder David Joiner—6:00 a.m. to 8:00 a.m., gospel music.  
"In The Garden" with Emmett Lampkin—8:00 a.m. to 9:30 a.m., gospel music and poetry.  
"Journey With Joiner", Part II, with Elder David Joiner—10:00 a.m. to 11:30 a.m.  
"Blues n' Boogie" with Bob Nichols—2:00 p.m. to 5:00 p.m., rhythm and blues.  
"In The Garden Vespers" with Emmett Lampkin—5:00 p.m. to sign-off.  
"Isle of Somewhere" with Emmett Lampkin—8:00 a.m. to 9:30 a.m. Saturdays only.  
"Jive Parade" with Bob Nichols—10:00 a.m. to 2:00 p.m., Saturdays only; DJ show.  
"Harlemoods" with Bob Nichols—3:00 p.m. to 4:30 p.m. Sundays; pop music.  
All shows listed are participations at regular rates.

**Closing Time**  
Program material and advertising copy should be in station's hands 24 hours prior to broadcast time.

**WQSN**  
(Established 1948)  
**RAB**

Rates effective November 1, 1958.  
Rates received September 12, 1958.  
Owned and operated by Low Country Broadcasting Co.

**Personnel**  
President—Sol Panitz.  
Vice-Pres. — Dir. of Nat'l Sales—Barry Winlon.  
Gen'l & Com'l Mgr.—E. Harold Keown.

**Representatives**  
Radio-TV Representatives, Inc.

**Mailing Instructions**  
Business Office and Studio—42 10th Ave., P. O. Box 891, Charleston, S. C., Ra 2-2652.  
Transmitter—42 10th Ave., Charleston, S. C.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Operating schedule: 24 hours daily.

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

**General Advertising**  
Announcements and programs cannot be combined to determine frequency discount.  
ASCAP, BMI and SESAC licenses.  
Rates include music copyright fees.  
Beer and wine advertising accepted.  
Rates are guaranteed for 6 months from the beginning of the contract or 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.  
Cash in advance. Regular rates apply.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time....	50.00	35.00	20.00	17.50	15.00
26 times..	48.00	33.25	19.25	17.00	14.50
52 times..	46.00	31.50	18.50	16.50	14.00
104 times..	44.00	29.75	17.75	16.00	13.50
156 times..	42.00	28.00	17.00	15.50	13.00
200 times..	40.00	20.25	10.25	15.00	12.50

**ANNOUNCEMENTS**

	1 min.	20 sec.	1 min.	20 sec.
1 time....	8.00	6.00	260 times..	6.00 4.50
26 times..	7.60	5.70	312 times..	5.00 4.20
52 times..	7.20	5.40	364 times..	5.20 3.90
104 times..	6.80	5.10	520 times..	4.80 3.60
150 times..	6.40	4.80	1040 times..	4.40 3.30

**SPECIAL FEATURES**  
News Service—UPI and local. Rates on request. 24-hour weather, temperature and time service; rates on request.  
17 consecutive hours of music and news on Sunday.

**Participating Programs**  
"All Nite Serenade"—6 announcements, 1 per hour, 6 nights per week (excluding Sunday), 42.00. Participations on exclusive basis. Only 1 of each type product or service accepted.  
"Herb Fielding Show"—6:00 a.m. to 9:00 a.m. and 8:30 p.m. to 10:00 p.m. Monday through Friday.  
"Dub Phillips Show"—9:00 a.m. to 12:30 p.m. and 3:30 p.m. to 6:00 p.m. Monday through Friday.  
"Matinee"—12:30 p.m. to 3:30 p.m. Monday through Friday.  
"Variations with Jim Rourke"—6:00 p.m. to 8:30 p.m. Monday through Friday.  
"Sunny's Drive-In Remote"—10:00 p.m. to midnight Monday through Friday.  
"All Night Serenade"—Monday through Sunday.  
"Hit Parade"—12:30 p.m. to 7:00 p.m. Saturday.  
"Big Show"—8:00 a.m. to 10:00 p.m. Sunday.

**POLITICAL**  
Cash in advance.  
Closing Time  
Political copy must be submitted 24 hours in advance.

**WTMA**  
(Established 1939)  
**NBC Affiliate**  
**RAB**

Rates effective September 1, 1958. (Card No. 12.)  
Card received July 31, 1958.  
Owned and operated by The Atlantic Coast Broadcasting Corp. of Charleston.

**Personnel**  
Pres. & Gen'l Mgr.—Charles E. Smith.  
Station Manager—Ralph Shade.  
Program Director—Bill Walton.

**Representatives**  
George P. Hollingbery Co.

**Mailing Instructions**  
Business Office and Studio—133 Church St., Charleston, S. C.  
Transmitter—St. Andrew's Parish, Charleston, S. C.

**Wave—Power—Time**  
Operating power—5,000 watts days; 1,000 watts nights.  
Frequency—1250 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Eastern Time.  
Operating schedule: Sundays 7:30 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

**F M Facilities**  
Effective radiated power—15,000 watts.  
Frequency—95.1 megacycles on channel 236.  
Antenna height—432 feet above average terrain.

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

**General Advertising**  
For combination rates see NBC Radio Network. Accepts AAAA copyrighted contract.  
All programs and announcements are broadcast simultaneously over AM and FM at no extra charge. The following rates are for national advertising. Station breaks limited to 35 words live; 20 seconds transcribed. Announcements limited to 125 words live; one minute transcribed.  
Announcements at station breaks adjacent to higher classifications are charged the rate of higher classification.  
The position of announcements between programs is not guaranteed in relation to adjacent programs and station management will not be required to notify advertisers of any changes in adjacent programs. Advertiser is protected from a rate increase on these rates on continuing schedules for 6 months from date of the next card.  
"Continuing Discounts"—Advertisers who have completed 1 year of uninterrupted program or announcement schedules and who continue this schedule for 1 or more additional weeks will be allowed the same rate. In the event of any reduction in schedule, the rate which the schedule, projected for 52 weeks, would earn will be allowed.

	1 hr.	1/2 hr.	10 min.	5 min.
1 time....	55.00	33.00	22.00	18.50
13 times..	52.25	31.25	20.90	15.67
26 times..	49.50	29.70	19.18	14.85
52 times..	46.75	28.05	18.70	14.02
104 times..	44.00	26.40	17.60	13.20
156 times..	41.25	24.75	16.50	12.37
312 times..	38.50	23.10	15.40	11.55

No contiguous rate. Longer program rates on request.

**SOUTH CAROLINA**

**Program Strip Rates**  
(9:30 a.m. to 6:30 a.m.)

Per week:  
5 times..... 69.00 51.00 42.00  
No further discounts. Above rates for time only.

**ANNOUNCEMENTS**  
**CLASS "AA"**  
(6:30 a.m. to 9:30 a.m. Monday through Saturday)

1 time.....	9.00	4.50
156 times.....	8.00	.....

**CLASS "A"**  
(9:00 a.m. to 8:00 p.m. Monday through Friday)

1 time.....	9.00	4.50
52 times.....	8.50	4.25
104 times.....	8.00	4.00
156 times.....	7.50	3.75
260 times.....	7.00	3.50
520 times.....	6.50	3.25

**CLASS "B"**  
(8:00 p.m. to sign-off Monday through Friday; all day Saturday after 9:00 a.m.; all day Sunday)

1 time.....	7.50	4.00
52 times.....	7.25	3.75
104 times.....	6.75	3.50
156 times.....	6.25	3.25
260 times.....	5.75	3.00
520 times.....	5.25	2.75

(\*) Minute or 30 second, Fixed position.  
(†) 10-second ID's, Fixed position.

**FREQUENCY IMPACT PLANS**  
(9:30 a.m. to 6:30 a.m.)

Minutes or 30-seconds: Each Per week

5 per week.....	6.00	30.00
10 per week.....	5.20	52.00
20 per week.....	4.75	95.00
30 per week.....	4.50	135.00

Class "AA" (6:30 a.m. to 9:30 a.m.) may be included at rate of 9.00 each.  
(9:30 a.m. to 6:30 a.m.)

10-second ID's:

5 per week.....	3.50	17.50
10 per week.....	3.25	32.50
20 per week.....	3.00	60.00

Class "AA" (6:30 a.m. to 9:30 a.m.) may be included at rate of 4.50 each.  
Frequency impact plans apply only on single products. All announcements for the same advertiser are combinable for frequency during an advertiser's contractual year, except ID's.

**SPECIAL FEATURES**  
News Service—AP. News rates on request.  
Talent—arrangements for all types of talent.  
Merchandising—complete merchandising service, including mailings, in store sales aids, market surveys available. Details of these plans on request.

**Participating Programs**  
"Nancy Rutledge's Homemakers Show"—Per participation, 7.00 for the first 26 weeks; 6.00 for the second 26 weeks. An advertiser completing 52 weeks will receive 1.00 rebate for each participation used during the first 26 weeks.  
"Tempo"—6:00 a.m. to 10:00 a.m. and noon to 7:00 p.m.  
"Top 50"—8:20 p.m. to 10:30 p.m. Monday through Friday, Saturday and Sunday participations available in NBC Monitor.

**POLITICAL PROGRAMS**  
Cash in advance. Copy must be submitted 24 hours in advance; no political time injecting new issues accepted within 24 hours of election. Regular rates apply.

**CHERAW**

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

**WCRE**  
(Established 1953)

Rates effective May 1, 1958.  
Rates received April 23, 1958.  
Owned and operated by Radio Cheraw.

**Personnel**  
Pres. & Gen'l Mgr.—Ben Akerman.  
Program Director—Henly McElveen.

**Representatives**  
Hil F. Best Company.  
Southern—Dora Clayton Agency, Inc.

**Mailing Instructions**  
Business Office and Studio—U. S. Highway 1, P. O. Box 631, Cheraw, S. C., telephone 7887.  
Transmitter—U. S. Highway 1, Cheraw, S. C.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1420 kilocycles.  
Non-directional.  
Licensed to operate to local sunset.  
Operates on Eastern 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 each month; payable on or before the 10th.

**General Advertising**  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Rates are for national and local.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	100 wds.
1 time....	55.00	33.00	22.00	18.50	11.00	5.00
13 times..	52.25	31.25	20.90	15.67	10.45	4.75
26 times..	49.50	29.70	19.18	14.85	9.90	4.50
52 times..	46.75	28.05	18.70	14.02	9.35	4.25
104 times..	44.00	26.40	17.60	13.20	8.80	4.00
156 times..	41.25	24.75	16.50	12.37	8.25	3.75
312 times..	38.50	23.10	15.40	11.55	7.70	3.50

**SPECIAL FEATURES**  
News Service—UPI and local news. No extra charge.

**POLITICAL**  
One time rate applies; payable in advance.

**Closing Time**  
Seven days in advance of broadcast.



# SOUTH CAROLINA

## CHESTER

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

### WGCD

(Established 1948)



Rates effective September 1, 1953. (Card No. 2.)  
Card received September 8, 1953.  
Owned and operated by the Dispatch Publishing Company.

#### Personnel

President—Charles Sink.  
General Manager—John T. Cashion.  
Sec'y. & Treas.—Joe S. Sink.

#### Representatives

Continental Radio Sales.  
Southeastern—Harry J. Cannon.

#### Mailing Instructions

Business Office and Studio—P. O. Box 302, Harris St., Chester, S. C. Phone 2171.  
Transmitter—Harris St., Chester, S. C.

#### Wave—Power—Time

Operating power—250 watts.  
Frequency—1490 kilocycles.  
Non-directional.

Licensed to operate full time.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to 12:00 midnight.

#### Agency Commission

15% to recognized agencies on station time only; no cash discount. Invoices and affidavits rendered monthly; due and payable 15th of month following service.

#### General Advertising

Rates include music copyright fees.  
BMI, ASCAP, and SESAC licenses.  
Maximum contract 52 consecutive weeks.  
Rate to which on advertiser is entitled is determined by total number of broadcasts used within one year from date of initial broadcast. Continuing discounts are not allowed. Failure to use the required number of broadcasts to earn the rate paid by the advertiser will incur a charge for the differential between the rate actually earned and the rate paid. Announcements cannot be considered when determining the rate applicable to programs (five minutes or longer) or vice versa.

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.	Ann.
1 time...	40.00	25.00	17.00	8.00	4.50
13 times..	38.00	23.75	16.00	7.60	4.30
26 times..	36.00	22.50	15.00	7.20	4.10
52 times..	34.00	21.25	14.00	6.80	3.90
104 times..	32.00	20.00	13.00	6.40	3.70
156 times..	30.00	18.75	12.00	6.00	3.50
260 times..	28.00	17.50	11.00	5.60	3.30
312 times..	26.00	16.25	10.00	5.20	3.00

#### POLITICAL

Commercial political announcements and programs accepted from legally qualified candidates at regular one time rates. Payable in advance.

#### TRANSCRIPTIONS

Library Service—Sesac.

#### Closing Time

Broadcast copy and program material must be received by station 3 days in advance of broadcast date.

## CLINTON

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

### WLBG

City of license, Laurens, S. C.  
Studios—Utopia Building, Clinton, S. C., telephone 1486.

See listing under Laurens, S. C.

### WPCC

(Established 1957)

Rates effective —. (Card No. 1.)  
Card received April 28, 1958.  
Owned and operated by Radio Station WPCC, Inc.

#### Personnel

President—J. D. Brinkley.  
Gen'l & Sta. Mgr.—Ted Prevatte.  
Commercial Manager—J. E. Furr.

#### Representatives

None.

#### Mailing Instructions

Business Office and Studio—P. O. Box 565, Clinton, S. C. Phones 1410-1411.  
Transmitter—2 miles from Square, Clinton, S. C.

#### Wave—Power—Time

Operating power—500 watts days.  
Frequency—1410 kilocycles.  
Nondirectional.

Operates on Eastern Standard Time.  
Operating schedule: 5:00 a.m. to local sunset.

#### Agency Commission

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

#### General Advertising

Affiliated with Keystone Network.  
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.
1 time...	39.00	24.00	16.00	7.00	5.00
13 times..	37.50	23.50	15.75	6.75	4.85
26 times..	36.00	23.00	15.50	6.50	4.70
52 times..	34.00	22.50	15.25	6.25	4.55
104 times..	32.50	22.00	15.00	6.00	4.40
156 times..	31.00	21.50	14.75	5.75	4.25
260 times..	30.00	21.00	14.50	5.50	4.10
312 times..	29.00	20.50	14.25	5.25	3.95

#### PACKAGE SATURATION RATES

100 spots to be run in 1 month..... 300.00  
100 spots to be run in 2 weeks..... 250.00

# 1 of 14,000



## who responded to a WIS invitation

In six days more than 14,000 South Carolinians (all ages) came to visit the WIS Radio booth at the State Fair. This feature had been promoted by —

## WIS ALONE

These visitors met the top WIS personalities whose voices they know so well . . . and went away even better friends than before. Give your sales message the added impact of WIS prestige and showmanship and the backing of superior merchandising and promotion. Call your PGW Colonel.



G. Richard Shafto, Executive Vice-Pres.  
W. Frank Harden, Managing Director



PETERS, GRIFFIN  
WOODWARD, INC.

Exclusive National Representatives

Combination Rates  
Sold in combination with WGGC, Belmont, N. C., and WEGO, Concord, N. C. Rates on request.

SPECIAL FEATURES  
News Service—AP and local. News service charge, per week, \$7.75.

Participating Programs  
Details on request.

POLITICAL  
1-time rates apply; cash in advance.

## COLUMBIA (5 AM; 1 FM)

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

### WCOS

(Established 1939)

Rates effective May 1, 1955.  
Rates received March 31, 1955.  
Rev. (Saturation Plans) rec'd. August 9, 1957.  
Owned and operated by Radio Columbia, Inc.

#### Personnel

President & Gen'l Mgr.—George H. Buck, Jr.  
Sales Manager—David M. Campbell.

#### Representatives

Headley-Reed Company.

#### Mailing Instructions

Business Office and Studio—Cornell Arms Bldg., P. O. Box 748, Columbia, S. C., Alpine 2-2177.  
TWX 7074.

Transmitter—Edgewood Road, Columbia, S. C.

#### Wave—Power—Time

Operating power—250 watts.  
Frequency—1400 kilocycles.

Non-directional.

Operates on Eastern Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to 12:05 a.m.

#### F M Facilities

Effective radiated power—5,300 watts.  
Frequency—97.9 megacycles.

#### Agency Commission

Agency commission 15% to recognized advertising agencies on net station charges. No cash discount. Bills payable tenth of month following service.

#### General Advertising

For combination rates see ABC Radio, Inc. (Southeastern Group).  
Also affiliated with Central South Carolina Network. Accepts AAAA copyrighted contract.  
Maximum length of contract one year.  
Actual time of programs 30 seconds less than indicated.

Programs and announcements are not combined in determining frequency discounts.

#### CLASS "A" and "B"

	(6:59 a.m. to 10:00 p.m.)				
	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time...	60.00	36.00	20.00	12.50	6.00
26 times..	57.00	34.20	19.00	11.88	5.50
52 times..	54.00	32.40	18.00	11.25	5.25
104 times..	51.00	30.60	17.00	10.63	5.00
156 times..	48.00	28.80	16.00	10.00	4.50
260 times..	45.00	27.00	15.00	9.38	4.30

#### CLASS "C"

	(10:00 p.m. to 6:59 a.m.)				
	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time...	60.00	36.00	20.00	12.50	6.00
26 times..	57.00	34.20	19.00	11.88	5.50
52 times..	54.00	32.40	18.00	11.25	5.25
104 times..	51.00	30.60	17.00	10.63	5.00
156 times..	48.00	28.80	16.00	10.00	4.50
260 times..	45.00	27.00	15.00	9.38	4.30

30% discount from above rates.  
Package Rates  
500 announcements, run-of-schedule..... 3.85  
1,000 announcements, run-of-schedule..... 3.50  
Weekly Saturation Plan

Per week:  
6 times, each..... 4.25 15 times, each..... 3.50  
10 times, each..... 4.00 20 times, each..... 3.00

#### SPECIAL FEATURES

News Service—AP.  
TRANSCRIPTIONS  
Library Service—World.  
Closing Time  
Continuity and copy due for approval 24 hours prior to broadcast time.

## WIS

(Established 1930)

## NBC Affiliate



Rates effective April 1, 1958. (Card No. 15.)  
Card received March 28, 1958.  
Owned and operated by Broadcasting Company of the South.

#### Personnel

General Manager—G. Richard Shafto.  
Managing Director—W. Frank Harden.  
Program Director—John E. Wrisley.

#### Representatives

Peters, Griffin, Woodward, Inc.

#### Mailing Instructions

Business Office and Studio—1111 Bull Street, Columbia, S. C., Alpine 3-6431.  
Transmitter—Bluff Rd., 4 miles south of Columbia.

#### Wave—Power—Time

Operating power—5,000 watts.  
Frequency—560 kilocycles.  
Directional—nighttime only.

Licensed to operate full time on regional channel.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: Sundays 7:00 a.m. to 10:05 p.m.; week days 5:45 a.m. to 10:05 p.m.

#### Agency Commission

15% to recognized advertising agencies on station time and specified talent charges; no cash discount. Invoices rendered monthly. Due and payable 15th of month following service.

#### General Advertising

For combination rates see NBC Radio Network.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Advertising of beer and light wines acceptable.  
Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.

(This listing continued on next page)

**Columbia-WIS-Continued**

The rate to which an advertiser is entitled is determined by the number of broadcasts used within one year from the date of initial broadcast, or each anniversary thereof. Failure to use the required number of broadcasts to earn the rate paid by the advertiser will incur a charge for the differential between the rate actually earned and the rate paid. Announcements cannot be considered when determining the rate applicable to programs (5 minutes or longer) or vice versa. Program time applies in excess of one minute.

After the first year advertiser may continue at the same discount and rate until schedule is reduced or interrupted or a revision of stations rates occurs. The advertiser who avails himself of this continuing discount policy must begin a new contract period for quantity discount purposes when he reduces or resumes his schedule.

In the event of revision of station rates or discounts, any continuous broadcasts under the advertiser's contract may be extended at the rates and discounts herein shown without penalty of short rate or loss of discounts on previous broadcasts for a period of not more than 26 weeks from the effective date of such revision. Contract accepted 30 days prior to start of schedule. Maximum contract 52 consecutive weeks. All program matter and advertising copy subject to station approval.

Non-contiguous programs may not be combined to secure larger time segment rate. Rates shown after deduction of all applicable discounts.

5 minute programs.....	1:15 min.
10 minute programs.....	2:10 min.
15 minute programs.....	3:00 min.
30 minute programs.....	4:15 min.
60 minute programs.....	7:00 min.

**MORNING CLASS "AA"**

(6:59 a.m. to 9:01 a.m. Monday through Friday)				
5 min. (*)	5 min. (*)			
1 time.....	20.00	16.00	260 times 16.00	12.80
26 times.....	19.00	15.20	520 times 15.00	12.00
52 times.....	18.00	14.40	1000 times 14.00	11.20
156 times.....	17.00	13.60		

(\*) One minute or less.

**DAYTIME CLASS "A"**

(9:01 a.m. to 7:30 p.m. Monday through Friday; 6:59 a.m. to 7:30 p.m. Saturday and Sunday)				
1/4 hr.	5 min.	1 min.	(†)	
1 time.....	32.00	20.00	14.00	10.00
26 times.....	30.40	19.00	13.30	9.50
52 times.....	28.80	18.00	12.60	9.00
156 times.....	27.20	17.00	11.90	8.50
260 times.....	25.60	16.00	11.20	8.00
520 times.....	24.00	15.00	10.50	7.50
1,000 times.....	22.40	14.00	9.80	7.00

**NIGHTTIME AND EARLY MORNING**

**CLASS "B"—EVERYDAY**  
NOTE: No 20-second rates available from sign-on to 6:59 a.m.

(7:30 p.m. to 6:59 a.m.)				
1 time.....	20.00	14.00	9.00	8.00
26 times.....	19.00	13.30	8.55	7.60
52 times.....	18.00	12.60	8.10	7.20
156 times.....	17.00	11.90	7.65	6.80
260 times.....	16.00	11.20	7.20	6.40
520 times.....	15.00	10.50	6.75	6.00
1,000 times.....	14.00	9.80	6.30	5.60

(†) 20 seconds.  
Rates for longer periods on request.

**MINUTE SATURATION PLAN**

(Fixed position but not guaranteed)  
Available Class "A" and "B" time only:

<b>CLASS "A"</b>		<b>CLASS "B"</b>	
12 per week.....	126.00	12 per week.....	81.00
21 per week.....	205.80	21 per week.....	132.30

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 rate to earn greater frequency discounts.

**SPECIAL FEATURES**

News Service—AP and local. Mobile unit available. 5-minute news on the hour every hour. 5-minute rate applies plus 25% news charge.	
Morning Farm Features with Bob Bailey—daily, 4-minute segments within 6:00 a.m. to 7:00 a.m. block.	
3 segments per week.....	37.50
6 segments per week.....	68.50
Market Reports with Spencer Walker—4-minute feature in noon to 12:15 p.m. block Monday through Friday.	
3 features per week.....	50.00
5 features per week.....	78.00
Voice of Clemson—4 minutes in 12:35 p.m. to 1:00 p.m. block Monday through Friday. Direct from Clemson Agricultural State College.	
3 times per week.....	50.00
5 times per week.....	78.00
Sports Headlines—2-minute features in 4:00 p.m. to 5:00 p.m., 5:00 p.m. to 6:00 p.m. or 6:00 p.m. to 7:00 p.m. block Monday through Friday.	
3 times per week.....	45.00
6 times per week.....	84.00
Financial News—4-minute block, 7:10 p.m. to 7:30 p.m. Monday through Friday. Dow-Jones wire.	
3 times per week.....	52.50
5 times per week.....	80.00
WIS "Gal on the Go" with Audrey Hunt—5-minute reports Monday through Friday within key program blocks. Applicable 1-minute rate plus 2.00 premium.	
Weatherwatch—2-minute weather summary on the half-hour every hour, 9:00 a.m. through 7:30 p.m. Monday through Friday. Available in schedules of 10 per week. Advertiser may sponsor as many schedules as are available. Sponsor ID and 20-second commercial copy.	
1-6 weeks, per week.....	95.00
7-16 weeks, per week.....	90.00
17-26 weeks, per week.....	85.00
27-52 weeks, per week.....	80.00

**Participating Programs**

Regular rates apply.  
"WIS Morning Show"—5:45 a.m. to 9:00 a.m. Monday through Saturday.  
"Bandstand with Fesperman"—12:05 p.m. to 1:00 p.m. Monday through Friday.  
"Mackie Quave Show" with Mackie Quave—9:05 a.m. to noon and 11:30 a.m. to 1:00 p.m. Monday through Friday.  
"Soundtrack" with Bill Curry—1:05 p.m. to 4:00 p.m. Monday through Friday.  
"Push Button One" with John Wrisley—4:05 p.m. to 7:30 p.m. Monday through Friday.  
"Nocturne"—9:05 p.m. to 10:00 p.m.  
"Sunday Showcase"—7:00 a.m. to 2:00 p.m. Sunday. Music, news, weather and other features.

**RELIGIOUS**

Religious programs substantially intended for fund raising not acceptable. Details on request.

**POLITICAL**

Commercial political announcements and programs accepted from legally qualified candidates at regular station rates, payable in advance.

**TRANSCRIPTIONS**

Library Service—Thesaurus. Rates on request.

**Closing Time**

Broadcast copy and program material must be received by station three days in advance of broadcast date. Political copy of all material to be broadcast must be submitted to station 24 hours before broadcast.

**WMSC**

(Established 1945)

Rates effective February 1, 1958.  
Rates received February 14, 1958.  
Owned and operated by WMSC Itadio Corporation.

**Personnel**

General Manager—C. Wallace Martin.  
Program Director—Gray Olive.  
New Director—Paul Crouch.  
Promotion Manager—Andy Scott.

**Representatives**

Hi-it Representatives, Inc.  
Southeast—James S. Ayers.

**Mailing Instructions**

Business Office and Studio—1127 Lady St., Columbia S. C., telephone 2-8559.  
Transmitter—Lexington County, S. C.

**Wave—Power—Time**

Operating power—1,000 watts.  
Frequency—1320 kilocycles.  
Directional—nighttime only.

Operates on Eastern Time.  
Operating schedule: 6:00 a.m. to 1:00 a.m. Monday through Saturday; 6:55 a.m. to 12:05 a.m. Sunday.

**Agency Commission**

Approved accounts are billed monthly and are payable 15th of month following services. No cash discount.

**General Advertising**

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Announcements and programs cannot be combined to determine frequency discount.  
Advertising of alcoholic beverages other than beer and wine not accepted.  
Frequency discounts are based upon total number of programs or announcements actually broadcast within one year from the date of initial broadcast, or each anniversary thereof.  
Failure to use the contracted number of broadcasts will oblige the advertiser to pay the rate actually earned for all broadcasts.  
Advertisers basically using programs may purchase announcements at discount equivalent to earned program frequency discount.

**CLASS "A"**

(7:00 a.m. to 8:00 p.m. daily)				
1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	40.00	24.00	16.00	8.00
13 times.....	38.00	23.00	15.50	7.75
26 times.....	36.00	22.00	15.00	7.50
52 times.....	34.00	21.00	14.00	7.00
100 times.....	32.00	20.00	13.00	6.50
260 times.....	30.00	19.00	12.00	6.00
500 times.....	28.00	18.00	11.00	5.50
1000 times.....	26.00	17.00	10.00	5.00

**CLASS "B"**

(8:00 p.m. to 7:00 a.m. daily)				
1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	30.00	20.00	12.00	6.50
13 times.....	29.00	19.00	11.50	6.25
26 times.....	27.00	18.00	11.00	6.00
52 times.....	26.00	17.00	10.50	5.75
100 times.....	24.00	16.00	10.00	5.50
260 times.....	22.00	15.00	9.50	5.25
500 times.....	20.00	14.00	9.00	5.00
1000 times.....	18.00	13.00	8.50	4.75

(\*) Announcements, one minute or less.  
Quickies, 10 seconds or less, at one-half the earned announcement rate, may be combined with other announcements to earn lower rates.

**ANNOUNCEMENTS**

The announcement rate applies to all announcements up to one minute in length and includes those scheduled in participating programs or at station breaks. Station breaks limited to 40 words live; 20 seconds transcribed. Others limited to one minute live or transcribed.

Announcements limited to 15 words live or eight seconds transcribed are quoted at one-half the regular announcement rate for like time and frequency. Announcements may be combined to earn a lower rate.

**SATURATION SCHEDULE**

	10 sec.	20 sec.	1 min.
10 times per week.....	20.00	27.50	40.00
20 times per week.....	37.50	50.00	75.00
30 times per week.....	52.50	72.00	105.00

Any combination of minutes, 20-second station breaks and/or 10-second quickies may be combined to earn Saturation rates.

**SOUTH CAROLINA**

**SPECIAL FEATURES**

News Service—UPI.  
"Paul Crouch Reports"—6:00 p.m. to 6:10 p.m. Monday through Friday. Local and world news.  
"Today's News" with Paul Crouch—Monday through Friday.

**Participating Programs**

"Penthouse Party"—8:00 p.m. to 1:00 a.m. Monday through Saturday; 9:00 p.m. to midnight Sunday. Remote broadcast.  
"Music at Gray-Break"—6:00 a.m. to 9:30 a.m. Monday through Saturday. Music, time, weather and news.  
"Around the Town"—11:05 a.m. to 12:00 noon Monday through Friday. Andy Scott & Ruth Gottlieb with local goings-on, interviews and news.

**POLITICAL**

Regular rates apply. Cash in advance.

**TRANSCRIPTIONS**

Library Service—Standard, Sesac.

**Closing Time**

Political copy must be submitted 24 hours in advance.

**WNOK**

(Established 1947)



Rates effective January 1, 1958.  
Rates received December 6, 1957.  
Rev. rec'd February 6, 1958.  
Owned and operated by Palmetto Radio Corporation.

**Personnel**

General Manager—H. Moody McElveen, Jr.  
Commercial Manager—Gerald Quick.  
Program Director—Jack Cook.

**Representatives**

Paul H. Raymer Company, Inc.

**Mailing Instructions**

Business Office and Studio—P. O. Box 5307, Columbia, S. C., Alpine 3-9401.  
Transmitter—921 Huger St., Columbia, S. C.

**Wave—Power—Time**

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

**Agency Commission**

Agency commission 15%; cash discount 2%—10th.

**General Advertising**

Accepts AAAA copyrighted contract.  
Rates do not include talent.  
Rates determined by number of broadcasts within 12 months of date of initial broadcast. Announcements and programs cannot be combined to determine frequency discounts. Advertisers using six or more programs weekly will earn an additional discount of 5% of the one time rate.

**PROGRAMS**

(6:59 a.m. to 6:29 p.m. daily)				
1 hr.	1/2 hr.	1/4 hr.	5 min.	
1 time.....	60.00	36.00	20.00	12.00
13 times.....	57.00	34.20	19.00	11.40
26 times.....	54.00	32.40	18.00	10.80
52 times.....	51.00	30.60	17.00	10.20
100 times.....	48.00	28.80	16.00	9.60
260 times.....	45.00	27.00	15.00	9.00
500 times.....	42.00	25.20	14.00	8.40

**CLASS "AA"**

(6:59 a.m. to 9:30 a.m.)				39 or
	1-12	13-38		more
Per week:	wks.	wks.		wks.
Fixed position.....	7.50	7.00		6.50
5 floating announcements.....	42.00	39.00		36.00
10 floating announcements.....	65.00	60.00		55.00

**CLASS "A"**

(9:31 a.m. to 6:59 p.m.)				
1 hr.	1/2 hr.	1/4 hr.	5 min.	
1 time.....	6.50	6.00	5.50	
6 times.....	6.00	5.50	5.00	
12 times.....	5.50	5.00	4.50	
24 or more times.....	5.00	4.50	4.00	

**CLASS "B"**

(7:00 p.m. to 6:58 a.m.)				
1 hr.	1/2 hr.	1/4 hr.	5 min.	
1 time.....	4.30	4.00	3.70	
6 times.....	4.00	3.70	3.40	
12 times.....	3.70	3.40	3.10	
24 or more times.....	3.40	3.10	2.80	

10-second ID's—50% of above rates.

**SPECIAL FEATURES**

**Participating Programs**

"WNOK Farm Hour"—5:30 a.m. to 6:15 a.m. Monday through Saturday. Farm news, music, weather.  
"Handy Andy with Jack Cook"—6:15 a.m. to 8:00 a.m. Monday through Saturday. Hillbilly music, time, weather.  
"Melody Madhouse with Handy Andy"—8:10 a.m. to 9:30 a.m. Monday through Saturday.  
"Hillbilly Houseparty with Handy Andy"—10:05 a.m. to 11:00 a.m. Monday through Friday; 9:30 a.m. to 10:30 a.m. Saturday.  
"Dinnertime Revue with Handy Andy"—12:10 p.m. to 1:00 p.m. Monday through Friday.  
"Jukebox"—1:05 p.m. to 6:00 p.m. Monday through Friday.  
"Handy Andy"—6:15 p.m. to 7:00 p.m. Monday through Friday.  
"Music Man"—7:05 p.m. to 9:00 p.m.  
"Melody Mailman"—9:05 p.m. to midnight Monday through Saturday.

**POLITICAL**

Rates on request.

**Closing Time**

Political scripts must be submitted 24 hours in advance.

(Columbia continued on next page)

# SOUTH CAROLINA

## Columbia—Continued

### WOIC

(Established 1954)

#### A Spedel-Fisher Station

Rates effective June 1, 1956. (Card No. 2.)  
Card received May 21, 1956.  
Rev. (add. of Saturation Plan) rec'd 9-13-56.  
Owned and operated by the Spedel-Fisher Broadcasting Corp.

#### Personnel

President—Joe Spedel III.  
General Manager—Russell George.  
Promotional Manager—Frankie Bridges.  
Program Director—James Carter.

#### Representatives

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

#### Mailing Instructions

Business Office and Studio—P.O. Box 565, 3300 Main St., Columbia, S. C., telephone AL 6-1551, AL 6-1552.

#### Wave—Power—Time

Operating power—5,000 watts days.  
Frequency—1470 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Operating schedule: ———.

#### Agency Commission

15% to recognized agencies; no cash discount on bills paid by 10th of month. All time and talent net. Bills due and payable when rendered.

#### General Advertising

For combination rates see Spedel-Fisher Broadcasting Group.  
Maximum contract term one year.  
All program and commercial copy subject to station approval. No time sold in bulk for resale.  
Rates include music copyright fees, ASCAP, BMI, and SESAC licenses.  
Beer and light wine advertising accepted; no hard liquor accounts accepted.  
All contracts cancelled prior to expiration date will be short rated on basis of rate actually earned for service used under schedule of rates in effect when contract was executed.  
Current advertisers protected for 26 weeks from the effective date of any rate revision.  
Any advertiser who buys announcements on both WPAL, Charleston, S. C., and WOIC, Columbia, S. C., will earn an additional 5% discount.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	(*)
1 time.....	60.00	37.00	24.00	17.50	9.00	7.50
13 times.....	58.00	35.50	22.80	16.35	8.65	7.15
26 times.....	56.00	34.00	21.50	15.20	8.30	6.80
52 times.....	54.00	32.50	20.20	14.05	7.95	6.45
104 times.....	52.00	31.00	18.90	12.90	7.60	6.10
156 times.....	50.00	29.50	17.60	11.75	7.20	5.75
260 times.....	47.00	28.00	16.30	10.60	6.80	5.40

### WANT RESULTS?

Use WOIC! A lot of people do!

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	(*)
500 times....	44.00	26.50	15.00	9.45	6.40	5.00

(\* Station break.  
Spots consist of 120 words or less. Maximum contract one year. Time signals, less than 10 words, 4.00.  
SATURATION ANNOUNCEMENT PLAN  
1-minute or less (discounts for consecutive weeks):

	12 tl.	18 tl.	24 tl.	30 tl.	50 tl.
1 to 6 weeks	78.00	112.50	144.00	172.50	275.00
7 to 12 weeks	72.00	103.50	132.00	157.50	250.00
12 to 25 weeks	69.00	99.00	126.00	150.00	237.50
26 to 51 weeks	66.00	94.50	120.00	142.50	225.00
52 weeks.....	63.00	90.00	114.00	135.00	212.50

#### SPECIAL FEATURES

News, sports, weather, etc. Rates on request.  
Participating Programs  
Programming to the Negro and hillbilly audience. Recorded and live; jive, be-bop, boogie, spirituals, quartets, disc-jockey and audience-participating available in quarter and half-hour segments, and also participating spot announcements.  
"The Spiritual Parade"—5:30 a.m. to 6:55 a.m. Monday through Saturday.  
"Ready, Set, Go" with Jimmie Carter—7:00 a.m. to 8:00 a.m. Monday through Friday.  
"Stop and Think" with Rev. Bowman—8:10 a.m. to 8:19 a.m.  
"Ship of Zion" with Rev. Bowman—8:20 a.m. to 10:00 a.m. Monday through Friday.  
"Trombones of God" with Rev. Spencer—10:00 a.m. to 11:00 a.m. Monday through Friday.  
"Wings of Faith" with Charles Derrick—11:00 a.m. to noon Monday through Friday.  
"Noon Time Sing" with Bill Bridges—noon to 1:15 p.m. Monday through Saturday.  
"Derrick's Dozen"—1:15 p.m. to 2:30 p.m. Monday through Friday.  
"Mr. Cee's Party"—2:30 p.m. to 5:00 p.m. Monday through Friday.  
"Songs Mother Loved"—5:15 p.m. to 5:30 p.m. Monday through Friday.  
"Progressively Yours" with Jimmy Carter—6:00 p.m. to 7:00 p.m.  
"Twilight Time"—7:00 p.m. to 7:15 p.m.

#### POLITICAL

Regular rates apply. Cash in advance.

#### RELIGIOUS

Religious blocks available in quarter and half hour segments.  
Regular rates apply.

#### Closing Time

Broadcast continuity must be submitted 24 hours prior to broadcast.

## CONWAY

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

### WLAT

(Established 1945)



Rates received October 8, 1956.  
Owned and operated by Coastal Broadcasting Co.

#### Personnel

General Manager—L. M. Hawley.  
Business Manager—H. L. Hanks.

#### Representatives

Joseph Hershey McGillivra, Inc.

#### Mailing Instructions

Business Office and Studio—P. O. Box 799, Conway, South Carolina. Telephone 340, 570.  
Transmitter—Conway, S. C.

#### Wave—Power—Time

Operating power—1,000 watts.  
Frequency—1,330 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operating on Eastern Standard Time.

#### Agency Commission

15% to recognized agencies on net charges. Statements rendered monthly, payable by the 10th of month following broadcast.

#### General Advertising

Affiliated with Mutual Broadcasting System.  
The following rates are for national advertising.  
Maximum length of contract one year.  
Contracts cancelled before date of expiration are subject to short rate accruing to the date of cancellation.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
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
260 times.....	35.00	21.00	14.00	7.00	3.50
312 times.....	32.50	19.50	13.00	6.50	3.25

Length of announcements: Station breaks, 35 words; announcement programs, 65 words; one minute announcements, 125 words.

#### SPECIAL FEATURES

News Service—AP. Newscasts, time signals, sports reviews, weather reports, etc. Rates on request.  
POLITICAL  
Rates on request; cash in advance.

## DARLINGTON

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

### WDAR

(Formerly WPFJ)  
(Established 1955)

Rates effective October 1, 1955.  
Rates received September 29, 1955.  
Owned and operated by Ralph W. and Emily G. Hoffman, d/b as Community Broadcasters.

#### Personnel

General Manager—Ralph W. Hoffman.  
Station Manager—Emily G. Hoffman.

#### Representatives

None.

#### Mailing Instructions

Business Office and Studio—P. O. Box 277, Darlington, S. C. Telephone 1398.  
Transmitter—Timmons Highway, Darlington, S. C.

#### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1350 kilocycles.  
Non-directional.  
Operates on Eastern 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.  
ASCAP, BMI and SESAC licenses.  
Programs and announcements cannot be combined to earn lower rate.  
Rates are for time only and do not include talent and program material. Maximum length of contract one year.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	40.00	22.50	11.00	8.00	3.50
13 times.....	39.50	21.50	10.50	7.50	3.40
26 times.....	38.50	20.50	10.00	7.00	3.30
52 times.....	37.50	19.50	9.50	6.50	3.20
78 times.....	36.50	18.50	9.00	6.00	3.10
104 times.....	35.50	17.50	8.50	5.50	3.00
156 times.....	34.50	16.50	8.00	5.00	2.90

(\* One minute or less live or transcribed or station breaks.  
(†) The 156-time rate is the flat automotive rate, not retroactive or subject to rebates.

#### SPECIAL FEATURES

News Service—UPI. No extra charge.

#### POLITICAL

One time rates apply; cash in advance.

#### Closing Time

2 days in advance of broadcast.

## DILLON (1 AM; 1 FM)

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

### WDSC

(Established 1946)

Rates effective July 1, 1948. (Card No. 2.)  
Owned and operated by the Border Broadcasting Company, Inc.

#### Personnel

Pres. & Gen'l Mgr.—Joseph Martin.  
Assistant Manager—Johnny Quick.  
Program Director—Dick Jones.  
Prog. & Pub. Dir.—Johnny Quick.

#### Representatives

Gill-Perna, Inc.  
Southeast—Dora-Clayton Agency, Inc.

#### Mailing Instructions

Business Office, Studios and Transmitter—Highway 301, 4 miles south of Dillon, S. C., telephone 470 or 471.

#### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—800 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Standard Time.

#### Operating schedule:

Jan... 7:30 a.m.-5:30 p.m.	July... 5:15 a.m.-7:30 p.m.
Feb... 7:00 a.m.-6:00 p.m.	Aug... 5:45 a.m.-7:00 p.m.
Mar... 6:30 a.m.-6:30 p.m.	Sept... 6:00 a.m.-6:30 p.m.
Apr... 5:45 a.m.-6:45 p.m.	Oct... 6:15 a.m.-5:45 p.m.
May... 5:15 a.m.-7:15 p.m.	Nov... 6:45 a.m.-5:15 p.m.
June... 5:00 a.m.-7:30 p.m.	Dec... 7:15 a.m.-5:15 p.m.

#### F M Facilities

Effective radiated power—10,000 watts.  
Frequency—92.9 megacycles; channel 226.  
Operating schedule: Local sunrise to local sunset.

#### Agency Commission

15% to recognized agencies on net charges. Statements rendered monthly, payable by the 10th of month following broadcast.

#### General Advertising

For combination rates see ABC Radio.  
Accepts AAAA copyrighted contract.  
The following rates are for national advertising.  
Maximum length of contract one year.  
Contracts cancelled before date of expiration are subject to short rate accruing to the date of cancellation.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
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
260 times.....	35.00	21.00	14.00	7.00	3.50
312 times.....	32.50	19.50	13.00	6.50	3.25

#### SPECIAL FEATURES

News Service—AP.  
Newscasts, Time Signals, Sports Reviews, Sports, Play-by-Play Broadcasts, Weather Reports, etc.; rates on request

#### Participating Programs

"Early Worm Show"—a.m.  
"Hillbilly Jamboree"—1:30 p.m.  
"Red Hot and Blue"—4:30 p.m.

#### POLITICAL

Rates on request.

## EASLEY

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

### WELP

(Established 1951)



Rates effective January 1, 1956.  
Rates received September 11, 1956.  
Owned and operated by Pickens County Broadcasting Co., Inc.

#### Personnel

Pres., Treas. & Gen'l Mgr.—Cleatus Brazzell.  
Vice-President—Henry O. McDonald, Jr.

(This listing continued on next page)



**Easley—W E L P—Continued**

**Representatives**  
 Little Sales, Inc.  
**Mailing Instructions**  
 Business Office and Studio—P. O. Box 522, Easley, S. C., telephone 9388.  
 Transmitter—Corner of Cross Hill Road and Maple St., off State Highway No. 8, Easley, S. C.

**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—1360 kilocycles.  
 Non-directional.  
 Licensed to operate daytime only.  
 Operates on Eastern Standard Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 5:55 a.m. to local sunset week days; 7:30 a.m. to local sunset Sundays.

**Agency Commission**  
 15% to recognized agencies on station time only; no cash discount. Payment due on 10th of month following broadcast.

**General Advertising**  
 Affiliated with Keystone Network.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Contract renewals subject to rates in effect at time of renewals. All contracts subject to cancellation unless program starts within 30 days. Announcement copy will be broadcast as submitted, if approved, and charges will be made at next higher rate if number of words exceeds limit in any class.  
 All time units 30 seconds less than indicated.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	30.00	20.00	12.00	7.00	5.00
13 times..	28.50	19.00	11.00	6.50	4.50
26 times..	27.00	18.00	10.00	6.00	4.00
52 times..	25.50	17.00	9.00	5.50	3.60
104 times..	24.00	16.00	8.00	5.00	3.20
156 times..	22.50	15.00	7.00	4.50	3.00
260 times..	21.00	14.00	6.00	4.00	2.75
312 times..	19.50	13.00	5.00	3.50	2.50

(\*) 1 minute or less, transcriptions, announcements or station breaks.

**SPECIAL FEATURES**

**News Service—UPI.**  
 Participating Programs  
 "Hymntime"—6:00 a.m. to 7:30 a.m. Monday through Saturday. Music, time, weather and news.  
 "Uncle Hank's Hayride"—7:30 a.m. to 9:00 a.m. Monday through Saturday. Folk-type show.  
 "Chest-of-Silver"—9:30 a.m. to 10:00 a.m. Monday through Saturday. Jackpot giveaway show.  
 "Hilltop Hoedown"—1:00 p.m. to 4:00 p.m. Monday through Saturday. Hillbilly music, news, local news and weather.

**POLITICAL**

Cash in advance.  
**TRANSCRIPTIONS**  
 Library Service—Associated, Standard.

**Closing Time**  
 24 hours in advance of broadcast.  
 Programs close one week in advance of broadcast. Talks, programs, continuities etc., must be submitted at least one week in advance for review by program director.

**FLORENCE (2 AM)**

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

**WJMX**

(Established 1947)



Rates effective April 1, 1955. (Card No. 4.)  
 Rates received March 23, 1955.  
 Rev. (sat. package) received November 13, 1956.  
 Owned and operated by Atlantic Broadcasting Co.

**Personnel**  
 President—E. E. Stone.  
 General Manager—Paul H. Benson, Jr.

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

**Mailing Instructions**  
 Business Office and Studio—P. O. Box 1211, Florence, S. C., telephone Mohawk 9-6351, TWX CS 387.  
 Other Offices—U. S. Highway 52—north of Florence, S. C.  
 Transmitter—On highway 52, three miles northwest of Florence, S. C.

**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.  
 Operating schedule: 6:00 a.m. to 12:00 midnight Monday through Saturday; 7:00 a.m. to 12:00 midnight Sunday.

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

**General Advertising**  
 For combination rates see ABC Radio, Inc. (Southeastern Group).  
 Accepts AAAA copyrighted contract.  
 Rates do not include music copyright fees or talent costs.  
 Blanket ASCAP, BMI and SESAC licenses.  
 Time for exclusive use of contracting parties.  
 Maximum length of contract one year.  
 Advertising of alcoholic beverages not accepted, except beer.

	(*)	(†)	(*)	(†)
1 time.....	7.50	5.00	104 times....	6.50 4.30
13 times.....	7.25	4.85	156 times....	6.25 4.15
26 times.....	7.00	4.60	260 times....	6.00 4.00
52 times.....	6.75	4.45	312 times....	5.75 3.85

(\*) One minute announcement or station break.  
 (†) 15 second station break.

**ANNOUNCEMENTS**

One minute transcribed or 100 words live announcements can be scheduled in announcement periods only. 30-second announcements (other than station breaks) limited to 50 words and also to announcement periods. Time signals, when available, limited to 5 seconds. Announcements and programs may not be combined for lower rate.

**SATURATION PACKAGES**

(Minimum—3 weeks)

Spots—1 minute or less:  
 12 to 20 spots per week, each..... 5.00  
 21 or more spots per week, each..... 4.50  
 Run-of-schedule—no time guaranteed.  
 May not be combined with regular schedules to earn lower frequency.

**SPECIAL FEATURES**

**News Service—AP; no extra charge.**  
**Participating Programs**  
 "G. C. Time"—5:45 a.m. to 7:00 a.m.—hillbilly DJ with time, weather, news, and farm markets.  
 "Happy Whistler"—7:05 a.m. to 7:30 a.m.—DJ, all instrumental pop music.  
 "Musical Alarm Clock"—7:30 a.m. to 8:40 a.m.—music, news, time, weather, local news.  
 "Disc-A-Rama"—10:05 a.m. to 11:55 a.m. Monday through Friday—pop music.  
 "Slim Mims & His Dream Ranch Boys"—12:15 p.m. to 1:00 p.m.—live hillbilly band.  
 "Music for the Heart"—2:00 p.m. to 2:30 p.m. Monday through Friday—religious music. Talent per announcement 1.00.  
 "Listen"—2:30 p.m. to 3:30 p.m., Monday through Friday—DJ with pop music.  
 "Gospel Train"—4:30 p.m. to 5:00 p.m. Monday through Friday—Negro gospel music.  
 "Words & Music"—6:30 p.m. to 7:00 p.m. Monday through Friday—quiet music.  
 "After Hours"—11:00 p.m. to 11:55 p.m.

**POLITICAL**

Regular rates apply; cash in advance. Copy must be submitted to station 24 hours in advance.

**Closing Time**

24 hours in advance.

**WOLS**

(Established 1937)

Rates effective December 1, 1958.  
 Rates received October 29, 1958.  
 Revisions rec'd. (Sat. Pkg.) August 26, 1957.  
 Owned and operated by Florence Broadcasting Co., Inc.

**Personnel**  
 President—Melvin Purvis.  
 General Manager—A. P. Skinner.

**Representatives**  
 Bob Dore Associates.

**Mailing Instructions**  
 Business Office and Studio—P. O. Box 789, 151 S. Dargan St., Florence, S. C., Mohawk 2-3271.  
 Transmitter—2 miles northeast of Florence, S. C.

**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 not observed.  
 Operating schedule: 5:30 a.m. to midnight.

**Agency Commission**  
 Agency commission 15% to recognized advertising agencies.

**General Advertising**  
 ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time.....	46.00	24.00	12.00	11.00	10.00	5.00	4.20
13 times..	44.00	22.80	11.80	10.80	9.80	4.90	4.10
26 times..	42.00	21.60	11.60	10.60	9.60	4.80	4.00
52 times..	40.00	20.40	11.40	10.40	9.40	4.70	3.90
104 times..	38.00	19.20	11.20	10.20	9.20	4.60	3.80
156 times..	36.00	18.00	11.00	10.00	9.00	4.50	3.70
260 times..	34.00	16.80	10.80	9.80	8.60	4.40	3.60
312 times..	32.00	15.60	10.60	9.60	8.00	4.30	3.50

**SPECIAL FEATURES**

**News Service—UPI.**  
 Newscasts, Sports reviews, weather reports, time signals. Rates on request.  
**Participating Programs**  
 "Daybreak in Dixie" with Red Miller—5:30 a.m. to 7:00 a.m. Hillbilly and farm features.  
 "Top of the Morning"—7:00 a.m. to 9:00 music, weather and time.  
 "Housewife Serenade"—9:00 a.m. to 11:00 a.m. Household hints, recipes and birthdays.  
 "Hymns of all Churches"—11:30 a.m. to noon.  
 "Low Down Hoedown" with Red Miller—1:30 p.m. to 2:30 p.m. Hillbilly music.  
 "The Music Man"—2:30 p.m. to 4:30 p.m. Pop hits.  
 "Rocket '88"—4:30 p.m. to 6:00 p.m. Rock and Roll.

**POLITICAL**

Regular rates apply and must be paid for at signing of contract.

**WYNN**

(Established 1958.)

**Independent Negro**

Rates effective August 1, 1958.  
 Rates received August 12, 1958.  
 Owned and operated by The Twin Carolina Broadcasting Co.

**Personnel**  
 President—Vernon H. Baker.  
 General Manager—Durwood Powell.

**Representatives**  
 Rambeau, Vance, Hopple, Inc.  
 Southern—Forjoe & Company, Inc.

**SOUTH CAROLINA**

**Mailing Instructions**

Business Office and Studio—163 N. Coit St., Florence, S. C. Mohawk 2-1416.  
 Transmitter—3 miles northwest of Florence.

**Wave—Power—Time**

Operating power—250 watts days.  
 Frequency—540 kilocycles.  
 Operates on Eastern Standard Time.  
 Operating schedule: local sunrise to sunset.

**Agency Commission**

15% to recognized agencies; no cash discount. Bills due 10th of month following advertising.

**General Advertising**

Accepts AAAA copyrighted contract.  
 ASCAP, BMI and SESAC licenses.  
 Rates are for time only and do not include talent and program material.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time....	60.00	36.00	24.00	18.00	12.00
13 times..	57.00	34.20	22.80	17.10	11.40
26 times..	54.00	32.40	21.60	16.20	10.80
52 times..	51.00	30.60	20.40	15.30	10.20
104 times..	48.00	28.80	19.20	14.40	9.60
156 times..	45.00	27.00	18.00	13.50	9.00
260 times..	42.00	25.20	16.80	12.60	8.40
312 times..	39.00	23.40	15.60	11.70	7.80

**ANNOUNCEMENTS**

	1 min.	10 sec.	1 min.	10 sec.
1 time....	6.00	3.00	156 times..	4.75 2.40
13 times..	5.75	2.85	260 times..	4.50 2.25
26 times..	5.50	2.75	312 times..	4.25 2.15
52 times..	5.25	2.65	624 times..	4.00 2.00
104 times..	5.00	2.50	1000 times..	3.75 1.85

**SATURATION PACKAGE SPOT RATES**

(Available between 9:00 a.m. and 4:00 p.m. only)  
 12 times per week..... 20%  
 18 times per week..... 25%  
 24 times per week..... 30%  
 (\*) Discount off 1 time rate.

**SPECIAL FEATURES**

**Participating Programs**  
 "Rise & Shine" with Henry Mance—sunrise to 9:00 a.m.  
 "Memory Time"—9:00 a.m. to 10:00 a.m.  
 "Housewife's Corner" with Clarence Steger—10:00 a.m. to noon.  
 "The Jim Dandy Show"—noon to 2:00 p.m.  
 "Every Day, One Hour"—2:00 p.m. to 3:00 p.m.  
 "The Chicken Shack" with "the Whip"—3:00 p.m. to sunset.

**FOUNTAIN INN**

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

**WFIS**

(Established 1956)

Rates effective September 1, 1957.  
 Rates received October 2, 1957.  
 Owned and operated by Fountain Inn-Simpsonville Enterprises, Inc.

**Personnel**  
 Vice-President & Gen'l Mgr.—L. Wayne Davis.  
 Commercial Manager—Charles Rush.  
 Prog. Dir. & Bus. Mgr.—Louise M. Davis.

**Representatives**  
 Hill F. Best Company.

**Mailing Instructions**  
 Mailing Address: P. O. Box 271, Fountain Inn, S. C.  
 Business Office, Studio and Transmitter—U. S. Highway 276, 2 miles northwest of Fountain Inn, S. C., Worth 3-5991.

**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—1600 kilocycles.  
 Non-directional.  
 Licensed to operate daytime only.  
 Operates on Eastern Standard Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 5:00 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. Payment due 10th of month following broadcast.

**General Advertising**  
 Rates include music copyright fees.  
 Contract renewals subject to rates in effect at time of renewals. All contracts subject to cancellation unless program starts within 30 days.  
 All time units 30 seconds less than indicated.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	30 sec.
1 time.....	28.00	18.00	11.00	6.00	3.00	1.40
13 times..	26.50	17.00	10.45	5.40	2.70	.....
26 times..	25.00	16.00	9.90	5.10	2.40	1.30
52 times..	23.50	15.00	9.35	4.80	2.10	1.20
104 times..	22.00	14.00	8.80	4.50	1.95	1.15
156 times..	20.50	13.00	8.25	4.20	1.80	1.10
260 times..	19.00	12.00	7.70	3.90	1.65	1.05
312 times..	17.50	11.00	7.15	3.60	1.50	1.00

(\*) 1-minute or less, transcriptions, oral announcements or station breaks.

**SPECIAL FEATURES**

**News Service—AP.**  
 Newscasts—five minutes to the hour. Headlines on the half-hour; weather on the 1/4 hour.

**Participating Programs**  
 "Early Rush"—6:00 a.m. to 9:00 a.m.  
 "Morning Rush"—11:00 a.m. to noon.  
 "Red Riddle Show"—noon to 12:45 p.m. and 1:05 p.m. to 2:00 p.m.  
 "Pop Parade"—2:00 p.m. to 5:00 p.m.  
 "Sundown Serenade"—5:00 p.m. to 6:00 p.m.

**POLITICAL**

1 time rate applies. Cash in advance.

# SOUTH CAROLINA

## GAFFNEY

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

### WFGN

(Established 1948)

Rate card No. 1—received June 27, 1949.  
Revisions received September 4, 1956.  
Owned and operated by Cherokee Radio Co.

#### Personnel

President—A. Ray Godshall.  
Manager—M. E. Green.

#### Representatives

Radio-TV Promotion Syndicate.

#### Mailing Instructions

Business Office and Studio—P. O. Box 759, Gaffney, S. C., telephone 4795.  
Transmitter: \_\_\_\_\_.

#### Wave—Power—Time

Operating power—250 watts days.  
Frequency—1570 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operating schedule: local sunrise to local sunset.

#### Agency Commission

15% to recognized agencies; no cash discount.

#### General Advertising

	1	1/2	1/4	10	5	1	30
	hr.	hr.	hr.	min.	min.	min.	sec.
1- 20 ti...	33.00	16.50	8.25	6.60	4.15	2.10	1.40
21- 65 ti...	30.00	15.00	7.50	6.00	3.75	1.90	1.30
65- 156 ti...	29.00	14.50	7.25	5.80	3.60	1.80	1.20
156- 260 ti...	28.00	14.00	7.00	5.60	3.50	1.75	1.15
260- 500 ti...	27.00	13.50	6.75	5.40	3.35	1.70	1.10
500-1000 ti...	13.00	6.50	5.20	3.20	1.65	1.05	
1000 or more times.....						1.50	1.00

Special Short Term Promotions:  
Over 156 in 30 days, deduct 1%.  
Over 260 in 30 days, deduct 1.5%.  
Over 500 in 30 days, deduct 2%.

#### SPECIAL FEATURES

News Service—UPI.

## GEORGETOWN

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

### WGTN

(Established 1949)

Rates received October 28, 1949.  
Owned and operated by Georgetown Broadcasting Co.

#### Personnel

General Manager—J. B. Delzell.  
Program Director—M. A. Delzell.

#### Representatives

Donald Cooke, Inc.

#### Mailing Instructions

Business Office and Studio—216 Fraser St., Georgetown, S. C., telephone 3-3421 and 3-3431.  
Transmitter—210 Fraser St., Georgetown, S. C.

#### Wave—Power—Time

Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to 11:30 p.m.

#### Agency Commission

15% to recognized agencies on time only; no cash discount. Bills rendered last of month; due 15th of following month.

#### General Advertising

For combination rates see Mutual Broadcasting System.

	1	1/2	1/4	5	100	150
	hr.	hr.	hr.	min.	(*) wds.	wds.
1 time...	50.00	30.00	17.00	9.00	5.00	4.50
13 times...	47.50	28.50	16.15	8.55	4.75	4.27
26 times...	45.00	27.00	15.30	8.10	4.50	4.05
52 times...	42.50	25.50	14.50	7.65	4.25	3.82
104 times...	40.00	24.00	13.60	7.20	4.00	3.60
312 times...	37.50	22.50	12.75	6.75	3.74	3.38

(\*) One minute transcription.  
(†) Station breaks are limited to 25 words and take the 50 word rate.

#### SPECIAL FEATURES

News Service—UPI.  
"Country Store"—6:05 a.m. to 7:00 a.m.  
"Rise and Shine"—7:05 a.m. to 8:00 a.m.  
"Melody Lane"—8:30 a.m. to 9:00 a.m.  
"Hello Ladies"—10:00 a.m. to 10:30 a.m.  
"Western Jamboree"—12:30 p.m. to 1:30 p.m.  
"1400 Club"—4:00 p.m. to 5:00 p.m.  
"Twilite Time"—6:00 p.m. to 6:30 p.m.  
"Music For You"—8:05 p.m. to 9:00 p.m.

#### POLITICAL

Rates on request. Cash in advance. Copy must be submitted in advance of broadcast. No political time accepted on day of election.

#### TRANSCRIPTIONS

Library Service—World.

## GREENVILLE (5 AM; 2 FM)

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

### WESC

(Established 1947)

## Independent



Rates received November 6, 1953.  
Revisions received April 8, 1957.  
Owned and operated by Broadcasting Company of the Carolinas.

#### Personnel

President—Robert A. Schmid.  
Vice-Pres. & Sta. Mgr.—J. Davenport.  
Sales Manager—J. W. Ingram.  
Traffic Manager—Allen Riddle.

#### Representatives

Rambeau, Vance, Hoppie, Inc.  
Southern—Clarke Brown Company.

#### Mailing Instructions

Business Offices and Studio—One College St., Greenville, S. C. Cedar 2-8241.  
Transmitter—Greenville, S. C.

#### Wave—Power—Time

Operating power—5,000 watts days.  
Frequency—660 kilocycles.  
Non-directional.  
Licensed to operate daytime only on a clear channel.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: Sunrise to local sunset.

#### FM Facilities

Effective radiated power—12,000 watts.  
Frequency—92.5 megacycles.  
Operating schedule: 6:00 a.m. to 11:15 p.m.

#### Agency Commission

15% to recognized agencies; no cash discount; no commission on talent. Payment due 10th of month following broadcast.

#### General Advertising

Accepts AAAA copyrighted contract.  
FM operated in conjunction with AM until AM sign-off. Rates for FM after AM sign-off, one-half of AM rates.  
Music clearance: Blanket BMI, ASCAP and SESAC licenses.  
Rates apply to time only; talent and program material extra.

	1	1/2	1/4	10	5	1	30
	hr.	hr.	hr.	min.	min.	min.	sec.
1 time...	70.00	42.00	28.00	21.00	15.00	9.00	7.00
26 times...	66.50	39.00	26.60	20.00	14.25	8.50	6.65
52 times...	63.00	37.80	25.20	19.00	13.50	8.00	6.30
104 times...	59.50	35.70	23.80	18.00	12.75	7.50	5.95
156 times...	56.00	33.60	22.40	17.00	12.00	7.00	5.60
260 times...	52.50	31.50	21.00	16.00	11.25	6.50	5.25
312 times...	49.00	29.40	19.60	15.00	10.50	6.00	4.90

#### SHORT TERM SATURATION RATES

Per week:	(*)	(*)
15 spots.....	20%	25 spots..... 30%
20 spots.....	25%	35 or more spots.... 40%

(\*) Discounts off 1-time rate.  
One minute transcriptions are accepted at the 100 word announcement rate. Five second deviation acceptable. All 100 word announcements are accepted for scheduling in announcement periods only unless specified and accepted by station. No extra charge for use of transcriptions.  
Programs duplicated on WESC-FM until WESC sign-off. Rates on WESC-FM after WESC sign-off one-half above rates.

#### SPECIAL FEATURES

News services: AP and local news. No special charge for wire news. Rates for local news service upon request.

#### Participating Programs

"Wake Up Carolina"—Sign-on to 7:45 a.m. Monday through Saturday. Town and Country Music program.  
"Greenville Calling" with Wally Mullinay—8:00 a.m. to 9:00 a.m.  
"Kitchen Klatter"—9:30 a.m. to 10:00 a.m.  
"Earle of Country Music"—10:00 a.m. to 11:00 a.m. Monday through Saturday. Country and semi-pop music. Applicable rates apply. Live or transcribed copy accepted.  
"Farm Digest"—12:05 p.m. to 12:15 p.m. Monday through Friday. Farm news and comments.  
"Matinee"—12:15 p.m. to 1:00 p.m. Monday through Saturday.  
"Pushbutton One"—1:00 p.m. to 2:00 p.m. Monday through Friday. Top pops, news, weather.  
"Ebony Swing Club"—2:00 p.m. to 4:00 p.m. Monday through Saturday. Available in 1/4 hour and 1 minute segments. Regular rates apply.  
"Music for Driving"—4:00 p.m. to 5:00 p.m. Monday through Friday.  
"Sports Scoreboard"—5:00 p.m. to 5:10 p.m. Monday through Friday. Sports news and interviews. Applicable rates for participation.  
"Music for Driving"—5:15 p.m. to sign-off Monday through Saturday. Pop music.

#### POLITICAL

One time rate applies; cash in advance. All copy to be submitted 24 hours in advance of broadcast. No political time accepted within 24 hours of election.

#### TRANSCRIPTIONS

Library Service—Lang-Worth.

(Greenville continued on next page)

FIRST-72.5% of the time

Latest Pulse 8 county survey results place WESC first in audience in the morning, first in the afternoon... first, in fact, in 72.5% of all rated periods (6am-6pm). WESC on the dream frequency of 660 is first in coverage, too (19 counties—NCS). For the best dollar buy in South Carolina's first market, check WESC.

# WESC

## Greenville, S. C.

#1 5000 watts 660 kilocycles  
FIRST Station in South Carolina's First Market

**WFBC**  
(Established 1933)  
**The Piedmont Group**



Rates effective October 1, 1958.  
Rates received November 10, 1958.  
Rev. (Pkg. Plan) rec'd November 28, 1958.  
Owned and operated by WMBC, Inc.  
Personnel Chairman of the Board—Roger Peace.  
President—R. A. Jolley.  
Manager—Bruce Buchanan.  
Representatives Avery-Knodel, Inc.  
Mailing Instructions  
Business Office and Studio—505 Rutherford St., Greenville, S. C., Cedar 9-1321.  
Transmitter—Gantt, S. C., 3 miles south of Greenville.  
Wave—Power—Time Operating power—5,000 watts.  
Frequency—1330 kilocycles.  
Directional—nighttime only.  
Licensed to operate unlimited time.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Actual operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 5:00 a.m. to midnight.

**F M Facilities**  
Effective radiated power—8,700 watts.  
Frequency—93.7 megacycles; channel 229, Class B.  
Operating schedule: 7:00 a.m. to midnight Monday through Saturday; 9:00 a.m. to midnight Sunday.

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

**General Advertising**  
Affiliated with The Piedmont Group.  
FM Broadcasts operated independent of AM broadcasting.

Following rates are for national advertising. For schedules qualifying for retail rates consult station management.

Rates apply to total number of broadcasts within one year under the same contracts, but announcements may not be combined with programs for higher frequency discounts.

In the event of revised station rates or discounts, any continuous broadcasts under existing contract may be extended at the rates and discounts shown herein for a period of not more than 26 weeks. All 52 week contracts are for frequency purposes only.

After 52 weeks of uninterrupted service, an advertiser may continue at same discount and rate until the schedule is reduced or interrupted or a revision of station rate is applicable. The advertiser who avails himself of this continuing discount policy must begin a new contract period for quantity discount purposes when he reduces or resumes the schedule.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	100.00	60.00	40.00	30.00	20.00
26 times	95.00	57.00	38.00	28.50	19.00
52 times	90.00	54.00	36.00	27.00	18.00
156 times	85.00	51.00	34.00	25.50	17.00
260 times	80.00	48.00	32.00	24.00	16.00

(All other times)  
Compute times charges at 50% of listed rates.

**ANNOUNCEMENTS**

1 time	12.50	156 times	11.00
26 times	12.00	260 times	10.50
52 times	11.50	520 times	10.00

20-second announcements or station breaks computed at 75% of above rate. 10-second announcements or ID's computed at 50% of above rate. 2 10-second announcements are equivalent to a 1-minute announcement when combining both for frequency discount.

(All other times)  
Compute time charges at 50% of above rates.

**PACKAGE PLAN**

Per week:	Each	Per wk.	Each	Per wk.
12 times	9.00	108.00	30 times	225.00
18 times	8.50	153.00	36 times	252.00
24 times	8.00	192.00		

20-second announcements or station breaks computed at 75% of above rate. 10-second announcements or ID's computed at 50% of above rate. 2 10-second announcements are equivalent to a 1-minute announcement when combining both for frequency discount.

(All other times)  
Compute time charges at 50% of above rate.

**Combination Rates**  
Regular announcements may be combined with package plan to get total package discount, all announcements would then have same package plan rate during this period. Package plan announcements can not be added to regular announcements for greater regular announcement frequency discount.

**SPECIAL FEATURES**  
News Service—AP and local news.

**Participating Programs**  
Following programs available for spots or segments:  
"Poole's Party Line" with Bob Poole—5:30 a.m. to 8:30 a.m. Monday through Saturday. Music, news, farm coverage and weather.

"Shelley's Shenanigans" with Bob Shelley—8:30 a.m. to 9:00 a.m. Monday through Saturday. Time and weather.

"The 9:05 Special" with Lee Kanipe—9:05 a.m. to 10:00 a.m. Monday through Friday. Time and weather.

"Mostly Music"—10:05 a.m. to 11:00 a.m. Monday through Friday. Time and weather.

"Survey Songs"—3:05 p.m. to 4:00 p.m. Monday through Friday. Time and weather.

"Motorcade" with top WFBC personalities—4:05 p.m. to 7:00 p.m. Monday through Friday. Music for driving, time and weather.

"Spotlight Tunes"—7:10 p.m. to 7:30 p.m. Monday through Friday. Bill Krieger spotlights top artists, tunes and albums; gives time and weather.

"Music 'Til Midnight"—10:00 p.m. to midnight, Sunday through Friday. Combined AM-FM.

"Johnny's Fan Club"—9:00 a.m. to 10:00 a.m. Saturday.

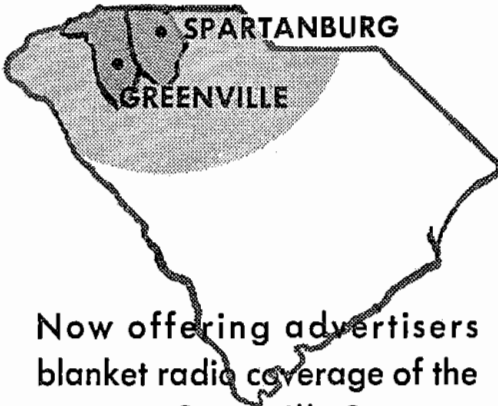
"Pop Music" with Stowe Hoyle—12:35 p.m. to 1:00 p.m. Saturday.

**POLITICAL**  
Political advertising positively cash in advance; copy must be submitted 24 hours in advance; no political time accepted within 24 hours of election.

**WORD of Spartanburg**

JOINS THE

**WFBC Family**



Now offering advertisers blanket radio coverage of the greater Greenville-Spartanburg markets. This total two-county population of 381,300 is equivalent to that of the nation's 57th market. (S. R. D. S.) Add to this complete coverage of the remaining heavily populated counties of the Piedmont area and here is a powerful team you'll want to hear more about.

**ADDITIONAL DISCOUNT FOR USERS OF BOTH STATIONS**

SEE OUR AVERY-KNODEL MAN NOW

**WFBC**  
5,000 WATTS · 19 HOURS DAILY  
AFFILIATED WITH WFBC-TV  
**GREENVILLE, S. C.**

Represented Nationally by  
**AVERY-KNODEL, INC.**

**WMRB**

(Established 1954)

Rates effective June 10, 1958. (Card No. 2.)  
Card received June 9, 1958.  
Owned and operated by Paramount Broadcasting Co., Inc.

**Personnel**  
Pres. & Gen'l Mgr.—C. F. Cope.  
Ass't Mgr. & Prog. Dir.—William T. Arrington.

**Representatives**  
Burn-Smith Company, Incorporated.

**Mailing Instructions**  
Business Office, Studio and Transmitter—400 Mayberry St., P. O. Box 989, Greenville, S. C., Cedar 3-2751, TWX GV 6005.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1490 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Standard Time.  
Operating schedule: Sundays 7:00 a.m. to 12:05 a.m.; week days 5:30 a.m. to 12:05 a.m.

**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Bills rendered first of month. Payable when rendered.

**General Advertising**  
For combination rates CBS and MBS Radio Networks. Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, BMI and SESAC licenses.

Advertising of alcoholic beverages not accepted. Announcements and programs cannot be combined to earn lower rate. Frequency discounts not allowed unless bills are paid by the 15th of month following broadcast.

Maximum length of contract one year. All contracts cancellable unless program starts within 30 days.

All programs and advertising copy subject to station's approval. Commercial continuity limited to 10% of program.

Time cannot be guaranteed. All contracts are for exclusive use of contracting parties. One minute transcriptions are accepted at the 100 word announcement rate.

All 100 word announcements are accepted for scheduling in announcement periods only. Station break announcements, when available are limited to 25 words.

1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min. 100 wds.

1 time	50.00	32.50	18.50	13.85	9.25	6.00
26 times	47.00	30.63	17.37	13.00	8.69	5.62
52 times	44.00	28.76	16.25	12.16	8.12	5.25
104 times	42.50	27.82	15.80	11.82	7.90	5.06
156 times	41.00	26.87	15.12	11.32	7.57	4.88
208 times	38.00	25.00	14.00	10.48	7.00	4.50
312 times	35.00	23.12	12.87	9.65	6.44	4.10

8-second announcements or less (minimum 10 weekly)  
1-minute earned frequency rate less 50%.

**Weekly Saturation Plans**  
1-minute or less, 1 to 6 weeks, fixed spots:

12 times	18 times	24 times	30 times	50 times	Total	Each
					60.00	5.00
					81.00	4.50
					96.00	4.00
					112.50	3.75
					175.00	3.50

Additional discounts applicable to above Saturation Plans:

7-12 weeks	5%	26-38 weeks	15%
13-25 weeks	10%	39 weeks	20%

**SPECIAL FEATURES**  
Participating Programs (Available for spots)

"Skyliner Show" with Ben Greer—5:30 a.m. to 8:30 a.m. Monday through Saturday. Music, news, time, weather.

"Second Cup of Coffee" with Frank Cope—8:35 a.m. a.m. to 9:30 a.m. Monday through Friday. Music for the housewife.

"Bumper to Bumper Show" with Jack Hilton—3:35 p.m. to 5:30 p.m. Monday through Friday. Music, news, weather and time.

"Ole Lazy Man"—5:35 p.m. to 6:45 p.m. Music, time and weather.

"Music for You" with Max Mace—9:35 p.m. to 11:00 p.m. Music.

**POLITICAL**  
Regular rates apply. Cash in advance.

**WMUU**

(Established 1949)



Rates effective September 1, 1949. (Card No. 1.)  
Rates received August 29, 1949.  
Owned and operated by Bob Jones University.

**Personnel**  
Chairman-of-Board—Dr. R. R. (Bob) Jones, Sr.  
President—Dr. Bob Jones, Jr.  
General Manager—R. K. Johnson.  
Station Manager—Jim Ryerson.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—Greenville, S. C.  
Transmitter—Piney Mountain.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1260 kilocycles.

Non-directional.  
Licensed to operate to local sunset.  
Operates on Eastern Time.

Daylight Saving Time not observed.  
Operating schedule: 5:00 a.m. to sunset.

(This listing continued on next page)



# SOUTH CAROLINA

## Greenville—W M U U—Continued

### Agency Commission

15% to recognized agencies on time and talent; no cash discount. Bills rendered 1st of month; payable when rendered.

### General Advertising

No alcoholic or tobacco product advertising accepted. All programs and advertising copy are subject to station approval. As the voice of a Christian institution the station reserves the right to decline any advertising contracts which it does not consider desirable. All contracts are non-transferrable. Time cannot be guaranteed. Commercial continuity limited to 10% of the program. Announcements and programs cannot be combined to obtain a lower rate. A limited amount of Sunday time will be sold for nationally released religious programs only. Rates on request. Program and announcement rates listed below are from Monday through Saturday.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	30.00	20.00	12.00	6.50	4.00	3.00
13 times.....	28.50	19.00	11.40	6.18	3.80	2.85
26 times.....	27.00	18.00	10.80	5.85	3.60	2.70
52 times.....	25.50	17.00	10.20	5.53	3.40	2.55
104 times.....	24.75	16.50	9.90	5.37	3.30	2.48
156 times.....	24.00	16.00	9.60	5.20	3.20	2.40
260 times.....	23.25	15.50	9.30	5.04	3.10	2.33
312 times.....	22.50	15.00	9.00	4.88	3.00	2.25

(\*) One minute announcement rate.  
(†) 30 second announcement rate.

One minute transcriptions are accepted at the hundred word announcement rate. All hundred word announcements are accepted and scheduled in announcement periods only.

### PACKAGE PLANS

#### Single-day Saturation package:

Includes sponsorship of all available programs plus spot availabilities.

Per day..... 100.00

#### Weekly Saturation Packages:

30 30-second spots, per week, weekly..... 60.00  
60 15-second spots, per week, weekly..... 60.00  
60 1-minute spots, per week, weekly..... 120.00

### SPECIAL FEATURES

News Service—AP, Washington correspondents. Local news reporters, mobile units. Tape facilities available.

#### Participating Programs

"Sunny Side Up"—6:35 a.m., "Coffee Cup Capers"—8:05 a.m., "Luncheon Lyrics"—12:15 p.m., "Music Parade"—2:05 p.m., "Echoes at Evening"—5:15 p.m.

### TRANSCRIPTIONS

Library Service—Standard, Lang-Worth and Sesac.

### POLITICAL

Political advertising must be paid for in advance and copy submitted 24 hours prior to broadcast.

### Closing Time

Three days in advance of broadcast.

# WQOK

(Established 1950)

## Independent



Rates effective September 1, 1957.  
Rates received September 4, 1957.  
Rev. (add. of Saturation Plan) rec'd 9-13-57.  
Owned and operated by Dick Broadcasting Co., Inc.

### Personnel

President—James A. Dick.  
Vice Pres. & Gen'l Mgr.—T. C. Hooper.

### Representatives

Stars National, Inc.  
Southeast—Dora-Clayton Agency, Inc.

### Mailing Instructions

Business Office and Studio—P.O. Box 298, White Horse Rd., Greenville, S.C. Phone Cedar 5-7406.

Transmitter—White Horse Road, Greenville, S.C.

Wave—Power—Time operating power—5,000 watts.

Frequency—1440 kilocycles.

Directional nights, non-directional days.

Licensed to operate full time.

Operates on Eastern Standard Time.

Daylight Saving Time not observed.

Operating schedule: 4:55 a.m. to midnight Monday through Saturday; 6:55 a.m. to midnight Sunday.

### Agency Commission

15% on time only; no cash discounts. Bills rendered first of month, payable on 10th of month.

### General Advertising

Accepts AAAA copyrighted contract. Rates are for national advertising. WQOK sold in combination with WIVK, Knoxville, Tenn., with 5% discount.

### PROGRAMS

One hour..... 40.00

Other program rates available on request.

### ANNOUNCEMENTS

One minute or less:  
1 time..... 9.00 156 times..... 7.00  
26 times..... 8.50 260 times..... 6.50  
52 times..... 8.00 312 times..... 6.00  
104 times..... 7.50

Time signals, brand name identifications and other announcements not to exceed 10 seconds, no frequency, each, 3.00.

### SATURATION ANNOUNCEMENT PLAN

1-minute or less (discounts for consecutive weeks):

	Per week			
	12 tl.	18 tl.	24 tl.	30 tl.
1 to 6 weeks	78.00	112.50	144.00	172.50
7 to 12 weeks	72.00	103.50	132.00	157.50
13 to 25 weeks	69.00	99.00	126.00	150.00
26 to 51 weeks	66.00	94.50	120.00	142.50
52 weeks.....	63.00	90.00	114.00	135.00

### SPECIAL FEATURES

News Service—UPI and local. News, time signals, station breaks—rates on request. Hourly throughout the day; rates on request.

#### Participating Programs

"The Country Music Maker"—5:00 a.m. to 7:00 a.m. Monday through Saturday. Hillbilly and country music. Irregular rates apply.

"The Musical Clock"—7:00 a.m. to 10:00 a.m. Monday through Saturday. Music, time, weather, sports, news. Participations at regular rates except for fixed positions.

#### (Fixed Position)

Per week:  
6 announcements, flat..... 54.00  
3 announcements, flat..... 30.00  
1 announcement, flat..... 12.00

"Cousin Alma"—10:00 a.m. to 11:00 a.m. Monday through Saturday. Woman's program with pop music. Regular rates.

"Country Music Maker"—11:00 a.m. to noon Monday through Saturday. Hillbilly and country music. Regular rates apply.

"Singing Convention of the Air"—noon to 1:00 p.m. Monday through Saturday. Religious and country music. Regular rates apply.

"Top 40 on 1440"—1:00 p.m. to 5:00 p.m. Monday through Saturday. Music, time, weather, sports. Regular rates apply.

"Highway Hit Parade"—5:00 p.m. to 7:00 p.m. Monday through Sunday. Music, time, weather, sports, driving tips. Regular rates apply.

"Singing Convention of the Air"—7:00 p.m. to 9:00 p.m. Monday through Sunday. Gospel tunes; announcements for churches and non-profit groups. Regular rates apply.

"Country Music Hall"—9:00 p.m. to 10:00 p.m. Monday through Sunday. Regular rates apply.

"Pop Music Hall"—10:00 p.m. to midnight. Monday through Sunday. Regular rates apply.

### POLITICAL RATES

Commercial political announcements and programs accepted from legally qualified candidates at regular station rates, payable in advance.

### TRANSCRIPTIONS

Library service—Thesaurus.

## GREENWOOD (2 AM)

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

## WCRS

(Established 1941)



## NBC Affiliate

Rates effective March 1, 1956.  
Rates received February 1, 1956.  
Revisions rec'd May 23, 1957.  
Owned and operated by Grecco, Inc.

### Personnel

President—Douglas Featherstone.  
General Manager—Dan Crossland.  
Sales Manager—Ralph Norman.

### Representatives

Thomas F. Clark Co., Inc.

### Mailing Instructions

Business Office and Studio—Wilson St., P. O. Box 868, Greenwood, S. C., telephone 9-1300, 6646, TVX 6037.

### Wave—Power—Time

Operating power—250 watts.

Frequency—1450 kilocycles.

Non-directional.

Licensed to operate full time on local channel.

Operates on Eastern Time.

Operating schedule: Sunday 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 advertising agencies. No cash discount. Bills rendered last of month, due 15th of following month.

### General Advertising

For combination rates see NBC Radio Network.

FM operated in conjunction with AM.

Rates include charges by owners of music copyright. The following rates are for national advertising.

Announcements and programs cannot be combined to obtain a lower rate.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	40.00	25.00	14.00	7.00	4.00
13 times.....	38.00	23.75	12.60	6.65	3.80
26 times.....	36.00	22.50	11.20	6.30	3.60
52 times.....	34.00	21.25	9.80	5.95	3.40
104 times.....	32.00	20.00	8.40	5.60	3.20
208 times.....	30.00	18.75	7.00	5.25	3.00

(\*) 100 words or less.

### PACKAGE RATES

13 consecutive weeks:  
12 or more announcements per week, each..... 2.25  
18 or more announcements per week, each..... 2.00  
50 or more announcements per week, each..... 1.50

### SPECIAL FEATURES

News Service—AP.

## WGSW

(Established 1953)

Rates effective April 15, 1953.

Rates received April 16, 1953.

Owned and operated by Radio Greenwood, Inc.

### Personnel

General Manager—George B. Cook, Jr.  
President—W. C. Woodall, Jr.

### Representatives

Indie Sales, Inc.  
Southeast—Dora-Clayton Agency, Inc.

### Mailing Instructions

Business Office and Studio—Edward Arms Building, Greenwood, S. C.

### Wave—Power—Time

Operating power—1,000 watts days.

Frequency—1350 kilocycles.

Non-directional.

Operates on Eastern Standard Time.

### Operating schedule:

Jan... 5:00 a.m.-5:45 p.m. July... 5:00 a.m.-7:45 p.m.  
Feb... 5:00 a.m.-6:15 p.m. Aug... 5:00 a.m.-7:15 p.m.  
Mar... 5:00 a.m.-6:30 p.m. Sept... 5:00 a.m.-6:30 p.m.  
Apr... 5:00 a.m.-7:00 p.m. Oct... 5:00 a.m.-6:00 p.m.  
May... 5:00 a.m.-7:30 p.m. Nov... 5:00 a.m.-5:30 p.m.  
June... 5:00 a.m.-7:45 p.m. Dec... 5:00 a.m.-5:15 p.m.

### Agency Commission

15% to recognized agencies; no cash discount. Bills rendered last of month, due 15th of following month.

### General Advertising

Accepts AAAA copyrighted contract. For combination rates see the Mutual Broadcasting System. Affiliated with Keystone Network.

Rates include music copyright fees. Announcements and programs cannot be combined to obtain a lower rate.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	40.00	25.00	15.00	7.00	4.00
13 times.....	37.75	23.60	14.15	6.45	3.75
26 times.....	35.50	22.20	13.30	5.90	3.50
52 times.....	33.25	20.80	12.45	5.35	3.25
104 times.....	31.00	19.40	11.60	4.80	3.00
208 times.....	28.75	18.00	10.75	4.25	2.75

(\*) 100 words or less.

Station break announcements are limited to 25 words. One minute transcriptions are accepted at the 100 word announcement rate; all 100 word announcements and one minute transcriptions are accepted for scheduling in announcement periods only. No spot announcements over 100 words accepted.

### SPECIAL FEATURES

News Service—UPI. No additional charges.

#### Participating Programs

"Sheriff Ed"—5:00 a.m. to 8:00 a.m., 9:00 a.m. to 10:30 a.m., 1:15 p.m. to 2:25 p.m. Monday through Saturday. Hillbilly personality d.j. Programs are divided into three parts to reach maximum number of textile workers. No additional charges.

"Ebony Bandstand"—2:30 p.m. to 4:00 p.m. Monday through Saturday. Jive and spiritual program. Available in quarter hours, one minute and half-minute. No additional charges.

"Parade of Quartets"—9:30 a.m. to 11:00 a.m. Sunday only. Local Negro quartets. Program divided into quarter hour segments. Only half-minute station breaks available. No additional charges.

## GREER (2 AM)

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

## WCKI

(Established 1955)



Rates effective May 1, 1957. (Card No. 1.)  
Card received June 3, 1957.  
Owned and operated by Greer Radiocasting Co.

### Personnel

General Manager—Vernon T. Fox.  
Business Manager—James Massey.  
Program Director—Hugh Cooper.

(This listing continued on next page)

Pulse **FIRST** Hooper

in Greenville!

Pulse\* April 1958

	WQOK	A	B	All Others
Mon.-Fri. 6:00-12	28	22	20	30
Mon.-Fri. 12:00-6	28	18	22	32
Mon.-Fri. 6:00-12	41	21	Off Air	38

\*First in 64 out of 72 1/4 hours surveyed

### RADIO HOOPERATINGS

JAN.-MAR., 1958

	WQOK	A	B	All Others
Mon.-Fri. 7:00-12	36.3	28.8	15.6	9.3

DEC. 1957 - JAN. 1958\*

	WQOK	A	B	All Others
Mon.-Fri. 12-6:00	43.9	18.1	18.9	19.1

\*Afternoon not surveyed after January

In combination with WIVK, Knoxville, Tenn., 5% discount

REPRESENTED BY  
STARS NATIONAL, INC.  
Southeast: Dora Clayton Agency, Inc.

Greer—W C K I—Continued

Representatives  
None.  
Mailing Instructions  
Business Office and Studio—Greer Theatre Bldg., N. Main St., Greer, S. C., TR. 7-4451.  
Transmitter—Hoods Drive, Greer, S. C.

Wave—Power—Time  
Operating power—1,000 watts days.  
Frequency—1300 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Operating schedule: 5:30 a.m. to local sunset week days; 7:30 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.  
Maximum term of contract is one year.

PROGRAMS				
	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	29.00	19.50	11.50	6.20
13 times.....	27.00	18.00	10.80	5.85
26 times.....	25.50	17.00	10.20	5.53
52 times.....	24.75	16.50	9.90	5.35
104 times.....	24.00	16.00	9.60	5.20
156 times.....	23.25	15.50	9.30	5.05
260 times.....	22.50	15.00	9.00	4.85
312 times.....	22.00	14.50	8.50	4.20

ANNOUNCEMENTS		
100 words or more:		
	104 times.....	2.25
1 time.....	2.80	2.25
13 times.....	2.70	2.10
26 times.....	2.55	2.00
52 times.....	2.40	1.80

SPECIAL FEATURES  
Participating Programs  
"Dawn Patrol"—7:30 a.m. to 8:20 a.m. Country and western music.  
"Home Folks Hymn Time"—4:15 p.m. evening hymn time program.

POLITICAL		
Per program:	1/2 hour.....	1/4 hour.....
	14.50	7.75
	5 minutes.....	1 minute.....
	4.00	2.00

WEAB

(Established 1949)

Rates received January 25, 1950.  
Owned and operated by Greer Broadcasting Co.

Personnel  
General Manager—E. A. Burch.  
Sales Manager—John Salter.  
Program Director—Betty Beers.

Representatives  
None.  
Mailing Instructions  
Business Office and Studio—P. O. Box 151, Jones Road, Greer, South Carolina. TR 7-3141.  
Transmitter—Jones Road, Greer, S. C.

Wave—Power—Time  
Operating power—250 watts days.  
Frequency—800 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Eastern Time.  
Daylight Saving Time not observed.  
Operating schedule: \_\_\_\_\_.

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

General Advertising  
Affiliated with Keystone Network.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	100 wds.
1 time.....	60.00	35.00	20.00	12.00	4.00
13 times.....	56.00	32.50	18.50	11.00	3.80
26 times.....	52.00	30.00	17.00	10.00	3.60
52 times.....	48.00	27.50	15.50	9.00	3.40
104 times.....	44.00	25.00	14.00	8.00	3.20
156 times.....	40.00	22.50	12.50	7.00	3.00
260 times.....	36.00	20.00	11.00	6.00	2.80
312 times.....	32.00	18.50	10.50	5.00	2.60

SPECIAL FEATURES  
News Service—UPI and local.  
Participation Programs  
"Old Time Spiritual Gathering"—Negro audience.  
"Hayloft Hattie"—hillbilly show.  
"Club 800"—popular music show.  
"Gospel Hymn Time"—Gospel songs and music.

POLITICAL  
One time rates only.  
TRANSCRIPTIONS  
Library Service—World.  
Closing Time  
Two days in advance of broadcast.

HAMPTON

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

WBHC

(Established \_\_\_\_\_)



Rates effective September 1, 1957. (Card No. 1.)  
Card received September 3, 1957.

Owned and operated by J. A. Gallimore & Joe B. Wilder, d/ba Hampton County Broadcasters, Inc.

Personnel  
Owner—J. A. Gallimore.  
Manager—Bill Hollingsworth.

Representatives  
None.  
Mailing Instructions  
Business Office, Studio and Transmitter—Highway 601, South Hampton, S. C.

Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1270 kilocycles.  
Operating schedule: \_\_\_\_\_.

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

General Advertising  
Accepts AAAA copyrighted contracts.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	25.00	18.00	12.00	5.00	3.00
13 times.....	23.00	17.00	10.00	4.75	2.75
26 times.....	20.00	15.00	9.00	4.50	2.50
52 times.....	18.00	14.00	8.00	4.00	2.25
104 times.....	17.00	12.00	6.00	3.50	2.00
208 times.....	16.00	10.00	5.50	3.00	1.75
312 times.....	15.00	8.00	5.00	2.75	1.50

(\*) One minute or less.

HARTSVILLE

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

WHSC

(Established 1946)

Rates effective June, 1946. (Card No. 1.)  
Owned and operated by Hartsville Broadcasting Co. Inc.

Personnel  
Vice-Pres. & Gen'l Mgr.—Raymond Caddell.

Representatives  
None.  
Mailing Instructions  
Business Office and Studio—College Ave., Hartsville, S. C.

Transmitter—One mile south of Hartsville, S. C.  
Wave—Power—Time  
Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate full time on local channel.  
Operates on Eastern Time.  
Operating schedule: Sundays 8:30 a.m. to 11:05 p.m.; week days 6:00 a.m. to 11:05 p.m.

Agency Commission  
15% to recognized advertising agencies; no cash discount. Bills rendered last of month, due 15th of following month.

General Advertising  
For combination rates see Mutual Broadcasting System.  
Affiliated with Keystone Network.  
Rates are for national advertising. For local rates consult station management.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	40.00	24.00	16.00	8.00	3.00
13 times.....	38.00	22.80	15.20	7.60	2.85
26 times.....	36.10	21.66	14.44	7.22	2.71
52 times.....	34.30	20.58	13.72	6.86	2.57
78 times.....	32.58	19.55	13.03	6.52	2.44
104 times.....	31.05	18.57	12.38	6.19	2.32
300 or more times.....	29.50	17.64	11.76	5.88	2.20

(\*) Announcements.

SPECIAL FEATURES  
News Service—AP.

POLITICAL  
Commercial political programs and announcements accepted from legally qualified candidates at regular rates. All payments must be in advance.

TRANSCRIPTIONS  
Library Service—Capitol. Rates on request.

KINGSTREE

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

WKDK

(Established 1949)

Rates effective October 1, 1957. (Card No. 2.)  
Card received October 7, 1957.

Owned and operated by Palmetto Broadcasting Co.  
Personnel  
Owner and General Manager—E. G. Robinson, Jr.

Representatives  
None.  
Mailing Instructions  
Business Office and Studio—P. O. Box 450, Kingstree, South Carolina.  
phone 6761.

Transmitter—Kingstree, S. C.  
Wave—Power—Time  
Operating power—5,000 watts days.  
Frequency—1310 kilocycles.  
Non-directional.  
Licensed to operate to local sunset.  
Operates on Eastern Time.  
Operating schedule: Sundays 6:30 a.m. to sunset; week days, 5:00 a.m. to sunset.

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

General Advertising  
Affiliated with Keystone Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1	30
	hr.	hr.	hr.	min.	min.	min.	sec.
1 time.....	45.00	28.00	15.00	14.00	13.00	12.00	9.00
13 times.....	43.00	27.00	14.50	13.50	12.00	10.00	8.00
26 times.....	42.00	26.00	14.00	13.00	11.50	9.00	7.00
52 times.....	41.00	25.00	13.50	12.50	11.00	8.00	6.00
104 times.....	39.00	24.00	13.00	11.00	10.50	7.00	5.00
156 times.....	38.00	22.00	12.50	10.50	10.00	6.00	4.00
260 times.....	37.00	21.00	12.00	10.00	9.00	5.00	3.50
312 times.....	36.00	20.00	11.50	9.50	8.00	4.00	3.00

SPECIAL FEATURES  
News Service—AP. No extra charge.  
Negro programming 3 hours per day.

TRANSCRIPTIONS  
Library Service—Thesaurus.  
Closing Time  
One week in advance of broadcast.

LAKE CITY

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

WJOT

(Established 1953)

Rates effective March 1, 1957.  
Rates received March 4, 1957.

Owned and operated by Lake Broadcasting Corp.  
Personnel  
Owners—John & Charles Dowdy.  
General Manager—Raymond C. Starr.  
Program Director—Joseph Grimsley.  
Commercial Manager—Clarence Jackson.

Representatives  
Southeast—Harry J. Cannon, 1021 William-Oliver Bldg., Atlanta 3, Ga. Jackson 4-7088.

Mailing Instructions  
Business Office and Studio—P. O. Box 656, 10 S. Acline Ave., Lake City, S. C., telephone 7631.  
Transmitter—1/2 mile East of Lake City on Hwy. 341, Lake City, S. C.

Wave—Power—Time  
Operating power—1,000 watts days.  
Frequency—1260 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Operating schedule: \_\_\_\_\_.

Agency Commission  
15% to recognized agencies; no cash discounts. Bills due and payable when rendered.

General Advertising  
Maximum length of contract one year.  
Actual time of program less than stated to permit station identification in accordance with FCC regulations.

	1 hr.	1/2 hr.	25 min.	1/4 hr.	10 min.	5 min.
1 time.....	45.00	27.00	24.75	18.00	13.50	9.00
13 times.....	42.75	25.65	23.50	17.10	12.85	8.55
26 times.....	40.50	24.30	22.30	16.20	12.15	8.10
52 times.....	38.25	22.95	21.05	15.30	11.50	7.65
78 times.....	36.00	21.60	19.85	14.40	10.80	7.20
104 times.....	33.75	20.25	18.60	13.50	10.15	6.75
156 times.....	31.50	18.90	17.40	12.60	9.45	6.30
260 times.....	30.40	18.25	16.70	12.15	9.10	6.10
312 times.....	29.25	17.55	16.15	11.70	8.80	5.85

ANNOUNCEMENTS

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	3.50	3.00	52 times.....	3.05
13 times.....	3.35	2.85	78 times.....	2.90
26 times.....	3.20	2.70	104 or more times.....	2.75

SPECIAL FEATURES  
News Service—UPI and local.  
News every hour on the hour.  
Participation Program  
"Wake Up Time in Dixie," "This Is Joe," "Barnyard Jamboree," "Hap Palmer Presents," "Sunday Spectacular," "Big Morning Jamboree".

LANCASTER

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

WLCM

(Established 1951)

Rates effective August 1, 1951. (Card No. 1-A.)  
Card received February 1, 1954.

Owned and operated by The Royal Broadcasting Co.  
Personnel  
President—Charles K. Connelly.  
General Manager—Farris Giles.  
Commercial Manager—J. Paul Wade.  
Program Director—Joann McManus.

Representatives  
Media Sales and Service.  
Atlanta—Harry J. Cannon.

Mailing Instructions  
Business Office, Studio and Transmitter—103 N. Catawba St., Lancaster, S. C., telephone 2051.  
Transmitter—Nickols Rd., Lancaster, S. C.

Wave—Power—Time  
Operating power—1,000 watts days.  
Frequency—1360 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern 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 when rendered.

General Advertising  
ASCAP, BMI and SESAC licenses.  
Rates include music copyright fees.  
Actual time of programs is 30 seconds less than stated to permit station identification.  
Maximum contract length is 12 months.

PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	40.00	24.00	16.00	12.00	8.00
13 times.....	35.00	21.00	14.00	10.00	7.00
26 times.....	30.00	18.00	12.00	9.00	6.00
52 times.....	27.50	15.00	11.00	8.00	5.00
104 times.....	25.00	14.00	10.00	7.00	4.00
156 times.....	22.50	13.00	9.00	6.00	3.00
260 times.....	20.00	12.00	8.00	5.00	2.75
312 times.....	17.50	11.00	7.00	4.00	2.50

ANNOUNCEMENTS  
One minute or less:  
1 time..... 3.50  
13 times..... 3.00  
26 times..... 2.75  
52 times..... 2.50  
104 times..... 2.25  
312 times..... 2.00  
624 times..... 1.50  
1,000 times..... 1.25  
Specified time station breaks same as one minute rate.

SPECIAL FEATURES  
News Service—AP. No extra charge.  
Local newscasts, time signals, weather reports, sports broadcasts available.

(This listing continued on next page)

# SOUTH CAROLINA

## Lancaster—W L C M—Continued

**POLITICAL**  
Regular rates and discounts apply; cash in advance. Script required 24 hours in advance.

**TRANSCRIPTIONS**  
Library Service—Treasurer.  
Closing Time  
36 hours in advance of broadcast.

## LORIS

Horry County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.  
(Call letters not received)  
(C. P.—1570 kc; 1,000 w. days)  
Loris Broadcasting Co.  
Loris, South Carolina

## LAURENS

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

### W L B G

(Established 1948)

Rates effective October 1, 1955.  
Rates received November 10, 1955.  
Owned and operated by the Laurens-Clinton Broadcasting Co.

**Personnel**  
General Manager—C. W. Hogan.

**Representatives**  
Indie Sales, Inc.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 642, Laurens, S. C. Phone 2-5212, or Utopia Bldg., Clinton, S. C., telephone 1508.  
Transmitter—Greenville Highway, Laurens, S. C.

**Wave—Power—Time**  
Operating power—250 watts days.  
Frequency—860 kilocycles.  
Non-directional.  
Licensed to operate to local sunset.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: Local sunrise to local sunset.  
Jan... 7:30 a.m.-5:45 p.m. July... 6:00 a.m.-7:45 p.m.  
Feb... 7:15 a.m.-6:15 p.m. Aug... 6:00 a.m.-7:15 p.m.  
Mar... 6:45 a.m.-6:30 p.m. Sept... 6:15 a.m.-6:30 p.m.  
Apr... 6:00 a.m.-7:00 p.m. Oct... 6:30 a.m.-6:00 p.m.  
May... 6:00 a.m.-7:30 p.m. Nov... 7:00 a.m.-5:30 p.m.  
June... 6:00 a.m.-7:45 p.m. Dec... 7:30 a.m.-5:15 p.m.

**Agency Commission**  
15% to recognized agencies.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Rates are for station facilities only. Talent is extra.

### PROGRAMS

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	30.00	22.00	16.00	8.00
13 times.....	28.00	20.50	15.00	7.50
26 times.....	26.00	19.00	14.00	7.00
52 times.....	24.00	17.50	13.00	6.50
156 times.....	22.00	16.00	12.00	6.00
312 times.....	20.00	14.50	11.00	5.50

### ANNOUNCEMENTS

1 time.....	5.00	104 times.....	4.00
13 times.....	4.75	156 times.....	3.75
26 times.....	4.50	312 times.....	3.50
52 times.....	4.25		

### SPECIAL FEATURES

News Service—UPI. No extra charge.

### POLITICAL

Copy must be submitted 24 hours in advance of broadcast; cash in advance.

### Closing Time

24 hours in advance of broadcast.

## MANNING

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

### W Y M B

(Established 1957)

Rates effective July 15, 1957.  
Rates received October 28, 1957.  
Owned and operated by Clarendon County Broadcasting Co.

**Personnel**  
President—J. M. Soles, Jr.  
Manager—Harry Hyman.  
Program Director—Russ Mellette.  
Commercial Manager—Robert D. Thompson.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 262, Manning, S. C.  
Transmitter—Juneburn Rd., Manning, S. C.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1410 kilocycles.  
Non-directional.  
Operating schedule: local sunrise to sunset.

**Agency Commission**  
15% on time only; no cash discount. Bills due and payable 10th of month.

**General Advertising**  
Affiliated with Keystone Network.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	32.00	23.00	12.00	6.00	3.00
14 times..	30.50	20.00	11.40	5.70	2.85
27 times..	27.00	18.00	10.80	5.40	2.70
53 times..	25.50	16.00	10.20	5.10	2.55
156 times..	23.00	15.00	9.60	4.80	2.40

### SPECIAL FEATURES

News Service—AP.  
Closing Time  
48 hours in advance of broadcast.

## MARION

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

### W A T P

(Established 1957)

Rates effective July 22, 1957. (Card No. 1.)  
Card received April 7, 1958.  
Owned and operated by Pee Dee Broadcasting Company, Inc.

**Personnel**  
President—Al G. Stanley.  
Gen'l & Com'l Mgr.—Frank L. Martin.

**Representatives**  
Continental Radio Sales.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 717; Main St., Marion, S. C. Phone 595.  
Transmitter—Hwy. 76 between Marion and Mullins, S. C.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1430 kilocycles.  
Nondirectional.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule—local sunrise to sunset.

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

**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.	100 wds.
1 time.....	55.00	33.00	22.00	16.50	11.00	5.00
13 times....	52.25	31.35	20.90	15.67	10.45	4.75
26 times....	49.50	29.70	19.18	14.85	9.90	4.50
52 times....	46.75	28.05	18.70	14.02	9.35	4.25
104 times....	44.00	26.40	17.60	13.20	8.80	4.00
150 times....	41.25	24.75	16.50	12.37	8.25	3.75
312 times....	38.50	23.10	15.40	11.55	7.70	3.50

### SPECIAL FEATURES

News Service—AP. No extra charge.  
Closing Time  
24 hours in advance of broadcast.

## MULLINS

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

### W J A Y

(Established 1949)

Rates effective July 1, 1949. (Card No. 2.)  
Owned and operated by Mullins & Marion Broadcasting Co.

**Personnel**  
Manager—James F. Ramsey.

**Representatives**  
None.

**Mailing Instructions**  
Business Office, Studio and Transmitter—U. S. Highway 76, between Marion, S. C., and Mullins, S. C.  
Mailing Address—P. O. Box 41, Marion, S. C., telephone 390; P. O. Box 41, Mullins, S. C., telephone 3901.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1280 kilocycles.  
Non-directional.  
Licensed to operate to local sunset.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: Sundays 7:30 a.m. to sunset; week days sunrise to 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 Keystone Network and Tobacco Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI licenses.  
Rates are for station time. Programs and announcements cannot be combined to determine frequency discounts. Maximum duration of contract one year. Time quotations subject to prior date, availability and confirmation. All periods subject to recapture on 14 days' notice. No time sold for resale by purchaser. Actual time of programs 30 seconds less than time.

### ANNOUNCEMENTS

1 minute....	3.50	3.35	3.20	3.05	2.90	2.75
1/2 minute....	3.00	2.85	2.70	2.55	2.40	2.25
(*) 104 or more times.						

### SPECIAL FEATURES

News Service—UPI. No extra charge.

### TRANSCRIPTIONS

Library Service—Lang-Worth, Sesac, Keystone.  
Closing Time  
24 hours in advance of broadcast.

## MYRTLE BEACH

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

### W M Y B

(Established 1954)



Rates effective February 1, 1955.  
Card received March 15, 1955.  
Owned and operated by Coastal Carolina Broadcasting Corporation.

**Personnel**  
President—J. O. Tice, Jr.  
General Manager—John G. Kenworthy.  
Director—James O. Tice, Sr.

**Representatives**  
Donald Cooke, Inc.  
Southeast—Harry J. Cannon.

**Mailing Instructions**  
Business Office, Studio and Transmitter—28th Ave. and Oak St., Myrtle Beach, S. C., Hillcrest 8-3180.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to midnight week days; 7:00 a.m. to midnight, Sundays.

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

**General Advertising**  
Affiliated with Keystone Network and Southeastern Key Market Network.  
Radio Station WMYB, Myrtle Beach, S. C., may be bought in combination with Radio Station WBLR, Batesburg, S. C. and WKEN, Dover, Delaware.  
No contract accepted for more than one year.

### ANNOUNCEMENTS

	1/4 hr.	5 min.	1 min.	(*)
1 time.....	16.00	8.00	4.00	3.00
13 times.....	15.20	7.60	3.80	2.85
26 times.....	14.44	7.22	3.61	2.71
52 times.....	13.72	6.86	3.43	2.57
78 times.....	13.03	6.52	3.26	2.44
104 times.....	12.38	6.19	3.10	2.32
300 or more times..	11.76	5.88	2.95	2.20

(\*) Less than one minute.

### SPECIAL FEATURES

News Service—UPI.  
Newscasts, sports reviews, sports, play-by-play broadcasts, etc.—rates on request.

## NEWBERRY

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

### W K D K

(Established 1946)



Rates effective ————  
Rates received December 6, 1957.  
Owned and operated by Newberry Broadcasting Co., Inc.

**Personnel**  
President—James F. Coggins.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—11 Radio Drive, P. O. Box 211, Newberry, S. C.  
Transmitter—Newberry, S. C.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1240 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Operating schedule: Sundays 7:00 a.m. to 11:15 p.m. week days 6:00 a.m. to 11:30 p.m.

**Agency Commission**  
15% commission to recognized agencies on station time. No commission on talent or other charges additional to station time. No cash discount. Payment due on 10th of month following broadcast.

**General Advertising**  
Affiliated with Keystone Network.  
Maximum contract one year. Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Announcement copy will be broadcast as submitted, if approved, and charges will be made at next higher rate if number of words exceeds limit in any class.

### ANNOUNCEMENTS

1 time.....	30.00	22.00	16.00	8.00
13 times.....	28.00	20.50	15.00	7.50
26 times.....	26.00	19.00	14.00	7.00
52 times.....	24.00	17.50	13.00	6.50
156 times.....	22.00	16.00	12.00	6.00
312 times.....	20.00	14.50	11.00	5.50

### ANNOUNCEMENTS

1 time.....	5.00	104 times.....	4.00
13 times.....	4.75	156 times.....	3.75
26 times.....	4.50	312 times.....	3.50
52 times.....	4.25		

### SPECIAL FEATURES

News Service—AP.  
Newscasts, time signals, temperature and weather reports, sports events and special features—rates on request.

**POLITICAL**  
Cash in advance, no discount.

**TRANSCRIPTIONS**  
Library Service—World. No extra charge.

**Closing Time**  
Broadcast copy and program material must be received 24 hours in advance of broadcast time.



**ORANGEBURG (3 AM; 1 FM)**

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

**W B P D**

(Established ———)

Rates effective November 3, 1958.  
Rates received October 28, 1958.  
Owned and operated by Radio Orangeburg.

**Personnel**  
Co-Owners—Clarence Jones and Gus Browning.  
General Manager—Clarence Jones.  
Program Director—Margaret Jones.  
Commercial Manager—Jo Anne Browning.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—144 Broughton South-west, Orangeburg, S. C. Je. 4-1580 and Je. 4-4810.  
Transmitter—1 mile South U. S. 301.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1580 kilocycles.  
Non-directional.  
Operates on Eastern Standard Time.  
Operating schedule: Local sunrise to sunset.

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

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time...	90.00	54.00	36.00	18.00	7.00
13 times..	85.50	51.30	34.20	17.10	6.65
26 times..	81.00	48.60	32.40	16.20	6.30
39 times..	76.50	45.90	30.60	15.30	5.95
52 times..	72.00	43.20	28.80	14.40	5.60
104 times..	67.50	40.50	27.00	13.50	5.25
156 times..	63.00	37.80	25.20	12.60	4.90
208 times..	58.50	35.10	23.40	11.70	4.55

**SPECIAL FEATURES**  
News Service—AP and local.  
Mobile units available.

**POLITICAL**  
Announcements only, accepted from qualified candidates. One-time rates apply, cash in advance.

**TRANSCRIPTIONS**  
Library Service—World.

**Closing Time**  
One hour in advance of broadcast.

**WDIX**

(Established 1946)



Rates effective August 29, 1954. (Card No. 5.)  
Card received August 20, 1954.  
Owned and operated by WDIX, Inc.

**Personnel**  
Manager—Frank B. Best.  
Assistant Manager—Frank B. Best, Jr.  
Commercial Manager—Norman M. Matthews.

**Representatives**  
New York—Devney, Incorporated.  
Atlanta—Forjoe & Company, Inc.

**Mailing Instructions**  
Business Office and Studio—Whitman St., Extension, P. O. Box 662, Orangeburg, S. C., Je 4-4461.  
Transmitter—North Rd., Orangeburg, S. C.

**Wave—Power—Time**  
Operating power—5,000 watts days; 500 watts nights.  
Frequency—1150 kilocycles.  
Directional—Separate patterns, day and night.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Operating schedule: 5:00 a.m. to 11:30 p.m.

**Agency Commission**  
15% to recognized agencies on station time only; 2% cash discount, 10 days. Invoices and affidavits rendered monthly; due and payable 14th of month following service.

**General Advertising**  
For combination rates see ABC Radio.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Maximum length of contract, 52 weeks.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time...	60.00	36.00	24.00	9.00	6.00	3.00
13 times..	57.00	34.20	22.80	8.55	5.70	2.85
26 times..	54.00	32.40	21.60	8.10	5.40	2.70
39 times..	51.00	30.60	20.40	7.65	5.10	2.55
52 times..	48.00	28.80	19.20	7.20	4.80	2.40
104 times..	45.00	27.00	18.00	6.75	4.50	2.25
156 times..	42.00	25.20	17.00	6.30	4.20	2.10
208 times..	39.00	23.40	16.00	5.85	3.90	1.95

(\*) Announcements.  
(†) 20 words live or 10 second transcription.

**PROGRAM DISCOUNTS**  
10 minute programs, 20% off 1/4 hour rate; 25 minute programs, 10% off 1/2 hour rate.  
20% discount for fulfilling 52 week commitment; 15% for 26 weeks; 10% for 13 weeks. Payable on programs of 1/4 hour or longer. Payable in cash on completion of contract. Announcement performance earns program rate. Program performance earns announcement rate.

**PACKAGE RATES**  
25 announcements per week, 52 weeks, each.... 3.80  
30 announcements per week, 52 weeks, each.... 3.70  
36 announcements per week, 52 weeks, each.... 3.60  
42 announcements per week, 52 weeks, each.... 3.50  
For 26 weeks, add .10 per announcement; for 13 weeks, add .20 per announcement.

**SPECIAL FEATURES**  
News Service—AP.

**POLITICAL**  
One time rate applies; payable in advance.  
(Orangeburg continued on next page)

**USE UP-TO-DATE  
SRDS INFORMATION  
FOR MOST VALUE**

SRDS books are designed to give you more than a little knowledge . . . to give you all the information possible upon which you can make media selections. The data contained in all SRDS listings are brought up to date between issues through Rate Bulletins, thus insuring you the latest information from one publication date to the next.

The danger that arises from the use of SRDS publications actually arises from their mis-use . . . from the continued use by some of out-dated issues. Remember, when you use old SRDS publications, you are discarding as "unimportant" the timeliness that has been a Standard Rate *must* for 40 years.

Be sure the information that you are using is up to date. If you don't have your own subscription to any of the SRDS books, write immediately to Subscription Department, Standard Rate & Data Service, Inc., 1740 Ridge Avenue, Evanston, Ill.

*Be Sure... Be Safe!*

5G-14

# SOUTH CAROLINA

## Orangeburg—Continued

### WTND

(Established 1948)

Rates effective October 1, 1957.  
Rates received October 10, 1957.  
Owned and operated by WTND, Inc.

**Personnel**  
President—J. L. Sims.

**Representatives**  
Thomas F. Clark Co., Inc.

**Mailing Instructions**  
Business Office and Studio—Radio Center, Memorial Plaza, Orangeburg, S. C. Jefferson 4-1301.  
Transmitter—Belt Line Road, one mile northwest of Orangeburg, S. C.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—920 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Operating schedule: 6:00 a.m. to local sunset.

**F M Facilities—W O R G**  
Effective radiated power—4,600 watts.  
Frequency—102.7 megacycles.  
Antenna height—110 feet above average terrain.

**Agency Commission**  
15% to recognized agencies; no cash discount. Bills rendered 1st of month due 15th of following month.

**General Advertising**  
Affiliated with Keystone Network.  
ASCAP, BMI and SESAC licenses.  
No contract accepted for a period longer than one year. No time sold for resale.  
No extra charge for FM broadcast simultaneous with AM broadcast.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	30.00	20.00	12.00	8.00	3.00
13 times.....	27.00	18.00	10.00	7.00	2.70
26 times.....	25.00	16.00	9.00	6.00	2.45
52 times.....	22.00	14.00	8.00	5.00	2.20

10% discount on each next highest rate for 104, 156 and 260 times on 1-minute announcements.

#### SPECIAL FEATURES

News Service—UPI.  
News on the hour every hour; headlines on the half-hour.

#### POLITICAL

Regular rates apply.

#### Closing Time

Material must be received 24 hours in advance of broadcast time.

## ROCK HILL (2 AM; 1 FM)

York County—Map Location D-3

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

### WRHI

(Established 1944)

Rates effective July 1, 1953. (Card No. 1B.)  
Revision (effective date) received July 6, 1953.  
Owned and operated by the York County Broadcasting Company.

**Personnel**  
General Manager—James S. Beaty, Jr.  
Station Manager—William C. Beaty.  
Commercial Manager—Harper S. Gault.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 429, Rock Hill National Bank Bldg., Rock Hill, S. C.  
Transmitter—E. Black St., Rock Hill, S. C.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1340 kilocycles.  
Non-directional.  
Operates on Eastern Standard Time.  
Operating schedule: 5:30 a.m. to 11:30 p.m.

**F M Facilities**  
Effective radiated power—650 watts.  
Frequency—98.3 megacycles; channel 248.  
Antenna height—310 feet above average terrain.

**Agency Commission**  
15% to recognized advertising agencies on time only. Bills rendered last month, due 15th of following month.

**General Advertising**  
For combination rates see Mutual Broadcasting System.  
Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
FM operated in conjunction with AM.  
Announcements and programs cannot be combined to obtain lower rate.

	1 ti.	13 ti.	26 ti.	52 ti.	104 ti.	312 ti.
1 hour.....	50.00	47.50	45.00	42.50	40.00	37.50
1/2 hour.....	30.00	28.50	27.00	25.50	24.00	22.50
1/4 hour.....	17.00	16.15	15.30	14.50	13.60	12.75
5 minutes.....	9.00	8.55	8.10	7.65	7.20	6.75

One minute transcription..... 5.00 4.75 4.50 4.25 4.00 3.75  
100 word spots..... 4.50 4.27 4.05 3.82 3.60 3.38  
50 word spots..... 4.00 3.80 3.60 3.40 3.20 3.00

Station breaks are limited to 25 words and take the 50 word rate.

#### SPECIAL FEATURES

News Service—AP.  
Weather forecast, time signals and sports—rates on request.

#### POLITICAL

Copy must be submitted in advance of broadcast. Cash in advance.

### WTYC

(Established 1948)

Rates effective January 1, 1952. (Card No. 1.)  
Card received January 23, 1952.  
Owned and operated by Tri-County Broadcasting Co., Inc.

**Personnel**  
General Manager—E. L. Burwell.  
Commercial Manager—W. A. Warner.

**Representatives**  
Southeast—Harry J. Cannon.

**Mailing Instructions**  
Business Office and Studio—Hwy. 21-A at Tucker St., Rock Hill, S. C., telephone 3175.  
Transmitter—U. S. 21A and Tucker St., Rock Hill, S. C.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1150 kilocycles.  
Non-directional.  
Licensed to operate sunrise to sunset.  
Operating schedule: Sunrise to local sunset.

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

**General Advertising**  
Affiliated with the Piedmont and Southeastern Key Market Networks.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP and BMI licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	40.00	25.00	17.00	8.00	4.50
13 times.....	38.00	23.75	16.00	7.60	4.30
26 times.....	36.00	22.50	15.00	7.20	4.10
52 times.....	34.00	21.25	14.00	6.80	3.90
104 times.....	32.00	20.00	13.00	6.40	3.70
156 times.....	30.00	18.75	12.00	6.00	3.50
260 times.....	28.00	17.50	11.00	5.60	3.30
312 times.....	26.00	16.25	10.00	5.20	3.00

(\*) Announcements.

#### SPECIAL FEATURES

News Service—UPI. No extra charge.  
Local news and weather reports.

#### Participating Programs

"Farm & Fun Time," "Brunch Time" and Participating live Negro DJ show.

#### POLITICAL

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

## SENECA (TWP.)

Oconee County—Map Location A-4

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

### WSNW

(Established 1949)



Rates effective \_\_\_\_\_.  
Rates received August 2, 1954.  
Rev. rec'd may 6, 1958.  
Owned and operated by Blue Ridge Broadcasting Co., Inc.

**Personnel**  
Pres. & Gen'l Mgr.—J. A. Gallimore.  
Treasurer—Virginia F. Gallimore.

**Representatives**  
Hill P. Best Company.  
Southeast—Harry J. Cannon.

**Mailing Instructions**  
Business Office—P. O. Box 443, Seneca, S. C.  
Studio and Transmitter—One half mile west of Seneca off Westminster highway.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1150 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Daylight Saving Time not observed.

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

**General Advertising**  
For combination rates see ABC Radio and Blue Ridge Network.  
Accepts AAAA copyrighted contract.  
Announcement copy will be broadcast as submitted, if approved, and charges will be made at next higher rate of number of words exceeds limit in any class. Contract renewals subject to rates in effect at time of renewal.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	40.00	22.50	11.00	8.00	2.70
13 times.....	39.50	21.50	10.50	7.50	2.60
26 times.....	38.50	20.50	10.00	7.00	2.50
52 times.....	37.50	19.50	9.50	6.50	2.40
104 times.....	35.50	17.50	8.50	5.50	2.30
156 times.....	34.50	16.50	8.00	5.00	2.20

(\*) One minute or less transcriptions, oral announcements or station breaks.  
(†) The 156-time rate is the flat automotive rate, not retroactive or subject to rebates.

#### POLITICAL

Cash in advance.  
**Closing Time**  
Programs close one week in advance of broadcast.

## SPARTANBURG (3 AM; 1 FM)

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

### WORD

(Established 1940)

## The Piedmont Group

Rates effective \_\_\_\_\_.  
Rates received September 10, 1958.

Owned and operated by WFBC, Greenville, S. C.

**Personnel**  
Chairman of the Board—Roger Peace.  
President—R. A. Jolley.  
Manager—Tom Thurman.

**Representatives**  
Avery-Knodel, Inc.

**Mailing Instructions**  
Business Office and Studio—291 E. Main St., P. O. Box 1808, Spartanburg, S. C., telephone 3-2711.  
Transmitter—White Ave., Spartanburg, S. C.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—910 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Operating schedule: 5:30 a.m. to 12:05 a.m. Monday through Friday; 6:00 a.m. to midnight Sundays; 5:30 a.m. to 1:00 a.m. Saturday.

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

**General Advertising**  
For combination rates see The Piedmont Group and NBC Radio Network.

Following rates are for national advertising. For schedules qualifying for retail rates consult station management.  
Rates apply to total number of broadcasts within one year under the same contracts, but announcements may not be combined with programs for higher frequency discounts.  
In the event of revised station rates or discounts, any continuous broadcasts under existing contract may be extended at the rates and discounts shown herein for a period of not more than 286 weeks. All 52 week contracts are for frequency purposes only.

#### ANNOUNCEMENTS

(6:30 a.m. to 10:30 p.m.)			
1 time.....	8.00	156 times.....	6.50
26 times.....	7.50	260 times.....	6.00
52 times.....	7.00	520 times.....	5.50

(All other times)  
Compute time charges at 50% of listed rates.

#### ANNOUNCEMENT PACKAGE PLANS

(6:30 a.m. to 10:30 p.m.)			
	—Announcements—		—Quiekies—
	Each	Per wk.	Each Per wk.
12 times.....	5.00	60.00	2.50 30.00
18 times.....	4.50	81.00	2.25 40.50
24 times.....	4.00	96.00	2.00 48.00
30 times.....	3.50	105.00	1.75 52.50
36 times.....	3.25	117.00	1.65 59.40

#### PROGRAMS

CLASS "A"					
(6:30 a.m. to 10:30 p.m.)					
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	80.00	48.00	32.00	24.00	16.00
26 times.....	75.00	45.00	30.00	22.50	15.00
52 times.....	70.00	42.00	28.00	21.00	14.00
156 times.....	65.00	39.00	26.00	19.50	13.00
260 times.....	60.00	36.00	24.00	18.00	12.00

CLASS "B"					
(6:30 a.m. to 10:30 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
26 times.....	65.00	39.00	26.00	19.50	13.00
52 times.....	60.00	36.00	24.00	18.00	12.00
156 times.....	55.00	33.00	22.00	16.50	11.00
260 times.....	50.00	30.00	20.00	15.00	10.00

(All other times)  
Compute time charges at 50% of listed rates.  
After 52 weeks of uninterrupted service, and advertiser may continue at same discount and rate until the schedule is reduced or interrupted or a revision of station rate is applicable. The advertiser who avails himself of this continuing discount policy must begin a new contract period for quantity discount purposes when he reduces or resumes the schedule.

#### SPECIAL FEATURES

News Service—AP and local.  
Participating Programs  
"Dateline Spartanburg" with Frank Hayden—5:30 a.m. to 9:30 a.m. Monday through Friday; 5:30 a.m. to 9:00 a.m. Saturday.  
"Magazine of the Air" with Buddy Womick—9:30 a.m. to noon Monday through Friday.  
"Motor Matinee" with Hal Murray—2:30 p.m. to 6:00 p.m. Monday through Friday.  
"Music Hall" with Wade Burley—6:20 p.m. to 7:30 p.m. Monday through Friday.  
"Dream Girl"—10:00 p.m. to midnight. Monday through Saturday.

#### POLITICAL

Regular rates apply. Cash in advance. Copy must be submitted 24 hours before broadcast time. No political time accepted within 24 hours of election.

#### TRANSCRIPTIONS

Instantaneous reference recordings: One reference recording free on request to a program or announcement advertiser for each 13 times cycle of broadcasting. Additional reference recording furnished at following rates: Announcements, each 2.50; 15 minute programs, each 5.00; 30 minute programs, each 7.50.

**Closing Time**  
Copy and material must be in station 72 hours in advance of broadcast.

(Spartanburg continued on next page)

**WSPA**  
(Established 1929)  
**CBS Radio Network**



Rates effective April 1, 1957. (Card No. 7.)  
Card received March 6, 1957.  
Owned and operated by the Spartan Radiocasting Co

**Personnel**  
President—Walter J. Brown.  
Manager—Roger A. Shaffer.  
Sales Manager—Iloss Holmes.  
Program Manager—Charlie Newcomb.

**Representatives**  
George P. Hollingbery Company.

**Mailing Instructions**  
Business Office and Studio—Radio Center, 224 E. Main St., Spartanburg, S. C., telephone 3-3621.  
Transmitter—three miles northwest of city.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—950 kilocycles.  
Directional—nighttime only.  
Operates on Eastern Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:00 a.m. to 12:05 a.m. week days; 7:00 a.m. to 12:05 a.m. Sundays.

**FM Facilities**  
Effective radiated power—3,000 watts.  
Frequency—98.9 megacycles.  
Antenna height—530 feet above average terrain.

**Agency Commission**  
15% to recognized agencies on station time and specified talent charges; no cash discount. Approved accounts are billed monthly and are payable 15th of month following service.

**General Advertising**  
For combination rates see CBS Radio Network (South-eastern Group).

FM operated in conjunction with AM.  
Rates include music copyright fees, as licensed.  
BMI, ASCAP and SESAC licenses.  
Advertising of alcoholic beverages other than light wine and beer not accepted.  
Programs and announcements cannot be combined to earn maximum discount.

Contracts accepted 30 days prior to start of schedule. Maximum contract 52 consecutive weeks. In the event of revision of station rates or discounts the advertiser may choose to have the revision immediately applied to his contract—or these rates will prevail for continuous broadcasts until the termination of his contract. Contracts expiring earlier than 52 weeks from the effective date of a rate revision may be extended at these rates up to 52 weeks from such revision date. Length of commercial copy: Programs—

5 minutes.....	1:00 min.	1:15 min.
10 minutes.....	2:00 min.	2:10 min.
15 minutes.....	2:30 min.	3:00 min.
30 minutes.....	3:00 min.	4:15 min.
60 minutes.....	6:00 min.	7:00 min.

**CLASS "A"**  
(7:00 a.m. to 10:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	90.00	54.00	36.00	20.00
26 times.....	85.50	51.30	34.20	19.00
52 times.....	81.00	48.60	32.40	18.00
156 times.....	76.50	45.90	30.60	17.00
260 times.....	72.00	43.20	28.80	16.00
520 times.....	67.50	40.50	27.00	15.00
1,000 times.....	63.00	37.80	25.20	14.00

**CLASS "B"**  
(Sign-on to 7:00 a.m.; 10:00 p.m. to 12:05 a.m.)

1 time.....	60.00	36.00	24.00	15.00
26 times.....	57.00	34.20	22.80	14.25
52 times.....	54.00	32.40	21.60	13.50
156 times.....	51.00	30.60	20.40	12.75
260 times.....	48.00	28.80	19.20	12.00
520 times.....	45.00	27.00	18.00	11.25
1000 times.....	42.00	25.20	16.80	10.50

**\*ANNOUNCEMENTS**  
(Minutes or Station Breaks)  
NOTE: See further rate classifications under Special Features section of this listing.

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

One minute announcements, each.....	13.00
1 time.....	12.50
26 times.....	11.90
52 times.....	11.25
156 times.....	10.60

(10:01 p.m. to 5:59 a.m.)

1 time.....	8.00	260 times.....	6.40
26 times.....	7.60	520 times.....	6.00
52 times.....	7.20	1000 times.....	5.60
156 times.....	6.80		

ID's (10 seconds) 50% of earned rate.

**Saturation Rate**  
(Fixed position but not guaranteed)

One minute announcements or station break:	
15 announcements per week.....	20%
20 announcements per week.....	25%
25 announcements per week.....	30%
35 or more announcements per week.....	40%

Discounts to be figured from one time rate. Saturation campaign spots may be scheduled in talent shows if desired adding 1.35 talent per spot. Above rates flat; cannot be combined with other time units for discount purposes.

**DISCOUNTS**  
Rate tables on this card show rates after the deduction of all applicable discounts. The rate to which an advertiser is entitled is determined by the total number of broadcasts used within one year from the date of initial broadcast, or each anniversary thereof. Failure to use the required number of broadcasts to earn the rate paid by the advertiser, will incur a charge for the differential between the rate actually earned and the rate paid, except as provided in below. In computing discounts on current broadcasting, advertisers may combine announcements or programs (but not both) broadcast in same 12 months to earn maximum discount. Program time applies in excess



**WSPA LEADERSHIP**

Over 30 Competitive Stations  
In Spartanburg-Greenville Area.

Daytime Weekly 85,990  
Nighttime Weekly 47,530



**ONE OF NATION'S TOP MARKETS**

21 Counties in S. C. and N. C.

Population	1,071,400
Families	272,700
EBI	1,272,819,000
Retail Sales	824,634,000
Food	206,458,000
Drugs	27,314,000

1958 SM

**1 Million People** spend  
**1 1/4 Billion Dollars**  
in WSPA's 21 County  
Piedmont Area

**SOUTH CAROLINA'S FIRST RADIO STATION**

**FM BONUS DUPLICATION**

AM 950  
FM 98.9  
TV Channel 7

CBS



**WSPA**

SPARTANBURG, S. C.

Serving  
Spartanburg-Greenville Area

Walter Brown, Pres.  
Roger Shaffer, Mgr.

GEO. P. HOLLINGBERRY  
National Representative

of one minute. After first year advertiser may continue at the same discount and rate, until schedule is reduced or interrupted or a revision of station's rate occurs. The advertiser who avails himself of the continuing discount policy must begin a new contract period for quantity discount purposes when he reduces or resumes his schedule. Non-contiguous programs may not be combined to secure larger time segment rate. Announcements at station breaks adjacent to higher time classifications are to be charged at the rate of the higher classification.

**SPECIAL FEATURES**

News Service—UPI.  
Newscasts available extra..... 10%  
5-minute weathercasts 6:00 a.m., 7:10 a.m., 12:15 p.m., 6:10 p.m., 11:15 p.m. Monday through Saturday. Available at card rate.

**Participating Programs**

Announcement participation at card rate for station time except all "Jane Dalton," "Farmer Gray," and "Cousin Bud" programs.

All programs Monday through Friday from 9:00 a.m. to 10:00 a.m.; 11:30 a.m. to noon; 5:00 p.m. to 6:00 p.m. and Saturday 10:05 a.m. to 10:30 a.m., noon to 12:30 p.m., regardless of title, are card rate plus 1.35 talent gross per announcement. All talent rates quoted orally or in writing and accepted in contract or written form by client or agency are valid regardless whether or not these same rates are published.

\*"Jane Dalton"—9:00 a.m. to 10:00 a.m. Monday through Saturday. Merchandising personal endorsement copy, preferably oral. 1.35 talent plus regular one minute announcement rate.

\*"Farmer Gray"—6:00 a.m. to 9:00 a.m., per announcement, flat rate, 13.00, 5:00 a.m. to 6:00 a.m. and 11:30 a.m. to noon Monday through Saturday, 1.35 talent plus regular 1-minute announcement rate. Rural and industrial, family audience, merchandising, oral copy desirable.

\*"Cousin Bud" ("Just for You")—4:00 p.m. to 6:00 p.m. Monday through Friday. On-the-road show headed for afternoon going home traffic; top album arrangement, westerns and hillbilly. Weather and time; oral copy desirable. 1.35 talent plus regular 1-minute announcement rates.

\*"Cousin Bud Hit Parade"—12:05 p.m. to 12:30 p.m. Saturday. Rural, industrial and textiles audience, select hillbilly and Western tunes. 1.35 talent plus regular 1-minute announcement rates.

"WSPA News Digest"—12:30 p.m. to 12:45 p.m. Sundays; local and regional news and news stories of preceding week; 2 one-minute participations, card rate plus 1.35 talent net per announcement.

"Jim Kingmen With Sports"—6:20 p.m. to 6:30 p.m. Monday through Saturday. 1.35 talent plus regular one-minute announcement rate.

"Carolina Final"—11:10 to 11:15 p.m. Monday through Saturday, final round-up of local, regional, national and international news. Card rate applies. Foreign language broadcasts not acceptable.

**RELIGIOUS PROGRAMS**

The several leading denominations are provided station facilities without charge for the broadcast of local church services in rotation. Other requests will be considered in the light of program balance and audience interest and may be classified as commercial programs. Religious programs substantially intended for fund raising are not acceptable.

**POLITICAL**

Political announcements and non-dramatic programs by qualified candidates are acceptable at regular station rates provided that available periods of equally desirable time are sufficient to accommodate all candidates for the same office. Payments are required in advance at the time reservations are made.

**TRANSCRIPTIONS**

Library Service—Standard.

**Closing Time**

Broadcast copy and program material must be received by station three days in advance of broadcast date.

**WTHE**

(Established 1953)



Rates effective November 1, 1958.  
Rates received November 5, 1958.  
Owned and operated by the Spartanburg Broadcasting Company, Inc.

**Personnel**

Owner—John K. L. Peterson.  
Vice-President and Secretary—A. B. Peterson.  
Ass't Gen'l Mgr.—C. B. Rogers, Jr.  
General Sales Manager—Ralph W. Sklar.

**Representatives**

Jack Masia & Co., Inc.  
Southeast: Barney Ochs & Company.

**Mailing Instructions**

Business Office and Studio—P. O. Box 486, Spartanburg, S. C., telephone 3-2727.  
Transmitter—Broadview Drive, Spartanburg, S. C.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1400 kilocycles.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 24 hours daily.

**Agency Commission**

15% to recognized agencies; no cash discount. Approved accounts are billed monthly and are payable 10th of month.

**General Advertising**

Rates include music copyrighted fees.  
ASCAP, BMI and SESAC licenses.  
Announcements, programs and packages can not be combined to earn discount.  
Beer and light wine are the only alcoholic beverages accepted.

Contracts acceptable 30 days prior to start of schedule. 52 week consecutive schedule is maximum contract allowable.

In the event of a rate increase, advertisers on the air at the time or the increase will be given six months rate protection from the effective date of the increase.

(This listing continued on next page)



# SOUTH CAROLINA

## Spartanburg—W T H E—Continued

**CLASS "AA"**  
(7:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday)

1-minute:  
1 time..... 10.00 152 times..... 7.50  
26 times..... 9.00 260 times..... 7.00  
52 times..... 8.50 312 times..... 6.50  
104 times..... 8.00

**CLASS "A"**  
(5:00 a.m. to 7:00 a.m.; 9:00 a.m. to 4:00 p.m., and 7:00 p.m. to 9:00 p.m. Monday through Saturday, all day Sunday)

1-minute:  
1 time..... 8.00 152 times..... 6.00  
26 times..... 7.50 260 times..... 5.50  
52 times..... 7.00 312 times..... 5.00  
104 times..... 6.50

**CLASS "B"**  
(9:00 a.m. to 1:00 a.m. Monday through Sunday)

1-minute:  
1 time..... 6.00 152 times..... 3.75  
26 times..... 5.50 260 times..... 3.50  
52 times..... 4.50 312 times..... 3.25  
104 times..... 4.00

**CLASS "C"**  
(1:00 a.m. to 5:00 a.m. Monday through Sunday)

1-minute:  
1 time..... 5.00 152 times..... 2.75  
26 times..... 4.50 260 times..... 2.50  
52 times..... 3.50 312 times..... 2.25  
104 times..... 3.00

20 seconds—70% of earned frequency.  
30 seconds—50% of earned frequency.

Class	Class "AA"	Class "A"	Class "B"	Class "C"
5 minutes:				
1 time.....	15.00	14.00	13.00	10.00
26 times.....	14.00	13.00	12.00	9.00
52 times.....	13.50	12.50	11.50	8.50
104 times.....	13.00	12.00	11.00	8.00
152 times.....	12.50	11.50	10.50	7.50
260 times.....	12.00	11.00	10.00	7.00
312 times.....	11.00	10.00	9.00	6.00

### WEEKLY VOLUME PLAN

(6:00 a.m. to 7:00 p.m. Monday through Sunday)  
(1-minute spots)

Per week:	Each	Total	Each	Total
6 times.....	6.00	36.00	4.25	102.00
12 times.....	5.25	63.00	4.00	120.00
18 times.....	4.50	81.00		

News Service—AP.  
Newscasts—every hour on the half hour 24 hours daily.  
Weathercasts—24 times daily at 10 minutes to the hour.  
Sportscasts—24 times daily at 10 minutes after the hour.

### Participating Programs

"Rick Rogers Show"—6:00 a.m. to 9:00 a.m. Monday through Saturday.  
"Mel Miller Show"—9:00 a.m. to noon Monday through Saturday.  
"Don Daley Show"—noon to 3:00 p.m. Monday through Friday. Music, time, weather, news and sports.  
"Rogers for Moderns" with Rik Rogers—3:00 p.m. to 4:00 p.m. Monday through Friday.  
"Bob Hill Show"—4:00 p.m. to 7:00 p.m. Monday through Friday.  
"Bill Baxter Show"—7:00 p.m. to midnight Monday through Friday.  
"Tom Taylor Show"—Midnight to 6:00 a.m. Monday through Friday.  
Weekends:  
Continuous Music-News show that runs Saturday noon to 6:00 a.m. Monday.

## SUMTER (2 AM)

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

### WFIG

(Established 1940)

Rates effective March 15, 1957. (Card No. 3.)  
Card received March 4, 1957.  
Owned and operated by WFIG, Inc.

**Personnel**  
Pres. & Treas.—Fulton B. Creech.  
Vice-Pres. & Com'l Mgr.—Fulton B. Creech, Jr.  
General Manager—T. Doug Youngblood.

**Representatives**  
Sumter—Radio Associates.

**Mailing Instructions**  
Business Office and Studio—22 N. Main St., Sumter, S. C. Spruce 3-7305.  
Transmitter—Three miles east of Sumter on Hwy. 76.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1290 kilocycles.  
Non-directional daytime.  
(Directional—nighttime only.)  
Licensed to operate full time on local channel.  
Operates on Eastern 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. Bills due 15th of month following broadcasts. 2% discount if paid by 10th of month.

**General Advertising**  
Affiliated with Mutual Broadcasting System.  
Accepts AAAA copyrighted contract.  
BML, ASCAP and SESAC licenses.  
Maximum length of contract one year.  
The following rates are for national advertising and include music copyright fees.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	100 wds.	50 wds.
1 time.....	60.00	36.00	24.00	14.00	6.00	5.00
13 times.....	57.00	30.00	22.00	12.00	5.50	4.75
26 times.....	54.00	28.00	20.00	10.00	5.00	4.50
52 times.....	50.00	26.00	18.00	9.00	4.50	4.25
104 times.....	45.00	24.00	16.00	8.00	4.00	3.75
156 times.....	40.00	22.00	14.00	7.00	3.75	3.50
260 times.....	35.00	20.00	12.00	6.00	3.50	3.25
312 times.....	30.00	18.00	10.00	5.00	3.25	3.00

### PACKAGE RATES

(Run-of-schedule 30 days)

	25 wd. ann.	50 wd. ann.
Per month:		
6 daily.....	150.00	300.00
10 daily.....	250.00	350.00
100 words or 1-minute transcribed:	13 wks.	26 wks.
Per week:		
20 spots, each.....	3.25	3.00
30 spots, each.....	3.00	2.75
50 spots, each.....	2.75	2.50
Week-end rates (Saturdays and Sundays only):		
Six 100-word announcements.....	18.00	
Ten 100-word announcements.....	25.00	
Six 50-word announcements.....	15.00	
Ten 50-word announcements.....	20.00	

### SPECIAL FEATURES

News Service—AP.  
Time signal service, weather forecasts—rates on request.  
**POLITICAL**  
Accepted at eard rate; payable in advance.  
**Closing Time**  
Copy and material for broadcast must be received by station twelve hours preceding time of scheduled political broadcast. No political time accepted within 24 hours of election.

## WSSC

(Established 1953)



Rates effective February 5, 1957.  
Rates received February 8, 1957.  
Owned and operated by Radio Sumter, Inc.

**Personnel**  
President—J. A. Gallimore.  
Manager—Ed Damron.  
Commercial Manager—Harry W. Fowler.  
Traffic Manager—Lillian Davis.

**Representatives**  
Hil F. Best Company.  
Thomas F. Clark Company, Inc.

**Mailing Instructions**  
Mailing Address—P. O. Box 1342, Sumter, S. C., Spruce 3-7369.  
Business Office, Studio and Transmitter—Calhoun Street Extension.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1340 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Standard Time.  
Operating schedule: 6:00 a.m. to 12:00 p.m. Monday through Saturday; 7:00 a.m. to 11:00 p.m., Sunday.

**Agency Commission**  
15% to all recognized agencies on time only; no cash discount. Bills payable 10th of month following broadcast.

**General Advertising**  
For combination rates see Blue Ridge Network.  
Affiliated with ABC Radio.  
Contract renewals subject to rates in effect at time of renewal.  
Announcement copy will be broadcast as submitted, if approved, and charges will be made at next highest rate if number of words exceeds limit in any class.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	25.00	20.00	12.00	8.00	3.50
13 times.....	24.50	19.50	11.50	7.50	3.40
26 times.....	24.00	19.00	11.00	7.00	3.30
52 times.....	23.50	18.50	10.50	6.50	3.20
78 times.....	23.00	18.00	10.00	6.00	3.10
104 times.....	22.50	17.50	9.50	5.50	3.00
156 times.....	22.00	17.00	9.00	5.00	2.90
260 times.....	21.50	16.50	8.50	4.50	2.80
312 times.....	21.00	16.00	8.00	4.00	2.20

(\*) One minute or less, transcriptions, oral announcements or station breaks.  
The 156 time rate is the flat automotive rate—not retroactive—no rebates allowed.

### POLITICAL

Cash in advance.  
**Closing Time**  
24 hours in advance of broadcast on announcements.  
One week prior to starting date on programs.

## UNION

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

## WBCU

(Established 1949)



Rates effective July 1, 1957. (Card No. 6.)  
Card received July 1, 1957.  
Owned and operated by Broadcasting Company of Union, Inc.

**Personnel**  
Pres. & Gen'l Mgr.—Edward L. B. Osborne  
Vice-Pres. & Sec'y—James F. Coggins.  
Program Director—Ralph Greer.

**Representatives**  
Atlanta—Harry J. Cannon.

**Mailing Instructions**  
Business Office and Studio—210 E. Main St., Union S. C., telephone 1200.  
Transmitter—Highway 176, Union, S. C.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1460 kilocycles.  
Directional—nighttime only.  
Licensed to operate limited hours.  
Operates on Eastern Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:30 a.m. to 7:30 p.m. week days; 7:00 a.m. to 7:30 p.m. Sunday.

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

**General Advertising**  
Affiliated with Keystone Broadcasting System.  
ASCAP, SESAC and BMI music licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	40.00	22.50	12.50	5.00	3.00	2.50
13 times.....	37.50	21.25	12.25	4.75	2.75	2.25
26 times.....	35.00	20.00	11.25	4.25	2.50	2.00
52 times.....	32.50	18.50	10.75	4.00	2.25	1.75
100 times.....	30.00	17.50	10.00	3.75	2.00	1.50
300 times.....	27.50	16.25	9.25	3.50	1.75	1.25

### SPECIAL FEATURES

News Service—AP.  
Participating Programs  
"The Elize Show"—9:00 a.m. to 10:00 a.m. Monday through Friday. Woman personality endorsement. Regular rates apply.  
**POLITICAL AND RELIGIOUS**  
One time rate applies, payable in advance.  
**TRANSCRIPTIONS**  
Library Service—World.

## WALTERBORO

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

## WALD

(Established 1947)

Rates effective June 1, 1957.  
Rates received June 3, 1957.  
Owned and operated by Walterboro Broadcasting Co., Inc.

**Personnel**  
President—Robert S. Taylor.  
Manager—Klein B. Beach, Jr.

**Representatives**  
Donald Cooke, Inc.

**Mailing Instructions**  
Business Office, Studio and Transmitter—120 Benson St., Walterboro, S. C.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1220 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: Local sunrise to local sunset.

**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Bills due 10th of month following broadcast.

**General Advertising**  
Affiliated with Keystone Network and Mutual Broadcasting System.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
Maximum length of contract 1 year.  
Contract renewals subject to rates in effect at time of renewal.  
ASCAP, BMI and SESAC licenses.  
The following rates are for national advertising.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	or less
1 time.....	40.00	25.00	17.00	8.00	4.50	
13 times.....	38.00	23.75	16.00	7.60	4.30	
26 times.....	36.00	22.50	15.00	7.20	4.10	
52 times.....	34.00	21.25	14.00	6.80	3.90	
104 times.....	32.00	20.00	13.00	6.40	3.70	
156 times.....	30.00	18.75	12.00	6.00	3.50	
260 times.....	28.00	17.50	11.00	5.60	3.30	
312 times.....	26.00	16.25	10.00	5.20	3.00	

### SPECIAL FEATURES

News Service—UPI.  
News, time signals, station breaks—rates on request.  
Participating Programs  
"Dear Diary"—10:35 a.m. to 11:00 a.m. Monday through Friday. Women's show. Regular rates apply.  
**POLITICAL**  
Regular rates apply. Cash with contract.  
**Closing Time**  
12 hours in advance of broadcast.

## YORK

York County—Map location D-3  
See SRDS consumer market map and data at beginning of State.

## WYCL

(Established 1955)

Rates received July 29, 1956.  
Owned and operated by York-Clover Broadcasting Co.

**Personnel**  
President—C. B. Sigmon.  
General Manager—Harvey Laughter.  
Business Manager—C. Curtis Sigmon.  
Commercial Manager—Alex Dare.

**Representatives**  
Southeastern Key Market Network.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 398, U.S. Highway 321 By Pass, York, S. C. Murry 4-4241.

**Wave—Power—Time**  
Operating power—250 watts days.  
Frequency—1580 kilocycles.  
Non-directional.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: —.

**Agency Commission**  
15% to recognized agencies on station time. No cash discount. Bills due 10th of month following presentation.

**General Advertising**  
ASCAP, BMI and SESAC licenses.

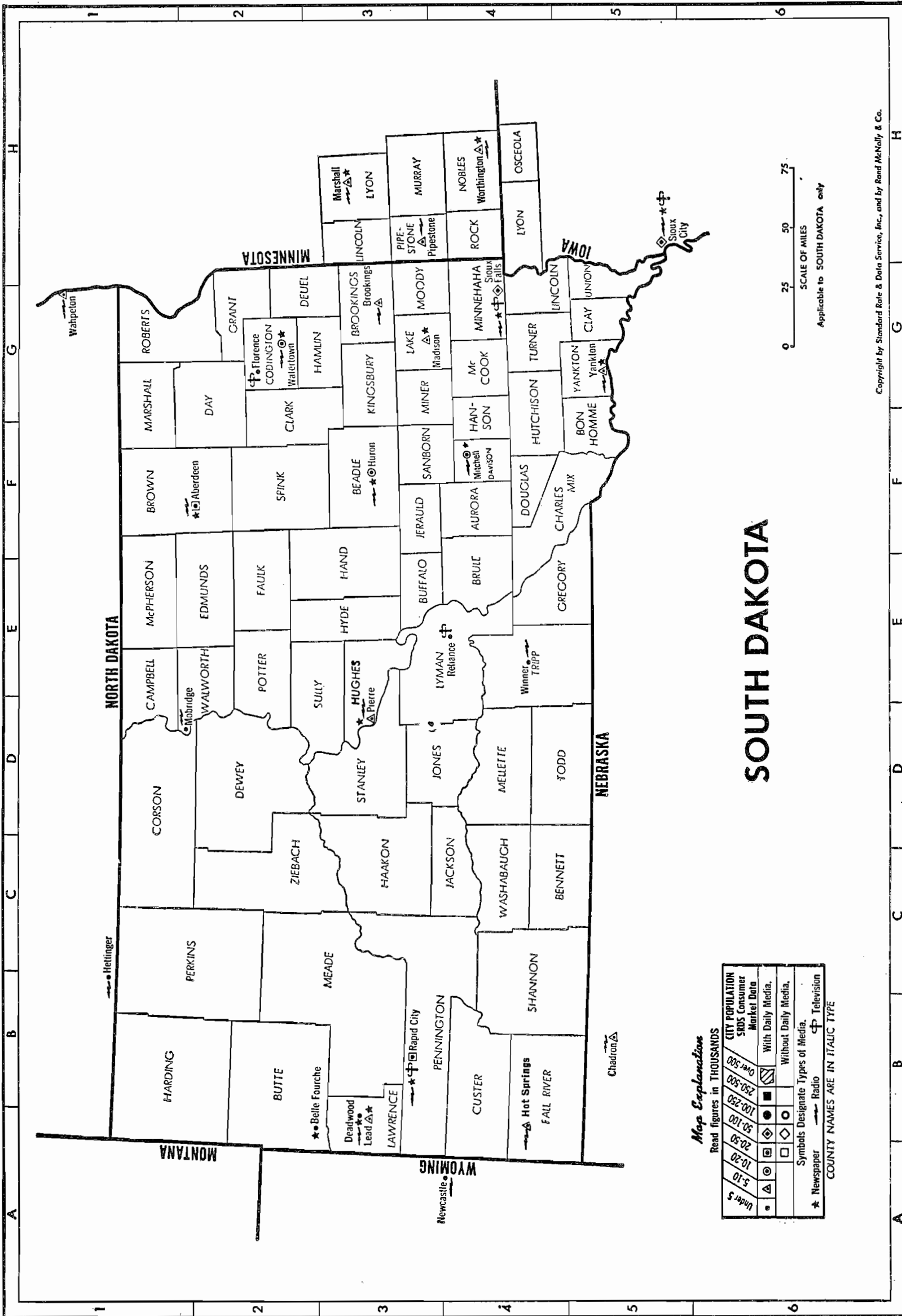
**PROGRAMS**

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	40.00	22.50	12.50	5.00
13 times.....	37.50	21.25	12.25	4.75
26 times.....	35.00	20.00	11.25	4.25
52 times.....	32.50	18.50	10.75	4.00
100 times.....	30.00	17.50	10.00	3.75
300 times.....	27.50	16.25	9.25	3.50

**ANNOUNCEMENTS**

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	3.00	2.50	52 times..	2.25
13 times.....	2.75	2.25	100 times..	2.00
26 times.....	2.50	2.00	300 times..	1.75

**SPECIAL FEATURES**  
News Service—AP.  
**POLITICAL AND RELIGIOUS**  
Payable in advance.



# SOUTH DAKOTA

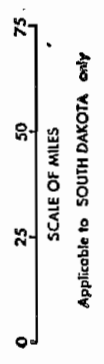
**Map Explanations**  
 Read figures in THOUSANDS

●	Under 5	☐	Without Daily Media.
○	5-10	☐	Without Daily Media.
◐	10-20	☐	Without Daily Media.
◑	20-50	☐	Without Daily Media.
◒	50-100	☐	Without Daily Media.
◓	100-250	☐	Without Daily Media.
◔	250-500	☐	Without Daily Media.
◕	Over 500	☐	Without Daily Media.

Symbols Designate Types of Media.

★ Newspaper    ☐ Radio    ☐ Television

COUNTY NAMES ARE IN ITALIC TYPE



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# SOUTH DAKOTA

## 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.

Aberdeen—Brown

Pierre—Hughes

Rapid City—Pennington

Sioux Falls—Minnehaha

Yankton—Yankton

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>SOUTH DAKOTA STATE TOTALS.....</b>	712.6	203.25	1,021,388	5,025	761,371	146,903	24,163	74,496	30,575	23,645	156,353	64,757	225.0	682,185
AURORA F-4.....	4.6	1.31	5,782	4,414	2,843	550	114	246	.....	31	109	328	2.9	8,509
BEADLE F-3.....	23.8	6.97	35,467	5,089	27,918	6,104	626	3,707	1,742	1,002	5,128	2,433	5.4	14,061
BENNETT C-4.....	3.3	.87	5,163	5,934	3,065	662	53	865	.....	.....	200	283	1.5	6,170
BON HOMME F-5.....	9.5	2.95	12,829	4,349	8,299	2,361	308	365	.....	350	1,232	749	4.7	13,714
BROOKINGS G-3.....	19.2	5.30	28,525	5,382	21,132	4,087	659	2,171	486	470	4,156	1,332	6.5	16,581
BROWN F-1.....	37.9	10.93	57,224	5,235	47,227	9,649	1,407	6,136	3,618	2,093	9,220	3,361	6.5	27,008
Aberdeen.....	24.5	7.20	38,063	5,287	41,334	8,221	1,150	6,002	3,618	2,093	7,684	2,614	.....	.....
BRULE E-4.....	5.8	1.72	7,176	4,172	9,675	1,719	370	603	.....	114	2,871	931	2.5	7,754
BUFFALO E-3.....	1.6	.39	1,650	4,231	399	51	.....	70	.....	.....	130	.....	.6	3,269
BUTTE B-2.....	9.0	2.70	11,173	4,138	13,070	2,567	462	1,099	185	203	2,937	1,368	2.6	9,946
CAMPBELL E-1.....	3.8	1.00	3,920	3,920	1,820	324	26	215	18	14	99	103	2.4	5,689
CHARLES MIX F-5.....	17.0	4.66	22,377	4,802	14,487	3,508	260	563	238	291	1,216	1,182	5.9	18,879
CLARK G-2.....	7.0	2.00	9,720	4,860	6,174	1,193	182	456	43	68	890	587	4.3	10,772
CLAY G-5.....	9.9	2.72	15,623	5,744	8,704	2,277	348	691	113	468	1,560	792	3.9	17,197
CODINGTON G-2.....	22.1	6.38	32,600	5,110	30,957	5,005	743	3,775	1,432	1,202	8,200	2,657	4.0	9,319
COURSON D-1.....	6.2	1.52	7,674	5,049	3,856	757	169	392	.....	.....	269	276	3.2	11,103
CUSTER B-4.....	5.7	1.71	6,011	3,515	5,141	1,431	127	373	143	74	840	772	1.2	2,537
DAVISON F-4.....	18.9	5.61	32,157	5,732	30,544	5,098	889	3,559	1,990	824	7,617	2,430	3.1	8,937
DAY G-2.....	10.9	3.09	14,375	4,652	9,211	1,676	322	522	80	227	1,589	865	5.6	11,472
DEUEL G-2.....	7.8	2.16	9,591	4,440	5,473	905	136	335	95	81	542	672	4.2	7,901
DEWEY D-2.....	5.0	1.24	5,435	4,383	3,176	587	141	423	28	52	333	291	2.0	5,905
DOUGLAS F-4.....	5.7	1.61	7,186	4,463	4,892	867	199	359	60	38	845	456	3.2	9,863
EDMUNDS E-2.....	7.4	1.97	7,257	3,684	4,856	720	63	313	35	58	906	367	3.8	8,160
FALL RIVER B-4.....	13.3	3.65	15,513	4,250	12,072	2,167	549	1,553	405	379	2,446	980	1.4	4,063
FAULK E-2.....	4.9	1.44	6,737	4,678	4,218	932	260	203	84	28	717	436	2.3	8,913
GRANT G-2.....	10.9	3.16	14,093	4,460	8,660	1,348	293	653	120	321	1,565	708	4.4	9,123
GREGORY E-4.....	8.6	2.43	9,727	4,003	7,734	1,674	192	192	206	94	951	888	4.0	7,827
HAAKON C-3.....	3.1	.92	7,071	7,686	4,949	743	189	230	.....	141	1,484	515	1.6	5,108
HAMLIN G-3.....	7.2	2.08	8,759	4,211	4,592	1,108	127	113	14	52	478	508	3.8	8,475
HAND E-3.....	7.5	2.07	10,534	5,089	6,225	688	137	531	50	163	830	1,640	3.9	12,093
HANSON F-4.....	5.0	1.39	5,937	4,271	2,619	473	85	146	.....	52	.....	160	3.1	8,778
HARDING B-1.....	2.0	.60	4,130	6,883	1,327	216	66	180	.....	.....	530	200	1.5	5,860
HUGHES E-3.....	10.1	2.80	16,963	6,058	14,788	3,365	619	1,068	1,059	616	3,683	1,393	1.2	4,225
Pierre.....	7.4	2.06	12,209	5,927	13,616	3,087	463	802	1,059	616	3,221	1,152	.....	.....
HUTCHINSON F-4.....	11.1	3.21	12,079	3,763	10,939	1,721	245	863	181	372	1,411	735	6.3	21,569
HYDE E-3.....	2.8	.81	4,259	5,258	2,429	616	34	60	99	38	383	235	1.5	4,481
JACKSON C-4.....	1.7	.52	2,358	4,535	2,377	573	75	69	151	.....	299	585	.7	1,833
JERAULD F-3.....	4.7	1.40	5,450	3,893	3,686	1,012	97	374	67	28	384	272	2.1	5,995
JONES D-3.....	2.1	.62	2,708	4,368	2,140	346	46	355	.....	.....	374	569	1.1	3,613
KINGSBURY G-3.....	10.0	2.97	13,134	4,422	9,627	2,118	189	813	62	283	1,986	546	4.6	12,946
LAKE G-3.....	12.3	3.55	17,568	2,132	12,536	2,905	308	1,123	281	524	2,823	956	4.3	13,096
LAWRENCE A-3.....	17.4	5.32	26,845	5,046	17,416	5,188	481	1,745	1,199	781	3,454	1,703	1.3	2,104
LINCOLN G-4.....	13.6	4.03	17,114	4,247	12,233	1,153	406	1,023	421	289	2,261	985	6.3	24,852
LYMAN E-4.....	4.7	1.31	8,386	6,402	3,165	636	101	178	61	.....	346	1,027	2.3	9,278
McCOOK G-4.....	8.9	2.59	10,514	4,059	9,136	1,513	173	657	51	69	2,048	539	4.6	11,924
McPHERSON E-1.....	6.4	1.79	6,757	3,775	4,863	867	216	387	413	182	1,101	279	3.9	7,630
MARSHALL G-1.....	7.3	1.95	10,038	5,148	6,412	593	203	392	182	.....	2,460	462	3.9	8,905
MEADE B-3.....	12.7	3.20	19,016	5,943	8,795	2,920	288	744	486	67	1,174	813	3.9	10,545
MELLETTE D-4.....	2.2	.57	3,594	6,305	895	265	35	.....	25	.....	269	102	1.6	4,336
MINER G-3.....	5.6	1.62	7,085	4,373	4,804	1,193	228	256	45	39	626	273	3.6	9,783
MINNEHAHA G-4.....	87.7	25.97	150,122	5,781	117,316	20,459	4,064	15,944	6,418	4,859	25,165	7,576	8.4	27,453
Sioux Falls.....	67.5	21.87	114,491	5,235	98,678	18,702	3,819	15,131	6,284	4,684	22,571	5,640	.....	.....
Sioux Falls Metro Area.....	87.7	25.97	150,122	5,781	117,316	20,459	4,064	15,944	6,418	4,859	25,165	7,576	.....	.....
MOODY G-3.....	8.9	2.47	11,622	4,705	6,597	1,413	59	139	244	123	1,003	436	4.6	15,759
PENNINGTON B-3.....	59.1	17.75	99,902	5,628	76,572	14,534	2,916	5,974	3,744	3,093	22,464	6,484	2.5	6,113
Rapid City.....	43.0	13.19	72,051	5,463	71,135	13,342	2,282	4,651	3,554	2,982	21,144	5,007	.....	.....
PERKINS C-1.....	7.6	2.16	10,443	205	8,332	1,412	125	870	251	169	1,340	834	2.9	10,146
POTTER E-2.....	5.0	1.39	7,894	5,679	6,113	1,216	86	160	292	176	1,317	569	2.0	8,163
ROBERTS G-1.....	14.5	3.91	16,836	4,306	9,999	1,595	346	1,624	157	201	1,895	688	7.4	16,001
SANBORN F-3.....	4.5	1.32	5,953	4,510	4,855	842	172	108	90	52	682	505	2.9	8,252
SHANNON C-4.....	6.5	1.35	3,960	2,933	1,033	310	54	300	.....	.....	164	74	1.3	3,353
SPINK F-2.....	11.7	3.22	15,677	4,869	10,925	2,610	312	445	377	291	1,719	1,265	5.1	23,924
STANLEY D-3.....	2.0	.56	3,876	6,921	3,198	357	459	273	.....	.....	424	253	.8	5,430
SULLY E-3.....	2.8	.76	6,688	8,800	2,244	412	40	78	.....	50	793	189	1.5	10,824
TODD D-4.....	4.5	1.03	3,744	3,635	1,074	324	.....	168	.....	.....	48	.....	2.1	5,742
TRIPP E-4.....	9.2	2.58	12,412	4,811	14,479	2,146	275	2,597	316	399	4,007	1,160	4.4	11,019
TURNER G-4.....	10.5	3.23	14,453	4,475	10,709	2,111	401	758	149	263	2,097	906	6.2	20,795
UNION G-5.....	9.7	2.91	12,979	4,460	10,148	1,448	517	768	132	28	2,382	878	4.8	19,601
WALWORTH E-2.....	8.6	2.39	12,037	5,036	10,839	2,145	289	250	316	276	2,019	997	2.1	5,673
WASHAUGH C-4.....	1.4	.32	1,695	5,297	145	117	.....	.....	.....	.....	.....	.....	.7	2,272
YANKTON G-5.....	18.2	4.62	23,368	5,058	24,129	4,680	761	2,745	1,603	1,505	3,837	1,795	4.7	15,051
Yankton.....	9.2	2.86	14,438	5,048	22,213	4,242	761	2,5						



# 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>203,250</b>	<b>198,440</b>	<b>.4059</b>
Aurora	1,310	1,280	.0026
Beadle	6,970	6,840	.0140
Bennett	870	830	.0017
Bon Homme	2,950	2,870	.0059
Brookings	5,300	5,200	.0106
Brown	10,930	10,730	.0219
Brule	1,720	1,670	.0034
Buffalo	390	380	.0008
Butte	2,700	2,620	.0054
Campbell	1,000	970	.0020
Charles Mix	4,660	4,530	.0093
Clark	2,000	1,960	.0040
Clay	2,720	2,670	.0055
Codington	6,380	6,260	.0128
Corson	1,520	1,470	.0030
Custer	1,710	1,650	.0034
Davison	5,610	5,450	.0111
Day	3,090	3,000	.0061
Deuel	2,160	2,120	.0043
Dewey	1,240	1,200	.0025
Douglas	1,610	1,560	.0032
Edmunds	1,970	1,910	.0039
Fall River	3,650	3,540	.0072
Faulk	1,440	1,400	.0029
Grant	3,160	3,100	.0063
Gregory	2,430	2,370	.0048
Haakon	920	900	.0018
Hamlin	2,080	2,020	.0041
Hand	2,070	2,030	.0042
Hanson	1,390	1,360	.0028
Harding	600	580	.0012
Hughes	2,800	2,720	.0056
Hutchinson	3,210	3,120	.0064
Hyde	810	790	.0016
Jackson	520	500	.0010
Jerauld	1,400	1,370	.0028
Jones	620	600	.0012
Kingsbury	2,970	2,920	.0060
Lake	3,550	3,450	.0071
Lawrence	5,320	5,220	.0107
Lincoln	4,030	3,960	.0081
Lyman	1,310	1,280	.0026
McCook	2,590	2,510	.0051
McPherson	1,790	1,740	.0036
Marshall	1,950	1,910	.0039
Meade	3,200	3,110	.0064
Mellette	570	540	.0011
Miner	1,620	1,570	.0032
Minnehaha	25,970	25,500	.0522
Moody	2,470	2,430	.0050
Pennington	17,750	17,280	.0353
Perkins	2,160	2,120	.0043
Potter	1,390	1,360	.0027
Roberts	3,910	3,800	.0078
Sanborn	1,320	1,290	.0026
Shannon	1,350	1,260	.0026
Spink	3,220	3,160	.0065
Stanley	560	540	.0011
Sully	760	750	.0015
Todd	1,030	980	.0020
Tripp	2,580	2,530	.0052
Turner	3,230	3,140	.0064
Union	2,910	2,860	.0058
Walworth	2,390	2,350	.0048
Washabaugh	320	290	.0006
Yankton	4,620	4,540	.0093
Ziebach	500	480	.0010

## SOUTH DAKOTA

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

### ABERDEEN (2 AM)

Brown County—Map Location F-1  
See SRDS consumer market map and data at beginning of the State.

#### KABR

(Established 1952)



Rates effective March 1, 1957. (Card No. 1.)  
Rates received March 1, 1957.  
Rev. rec'd November 4, 1957.  
Owned and operated by Yankton Broadcasting Co.

**Personnel**  
Station Manager—Neal Edwards.  
Program Director—Jeff Solem.

**Representatives**  
Bob Dore Associates.

**Mailing Instructions**  
Business Office, Studio and Transmitter—Highway 281 North Aberdeen, S. D., Baldwin 5-1420.

**Wave—Power—Time**  
Operating power—250 watts days.  
Frequency—1220 kilocycles.  
Non-directional.  
Operates on Central time.  
Licensed to operate daytime only.  
Operating schedule: Local sunrise to local sunset.  
**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Bills rendered first day of month; payable when rendered.  
**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 time....	40.00	24.00	16.00	14.00	12.00
52 times..	39.00	23.00	15.00	13.00	11.00
164 times..	38.00	22.00	14.00	12.00	10.00
156 times..	37.00	21.00	13.00	11.00	9.00
260 times..	36.00	20.00	12.00	10.00	8.00
312 times..	35.00	19.00	11.00	9.00	7.00

**ANNOUNCEMENTS**

100 words or less:	1 time.....	624 times.....	2.65
1 time.....	4.65	624 times.....	2.65
52 times..	4.25	1000 times.....	2.40
104 times..	3.90	1500 times.....	2.20
156 times..	3.50	2000 times.....	1.95
260 times..	3.10	3000 times.....	1.55
312 times..	2.90		

**10-seconds:**

1 time.....	3.90	312 times.....	2.10
1 time.....	3.90	312 times.....	2.10
104 times..	3.10	624 times.....	1.85
208 times..	2.65	1000 times.....	1.55

10-second spots do not combine with other spots or programs for frequency.

**COMBINATION RATES**  
For combination rates see KYNT, Yankton, S. Dakota.

**SPECIAL FEATURES**  
News Service—UPI. No extra charge.  
**POLITICAL**  
Regular rates apply; payable in advance.

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

### KSDN

(Established 1947)



Rates effective January 1, 1950. (Card No. 4.)  
Card received December 5, 1949.

Owned and operated by Aberdeen News Co.  
Affiliated with Aberdeen American-News.

**Personnel**  
General Manager—Byron McElligott.  
Program Director—Paul D. Rahders.

**Representatives**  
Weed Radio Corporation.

**Mailing Instructions**  
Business Office and Studio—12 Third Ave., Southeast Aberdeen, S. D., Baldwin 5-5930, TWX AD 83-212.

Transmitter—2-1/2 miles southwest of Aberdeen, S. D., on Highway 281.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—930 kilocycles.

Directional—nighttime only.  
Licensed to operate unlimited time.  
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% commission to recognized advertising agencies on net charges for station time. No cash discount.

**General Advertising**  
For combination rates see ABC Radio.  
Announcements and programs may not be combined to earn larger discounts.  
Advertising of alcoholic beverages other than beer and wine not accepted.  
Discounts allowed retroactively on the number of broadcasts given within a year.

—Programs— —\*News—  
Length of commercial copy: Day & Eve. Day & Eve.

5 minutes.....	1:15 min.	1:15 min.
5 minutes.....	1:15 min.	1:15 min.
10 minutes.....	1:45 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.	

(\* Sponsor identification and 10 words at opening of all newscasts.

To be used within one year.

**CLASS "A"**  
(6:00 p.m. to 7:00 p.m. and noon hour)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	10 sec.
1 time.....	80.00	48.00	32.00	24.00	16.00	8.00
13 times..	74.00	44.40	29.60	22.20	14.80	7.60
26 times..	68.00	40.80	27.60	20.40	13.60	7.20
52 times..	62.00	37.20	24.50	18.60	12.40	6.80
156 times..	56.00	33.60	22.40	16.80	11.20	6.40
260 times..	50.00	30.00	20.00	15.00	10.00	6.00
312 times..	44.00	26.40	17.60	13.20	8.80	5.60

**CLASS "B"**  
(All other times)

	1 time.....	55.00	33.00	22.00	16.50	11.00	5.50	2.50
1 time.....	55.00	33.00	22.00	16.50	11.00	5.50	2.50	
13 times..	50.90	30.55	20.35	15.25	10.20	5.25	2.40	
26 times..	46.75	28.05	18.70	14.00	9.35	4.95	2.25	
52 times..	42.65	25.60	17.05	12.80	8.55	4.70	2.15	
156 times..	38.50	23.10	15.40	11.55	7.70	4.40	2.00	
260 times..	34.40	20.65	13.75	10.30	6.80	4.15	1.90	
312 times..	30.25	18.15	12.10	9.10	6.05	3.85	1.75	

(\* 1-minute, 125 words or less.

**ANNOUNCEMENTS**  
30% off the regular rate for run-of-schedule spot announcements.

**SPECIAL FEATURES**  
News Service—AP. Local and state coverage. Regular rates apply.  
Weather forecast, time signals, temperature reports and market quotations—regular rates apply.

**POLITICAL**  
Regular rates apply.

**TRANSCRIPTIONS**  
Instantaneous reference recordings: One recording per 18 week program series, no charge; additional recordings—1/4 hour or fraction thereof 7.50.

## SOUTH DAKOTA

### BROOKINGS

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

#### KBRK

(Established 1955)



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

Owned and operated by Brookings Broadcasting Company.

**Personnel**  
Gen'l & Sales Mgr.—E. C. Stangland.  
Program Director—R. J. Reimers.  
Promotion Manager—E. J. Platek.  
Branch Studio Manager—Allen Giever.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—Northwest Bank Building, Brookings, S. D. Phone 1430.

Other Studio—Suite 7, J. C. Penney Bldg., Madison, S. D. Phone 5685.

Transmitter—1-1/2 miles east south-east of Brookings, S. D.

**Wave—Power—Time**  
Operating power—500 watts days.  
Frequency—1430 kilocycles.

Non-directional.  
Operates on Central Standard Time.  
Licensed to operate daytime only.

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 first of month; payable ten days.

**General Advertising**  
Rates include music copyright fees.  
BMI and ASCAP licenses.  
Beer and wine advertising accepted.

**CLASS "A"**  
(11:30 a.m. to 1:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time....	60.00	36.00	24.00	18.00	12.00	6.00	4.00
13 times..	57.00	34.00	22.00	17.00	11.25	5.75	3.80
26 times..	55.00	32.00	20.00	16.00	10.50	5.50	3.60
52 times..	50.00	30.00	18.00	14.00	9.75	5.00	3.40
104 times..	48.00	28.00	16.00	12.00	9.00	4.75	3.20
156 times..	44.00	26.00	14.00	11.00	7.50	4.05	2.80
260 times..	40.00	24.00	12.00	9.00	6.75	3.75	2.50
312 times..	37.00	20.00	10.00	7.00	6.00	3.25	2.50
520 times..	30.00	17.00	8.00	6.00	4.90	3.00	2.25

**CLASS "B"**  
(6:00 a.m. to 11:29 a.m. and 1:00 p.m. to sign-off)

	1 time....	40.00	24.00	16.00	12.00	8.00	4.00	3.00
1 time....	40.00	24.00	16.00	12.00	8.00	4.00	3.00	
13 times..	38.00	22.80	15.20	11.40	7.60	3.80	2.85	
26 times..	37.00	22.20	14.80	11.10	7.40	3.70	2.75	
52 times..	36.00	21.60	14.40	10.80	7.20	3.60	2.70	
104 times..	34.00	20.40	13.60	10.20	6.80	3.40	2.55	
156 times..	32.00	19.20	12.80	9.60	6.40	3.20	2.40	
260 times..	30.00	18.00	12.00	9.00	6.00	3.00	2.25	
312 times..	28.00	16.00	11.00	8.20	5.60	2.80	2.10	
520 times..	26.00	15.00	9.00	7.50	5.40	2.50	1.80	

**SPECIAL FEATURES**  
News Service—AP. No extra charge.  
Weather reports, time signals, temperature reports, and market quotations—regular rates apply.

**Participating Programs**  
"Farmer's Reveille"—6:00 a.m. to 7:30 a.m. Farm show.

"Bert Getz Show"—7:30 a.m. to 8:30 a.m.; 10:00 a.m. to 11:30 a.m. and 2:00 p.m. to 5:00 p.m.

"Studio 7"—8:30 a.m. to 9:30 a.m. and 1:00 p.m. to 2:00 p.m.

"Farm Roundup"—11:30 a.m. to 1:00 p.m.

# SOUTH DAKOTA

## Deadwood—K D S J—Continued

### General Advertising

Maximum length of contract one year. Announcements and programs cannot be combined to earn larger discounts.

#### CLASS "A"

(7:00 a.m. to 6:00 p.m.)					
	1 tl.	13 tl.	26 tl.	52 tl.	156 tl.
1 hour....	52.30	48.30	40.95	40.25	36.20
1/2 hour....	30.30	28.20	26.55	25.00	24.00
1/4 hour....	17.50	16.10	15.50	14.50	13.00
10 min....	12.50	11.50	11.00	10.75	10.50
5 min....	8.85	8.45	8.00	7.65	7.25
1 min....	5.60	5.25	4.80	4.40	4.00
60 words..	4.80	4.40	4.00	3.65	3.25

#### CLASS "B"

(6:00 p.m. to 7:00 a.m.)					
	1 hr.	13 tl.	26 tl.	52 tl.	156 tl.
1 hour....	45.50	42.00	35.70	35.00	31.50
1/2 hour....	26.00	24.00	23.10	21.00	20.00
1/4 hour....	14.00	13.00	12.00	11.00	10.00
10 min....	10.50	10.00	9.50	9.00	8.50
5 min....	7.70	7.20	7.00	6.50	6.00
1 min....	4.90	4.50	4.20	3.80	3.50
60 words..	4.20	3.80	3.50	3.10	2.80

### SPECIAL FEATURES

#### News Service—UPI.

Weather reports, temperature and sports. Add 20% to announcement charges if tag line is required.

#### POLITICAL

Regular rates apply.

#### Closing Time

Copy for political broadcasts must be submitted 24 hours in advance.

## HOT SPRINGS

Fall River County—Map Location B-4

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

## KOBH

(Established 1958)

Rates effective July 4, 1958.

Rates received July 28, 1958.

Owned and operated by the Fall River Broadcasting Corp.

#### Personnel

President—Russell M. Stewart  
Manager—Fredrick M. Walgren.  
Commercial Manager—Del Brandt.

#### Representatives

Hal Holman Company.

#### Mailing Instructions

Business Office & Studio—Wind Cave Road, Hot Springs, S. D., P. O. Box 292, telephone 698.  
Transmitter—same location.

#### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—580 kilocycles.

Non-directional—daytime only.

Licensed to operate daytime only.

Operates on Mountain Standard Time.

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

#### Agency Commission

15% to recognized agencies on time only; no cash discount. Invoice mailed and due monthly.

#### 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....	60.00	35.00	20.00	10.00	6.00
13 times..	57.00	33.25	19.00	9.50	5.70
26 times..	54.00	31.50	18.00	9.00	5.40
52 times..	51.00	29.75	17.00	8.50	5.10
104 times..	48.00	28.00	16.00	8.00	4.80
156 times..	45.00	26.25	15.00	7.50	4.50

(\*) 1-minute, 100 words or less.

### SPECIAL FEATURES

#### News Service—UPI.

Participation programs, newscasts, weather, farm and market features, time signals—details on request.

#### Closing Time

Contracts should be closed as far in advance of initial program as possible to facilitate production.

## HURON

Beadle County—Map Location F-3

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

## KIJV

(Established 1947)

Rates effective June 1, 1947. (Card No. 2.)

Owned and operated by James Valley Broadcast Co.

#### Personnel

Manager—Max F. Staley.  
Commercial Manager—Dwight Coursey.

#### Representatives

None.

#### Mailing Instructions

Business Office and Studio—1726 Dakota St., P. O. Box 1366, Huron, S. D. Elgin 2-8621.  
Transmitter—Huron, S. D.

### Wave—Power—Time

Operating power—250 watts.

Frequency—1340 kilocycles.

Non-directional.

Licensed to operate unlimited time.

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

#### Agency Commission

15% to recognized agencies; 2% cash discount.

#### General Advertising

Affiliated with NBC Radio Network.

#### CLASS "A"

(6:59 a.m. to 8:31 a.m.; 11:59 a.m. to 1:30 p.m. and 5:59 p.m. to 9:30 p.m.)					
	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.
1 hour....	60.00	57.00	54.00	51.00	48.00
1/2 hour....	36.00	34.20	32.40	30.60	28.80
1/4 hour....	24.00	22.80	21.60	20.40	19.20
10 minutes	18.00	17.10	16.20	15.30	14.40
5 minutes	12.00	11.40	10.80	10.20	9.60
1 minute..	5.00	4.75	4.50	4.25	4.00
1/2 minute..	3.00	2.85	2.70	2.55	2.40

#### CLASS "B"

(All other times)					
	1 hr.	13 tl.	26 tl.	52 tl.	104 tl.
1 hour....	48.00	45.60	43.20	40.80	38.40
1/2 hour....	28.80	27.35	25.90	24.50	23.05
1/4 hour....	19.20	18.25	17.30	16.30	15.35
10 minutes	14.40	13.70	12.95	12.25	11.50
5 minutes	9.60	9.10	8.65	8.15	7.70
1 minute..	4.00	3.80	3.60	3.40	3.20
1/2 minute..	2.40	2.30	2.15	2.05	1.90

### SPECIAL FEATURES

#### News Service—UPI.

Regular rates apply. No cash or frequency discounts.

#### TRANSCRIPTIONS

Library Service—Thesaurus.

## MADISON

Lake County—Map Location G-3

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

(Call letters not received)

(C.P. 1,390 kc; 500 w. days)

Madison Broadcasting Co.

P. O. Box 615

Madison, South Dakota

## MITCHELL

Davidson County—Map Location F-4

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

## KORN

(Established 1946)

Rates effective June 1, 1947. (Card No. 1.)

Owned and operated by Mitchell Broadcasting Ass'n, Inc.

#### Personnel

General Manager—Raymond V. Eppel.

Commercial Manager—Monroe Johnson.

#### Representatives

None.

#### Mailing Instructions

Business Office and Studio—Mitchell National Bank Bldg., Mitchell, S. D., telephone 621.

Transmitter—1/2 mile east of Mitchell, S. D., on U. S. Highway No. 16.

#### Wave—Power—Time

Operating power—250 watts.

Frequency—1490 kilocycles.

Non-directional.

Licensed to operate unlimited time.

Operates on Central Standard Time.

Daylight Saving Time not observed.

Operating schedule: Week days 6:00 a.m. to 12:00 midnight; Sundays 8:00 a.m. to 12:00 midnight.

#### Agency Commission

15% commission to recognized agencies on net charges for station time. Cash discount 2% allowed on bills paid not later than midnight of the 15th of the month following month of broadcast.

#### General Advertising

For combination rates see Mutual Broadcasting System.

Accepts AAAA copyrighted contract.

#### CLASS "A"

(11:59 a.m. to 1:00 p.m. ad 5:59 p.m. to 10:00 p.m. week days and 11:59 a.m. to 12:00 p.m. Sundays)					
	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	60.00	36.00	24.00	12.00	6.00
13 times..	57.00	34.20	22.80	11.40	5.70
26 times..	54.00	32.40	21.60	10.80	5.40
52 times..	51.00	30.60	20.40	10.20	5.10
78 times..	48.00	28.80	19.20	9.60	4.80
104 times..	45.00	27.00	18.00	9.00	4.50
156 times..	42.00	25.20	16.80	8.40	4.20
260 times..	36.00	21.60	14.40	7.20	3.60
312 times..	30.00	18.00	12.00	6.00	3.00

#### CLASS "B"

(All other times)					
	1 hr.	13 tl.	26 tl.	52 tl.	104 tl.
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
78 times..	40.00	24.00	16.00	8.00	4.00
104 times..	37.50	22.50	15.00	7.50	3.75
156 times..	35.00	21.00	14.00	7.00	3.50
260 times..	30.00	18.00	12.00	6.00	3.00
312 times..	25.00	15.00	10.00	5.00	2.50

(\*) One minute, 100 words.

(†) Station break, 36 words.

### SPECIAL FEATURES

#### News Service—UPI.

Regular rates apply.

#### TRANSCRIPTIONS

Library Service—Lang-Worth.

## MOBRIDGE

Walworth County—Map Location E-2

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

## KOLY

(Established 1956)

Rates effective August 10, 1956. (Card No. 1.)

Card received November 8, 1956.

Owned and operated by Moberidge Broadcasting Corp.

#### Personnel

Pres. & Mgr.—L. L. Coleman.

Commercial Manager—Q. P. Coleman.

#### Representatives

None.

#### Mailing Instructions

Business Office and Studio—114 Third St. East, Moberidge, S. D., phone 654.

Transmitter—3 miles east of Moberidge, S. D.

#### Wave—Power—Time

Operating power—1,000 watts.

Frequency—1300 kilocycles.

Non-directional.

Licensed to operate to local sunset.

Operates on Central Standard Time.

Operating schedule: 6:00 a.m. to local sunset, weekdays; 7:00 a.m. to local sunset, Sundays.

#### Agency Commission

15% to recognized agencies on time only; 2% cash discount if paid by 10th of month. Bills rendered last day of month; payable when rendered.

#### General Advertising

Rates include music copyright fees.

ASCAP and BMI licenses.

Maximum contract length one year.

#### CLASS "A"

(7:29 a.m. to 9:00 a.m. and 11:59 a.m. to 2:00 p.m.)					
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time....	41.00	23.50	13.00	11.00	9.00
13 times..	37.65	22.30	12.45	10.65	9.30
26 times..	36.65	21.15	12.15	10.45	9.15
52 times..	34.55	19.80	11.20	9.60	8.10
78 times..	30.00	18.50	10.85	9.35	7.86
104 times..	29.50	17.30	10.55	8.95	7.74
156 times..	26.30	15.90	9.95	8.30	7.38
260 times..	22.30	13.25	9.10	7.20	6.60
312 times..	20.30	12.35	8.10	6.65	6.06
364 times..	19.95	11.80</			

**Pierre—K G F X—Continued**

**SPECIAL FEATURES**

News Service—UPI.  
Time signals, hospital news, community news, market weather forecasts and road conditions—rates on request.

**POLITICAL**

Regular rates apply. No cash or frequency discount.

**RAPID CITY (2 AM)**

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

**KOTA**

(Established 1936)

**CBS Radio Network**



Rates effective March 1, 1957.  
Rates received February 28, 1957.  
Owned and operated by Duhamel Enterprises, Inc.

**Personnel**

Pres. & Gen'l Mgr.—Helen S. Duhamel.  
Program Director—Abner H. George.  
Bus. & Com'l Mgr.—William F. Turner.

**Representatives**

Headley-Keed Company.

**Mailing Instructions**

Business Office and Studio—P. O. Box 1752, 524-1/2 6th Street, Rapid City, S. D., Filmore 2-2000, TWX RC 8481.

Transmitter—Five miles south of Rapid City on highway 79.

**Wave—Power—Time**

Operating power—5,000 watts.  
Frequency—1330 kilocycles.  
Directional—nighttime only.  
Operates on Mountain Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:30 a.m. to midnight Monday through Saturday; 6:00 a.m. to midnight Sunday.

**Agency Commission**

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

**General Advertising**

For combination rates see CBS Radio Network. Accepts AAAA copyrighted contract. The following rates are for national advertising and 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. 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. All rates guaranteed for one year from date of first broadcast with or without interruption.

**CLASS "A"**

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

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	300 tl.
1 hour.....	100.00	95.00	90.00	85.00	80.00	75.00
1/2 hour.....	65.00	62.50	58.50	55.25	52.00	48.75
1/4 hour.....	45.00	42.75	40.50	38.25	36.00	33.75
10 min.....	30.00	28.50	27.00	25.50	24.00	22.50
5 min.....	20.00	19.00	18.00	17.00	16.00	15.00
1 min.....	12.50	12.00	11.25	10.50	10.00	9.50
30 sec.....	10.00	9.50	9.00	8.50	8.00	7.50
ID.....	6.25	6.00	5.65	5.25	5.00	4.75

**CLASS "B"**

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

1 hour.....	60.00	57.00	55.50	54.00	51.00	48.00
1/2 hour.....	35.00	33.25	32.50	31.50	29.75	28.00
1/4 hour.....	22.50	21.50	20.75	20.25	19.25	18.00
10 min.....	15.00	14.25	14.00	13.50	12.75	12.00
5 min.....	12.50	11.75	11.50	11.25	10.25	10.00
1 min.....	10.00	9.50	9.00	8.50	8.00	7.50
30 sec.....	7.50	7.00	6.75	6.25	6.00	5.75
ID.....	5.00	4.75	4.50	4.25	4.00	3.75

**WEEKLY SPOT PACKAGES**

(Run-of-schedule)

	1 min.	ID
10 spots per week.....	100.00	50.00
20 spots per week.....	190.00	95.00
30 spots per week.....	270.00	135.00

**SPECIAL FEATURES**

News Service—AP and UPI and local.  
Newscasts—regular rates apply:  
5-minute newscasts weekdays—6:25 a.m., 7:15 a.m., 9:55 p.m., 10:55 p.m., 11:55 p.m.  
10-minute newscasts, weekdays—7:00 a.m., 7:45 a.m., 10:00 a.m., 11:00 a.m., 6:05 p.m.  
15-minute newscasts, weekdays—6:00 p.m. and daily—12:15 p.m.  
Weather Reports—rates on request:  
5-minute weather reports, weekdays—6:45 a.m., 7:20 a.m., 12:10 p.m., 6:15 p.m., and Sundays—7:45 a.m. and 12:10 p.m.  
Sports—rates on request:  
5-minute sports report—6:25 p.m.  
10-minute sports report—9:30 p.m.  
Participating Programs  
"The Polly Weedman Show"—11:30 a.m. to noon weekdays. Women's features with music.  
"Al and Glenn, the Morning Men"—with Al McDonald and Glenn Rowell—10:35 a.m. to 11:00 a.m. weekdays. Friends and neighbors in their homes, music, ad lib comedy, interviews.  
Participations in the above:  
1 time..... 15.00 104 times..... 13.00  
26 times..... 14.50 300 times..... 12.00  
52 times..... 14.00

"Farm and Ranch Reporter"—12:30 p.m. to 12:45 p.m. weekdays. Gene Taylor with news for farmers, ranchers and their suppliers. Sold in 1-minute, 5-minute and 15-minute segments—rates on request.

**POLITICAL**

**TRANSCRIPTIONS**

Library Service—Capitol.  
Instantaneous Reference Recordings: Disc or tape, five minute programs or longer, one recording for each 13 week series or one re-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.

**KRSD**

(Established 1953)

Rates effective \_\_\_\_\_  
Rates received January 13, 1958.

Owned and operated by Heart of The Black Hills Personnel

General Manager—Eli Daniels.

Representatives  
The Meeker Company, Inc.

**Mailing Instructions**

Business Office, Studio and Transmitter—1438 Mountain View Rd., Rapid City, S. D. Filmore 2-6050.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1340 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Mountain Standard Time.  
Operating schedule: 5:30 a.m. to 12:00 midnight Monday through Saturday; 7:00 a.m. to 10:00 p.m. Sunday.

**Agency Commission**

15% to recognized agencies that represent the advertiser. No cash discount. Bills due and payable when rendered.

**General Advertising**

Maximum length of contract one year. Announcements and programs cannot be combined to earn larger discounts.

**CLASS "A"**

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

	1 tl.	13 tl.	26 tl.	52 tl.	156 tl.
1 hour.....	52.30	48.30	40.95	40.25	36.20
1/2 hour.....	30.30	28.20	26.55	25.00	24.00
15 min.....	17.50	16.10	15.50	14.50	13.00
10 min.....	12.50	11.50	11.00	10.75	10.50
5 min.....	8.85	8.45	8.00	7.65	7.25
1 min.....	5.60	5.25	4.80	4.40	4.00
60 words.....	4.80	4.40	4.00	3.65	3.25

**CLASS "B"**

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

1 hour.....	45.50	42.00	35.70	35.00	31.50
1/2 hour.....	26.00	24.00	23.00	21.00	20.00
15 min.....	14.00	13.00	12.00	11.00	10.00
10 min.....	10.50	10.00	9.50	9.00	8.50
5 min.....	7.70	7.20	7.00	6.50	6.00
1 min.....	4.90	4.50	4.20	3.80	3.50
60 words.....	4.20	3.80	3.50	3.10	2.80

**Package Plans**

10 30-second spots (used within 3 day period).. 38.00  
10 1-minute spots (used within 3 day period).. 48.00

**SPECIAL FEATURES**

News Service—AP and local; no extra charge.  
Weather reports, temperature and sports.  
Add 20% to announcement charges if tag line is required.  
Remote local sports—Rates on request.

**Participating Programs**

"Reveille Rhythms"—6:00 a.m. to 7:20 a.m. Monday through Saturday.  
"Easy Listening"—7:30 a.m. to 11:30 a.m. Sunday.

**POLITICAL**

**Regular rates apply.**

**Closing Time**

24 hours before broadcast.

**SIoux FALLS (4 AM)**

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

**KELO**

(Established 1937)

**NBC Affiliate**



Rates effective February 1, 1955.  
Rates received January 3, 1955.

Owned and operated by Midcontinent Broadcasting Co., Inc.

**Personnel**

President—Joseph L. Floyd.  
General Manager—Evans Nord.  
Station Manager—Jim Molohon.  
Sales Promotion Manager—Jack Townsend.

**Representatives**

H-R Representatives, Inc.  
Minneapolis—Wayne-Evans & Associates.

**Mailing Instructions**

Business Office and Studio—Phillips Ave. at Eighth St., Sioux Falls, S. D.

Transmitter—Southeast of Sioux Falls, S. D.

**Wave—Power—Time**

Operating power—5,000 watts.  
Frequency—1320 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Central Standard Time.  
Operating schedule: 5:30 a.m. to 1:00 a.m.

**Agency Commission**

15% to recognized advertising agencies; no cash discount. Invoices mailed first of each month unless otherwise specified.

**General Advertising**

For combination rates see NBC Radio Network. Quantity discounts retroactive as earned.

**SOUTH DAKOTA**

**CLASS "A"**

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

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	Ann.
1 time..	120.00	72.00	48.00	36.00	24.00	14.00
26 times	108.00	61.80	43.20	32.40	21.60	12.60
52 times	102.00	61.20	40.80	30.60	20.40	11.90
104 times	93.00	55.80	37.20	27.90	18.60	10.85
156 times	84.00	50.40	33.60	25.20	16.80	9.80
260 times	75.00	45.00	30.00	22.50	15.00	8.75
312 times	66.00	39.60	26.40	19.80	13.20	7.70
500 times	60.00	36.00	24.00	18.00	12.00	7.00
1000 times	48.00	28.80	19.20	14.40	9.60	5.60

**CLASS "B"**

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

1 time..	60.00	36.00	24.00	18.00	12.00	7.00
26 times	54.00	32.40	21.60	16.20	10.80	6.30
52 times	51.00	30.60	20.40	15.30	10.20	5.95
104 times	46.50	27.90	18.60	13.95	9.30	5.43
156 times	42.00	25.20	16.80	12.60	8.40	4.90
260 times	37.50	22.50	15.00	11.25	7.50	4.38
312 times	33.00	19.80	13.20	9.90	6.60	3.75
500 times	30.00	18.00	12.00	9.00	6.00	3.50
1000 times	24.00	14.40	9.60	7.20	4.80	2.80

**PACKAGE RATES**

10 announcements.. 75.00 20 announcements.. 120.00  
15 announcements.. 105.00 30 announcements.. 150.00

**DISCOUNTS**

The following discounts apply to earned frequency:  
3 programs per week..... 20%  
5 programs per week..... 25%

**SPECIAL FEATURES**

News Service—UPI, AP.  
News service charge—10% of earned rate; commissionable.

**Participating Programs**

"Farm Service Reporter" with Les Harding—Regular rates apply.  
"New Day" with Dave Dedrick—7:15 a.m. to 10:00 a.m.—Regular rates apply.

**POLITICAL**

Regular rates apply; commissionable.

**TRANSCRIPTIONS**

Library Service—Standard.

**KIHO**

(Established 1946)

Rates effective October 1, 1957.  
Rates received October 9, 1957.

Owned and operated by Sioux Empire Broadcasting Co.

**Personnel**

General Manager—LeRoy Okerlund.  
Vice-Pres. & Sales Mgr.—James Duryea.  
Program Director—Don Birin.

**Representatives**

Gill-Perna, Inc.

**Mailing Instructions**

Business Office and Studio—113 N. Main Ave., Sioux Falls, S. D. Phone 4-7736.

Transmitter—Southwest of Sioux Falls, S. D.

**Wave—Power—Time**

Operating power—1,000 watts.  
Frequency—1270 kilocycles.  
Non-directional daytime.  
Licensed to operate full time on regional channel.  
Operates on Central Standard Time.  
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

**Agency Commission**

Agency commission 15%. Bills rendered 1st of month; payable 10th of same month.

**General Advertising**

Accepts AAAA copyrighted contract.

	5 min.	(*)	5 min.	(*)
1 time.....	12.00	9.00	104 times.....	9.60 7.20
13 times.....	11.40	8.55	156 times.....	9.00 6.75
26 times.....	10.80	8.10	260 times.....	8.40 6.30
52 times.....	10.20	7.65	312 times.....	7.80 5.85

(\*) 1-minute or less.

**SATURATION PLANS**

(Run-of-schedule 1-minute spots)  
"Sell it with Sound":  
10 announcements..... 50.00  
15 announcements..... 67.50  
20 announcements..... 80.00

**SPECIAL FEATURES**

News Service—UPI.

**POLITICAL**

Regular rates apply.

**TRANSCRIPTIONS**

Library Service—World and Standard.

**KISD**

(Established 1948)

# SOUTH DAKOTA

## Sioux Falls—K I S D—Continued

Licensed to operate unlimited time.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:30 a.m. to 12:00 midnight.

### Agency Commission

15% to recognized agencies on station time only; no cash discount. Bills due and payable when rendered. Short rate billed where frequency rate is not earned.

### General Advertising

Affiliated with Keystone Network and Upper Midwest Broadcasting System.  
Accepts AAAA copyrighted contract.  
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.  
Beer and wine advertising accepted.  
Length of commercial program copy must conform to industry standards.  
One minute rates allow for a maximum of 120 words. Station breaks maximum 60 words. Announcements at station breaks adjacent to higher time classification are to be charged at the rate of the higher classification.

#### CLASS "A"

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	36.00	21.60	14.40	7.20	5.00	4.00
13 times.....	35.10	21.15	14.10	7.00	4.85	3.85
26 times.....	34.20	20.50	13.70	6.85	4.75	3.70
52 times.....	32.40	19.45	12.95	6.50	4.50	3.55
104 times.....	31.50	18.90	12.60	6.30	4.35	3.45
156 times.....	31.10	18.35	12.25	6.15	4.25	3.35
260 times.....	28.80	17.30	11.50	5.75	4.00	3.15
312 times.....	27.00	16.20	10.80	5.40	3.75	3.00
1000 times.....					3.00	2.10

#### CLASS "B"

(All other times)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	40.00	24.00	16.00	8.00	5.00	4.00
13 times.....	39.00	23.50	15.65	7.80	4.85	3.85
26 times.....	38.00	22.80	15.20	7.60	4.75	3.70
52 times.....	36.00	21.60	14.40	7.20	4.50	3.55
104 times.....	35.00	21.00	14.00	7.00	4.35	3.45
156 times.....	34.00	20.40	13.60	6.80	4.25	3.35
260 times.....	32.00	19.20	12.80	6.40	4.00	3.15
312 times.....	30.00	18.00	12.00	6.00	3.75	3.00
1000 times.....					3.00	2.10

(\*) One minute announcement, live or transcribed.  
(†) Station breaks of 60 words or 30 seconds transcribed.

### SHORTS

Eight seconds, live or transcribed, run of schedule in time period ordered. One-half price of 30 second station break rate.

### SPECIAL FEATURES

News Service—AP. Rates on request.  
"Neighbor to Neighbor"—10:05 a.m. to 10:30 a.m. Monday through Saturday. Regular rates for term contracts 13 weeks or more 1-minute spot, daily.  
"Big 'K' Western Jamboree"—7:05 p.m. to 11:00 p.m. Monday through Saturday. Regular rates apply, plus 25%.

### Closing Time

Live or transcription copy must be submitted at least 48 hours in advance of program use.

## KSOO

(Established 1927)



Rates effective October 15, 1955.  
Rates received September 29, 1955.  
Owned and operated by Sioux Falls Broadcast Association, Inc.

### Personnel

President—Morton R. Henkin.  
Vice-Pres. & Gen'l Mgr.—George R. Hahn.  
General Sales Manager—Orrin Melton.

### Representatives

Avery-Knodel, Inc.  
Mailing Instructions  
Studio—317 S. Phillips Ave., Sioux Falls, S. D., telephone 4-5601.  
Transmitter—Southeast of city limits, Sioux Falls, S. D.

### Wave—Power—Time

Operating power—10,000 watts days; 5,000 watts nights.  
Frequency—1140 kilocycles.  
Directional—nighttime only.

Licensed to operate on nationally cleared channel, unlimited time.  
Operates on Central Standard Time.  
Operating schedule: 5:00 a.m. to 12:00 midnight, Monday through Saturday; 6:00 a.m. to 12:00 midnight, Sunday.

### Agency Commission

15% to recognized agencies; no cash discount. Bills due and payable 10th of following month.

### General Advertising

For combination rates see ABC Radio.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.

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

#### CLASS "A"

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	100.00	60.00	40.00	20.00	15.00
26 times.....	92.50	55.50	37.00	18.50	13.85
52 times.....	85.00	51.00	34.00	17.00	12.75
104 times.....	77.50	46.50	31.00	15.50	11.60
156 times.....	70.00	42.00	28.00	14.00	10.50
260 times.....	62.50	37.50	25.00	12.50	9.35
312 times.....	55.00	33.00	22.00	11.00	8.25

#### CLASS "B"

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	70.00	42.00	28.00	14.00	10.50
26 times.....	64.75	38.85	25.90	12.43	9.70
52 times.....	59.50	35.70	23.80	11.85	8.93
104 times.....	54.25	32.55	21.70	10.85	8.12
156 times.....	49.00	29.40	19.60	9.80	7.35
260 times.....	43.75	26.25	17.50	8.80	6.55
312 times.....	38.50	23.10	15.40	7.70	5.78

#### CLASS "C"

(7:00 p.m. to sign-off and 5:30 a.m. to 6:00 a.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	45.00	27.00	18.00	9.00	6.75
26 times.....	41.63	24.98	16.65	8.34	6.23
52 times.....	38.25	22.95	15.30	7.65	5.74
104 times.....	34.88	20.93	13.95	6.98	5.22
156 times.....	31.50	18.90	12.60	6.30	4.73
260 times.....	28.13	16.88	11.25	5.63	4.21
312 times.....	24.75	14.85	9.90	4.95	3.71

### SATURATION ANNOUNCEMENT PACKAGE

One minute announcements, Sunday through Saturday:

	Per week		
	1-13 wks.	13-26 wks.	26-52 wks.
12 per week.....	84.00	78.00	72.00
18 per week.....	108.00	103.50	94.50
24 per week.....	138.00	126.00	114.00
30 per week.....	150.00	135.00	120.00
42 per week.....	189.00	168.00	147.00

### SPECIAL FEATURES

News Service—AP.  
News service charge—rates on request; commissionable.

### Participating Programs

"Clare De Koster Rural Round-up"—5:00 a.m. to 7:00 a.m. News, weather, markets, farm news, music. Regular rates apply.  
"The Wayne Pritchard Show"—7:10 a.m. to 10:25 a.m. Music, personality features and grain quotations. Regular rates apply.  
"Nina Wright's Kitchen"—10:45 a.m. to 11:00 a.m. Monday through Friday. Homemaking show. Regular rates apply.  
"The Ray Loftness Show"—1:15 p.m. to 4:00 p.m. Popular music and personality features. Regular rates apply.  
"Barrell of Music"—6:30 p.m. to 11:00 p.m. Music and personality features. Regular rates apply.

### POLITICAL

Regular rates apply. Copy of political speeches or interviews must be submitted 24 hours in advance and left as permanent record.

## VERMILLION

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

## KUSD

(Established 1922)

Owned and operated by University of South Dakota, Vermillion, South Dakota.  
Frequency—690 kilocycles.

Does not sell time.

## WATERTOWN

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

## KWAT

(Established 1926)

Rates effective April 1, 1954.  
Rates received March 1, 1954.  
Owned and operated by The Midland National Life Broadcasting Company.

### Personnel

General Manager—Ross E. Case.  
Program Director—Gene Brantner.

### Representatives

Gill-Perna, Inc.

### Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box 827, U. S. Hwy. 81, 1-1/2 miles south of Watertown, S. D. Turner 6-8444.

### Wave—Power—Time

Operating power—1,000 watts.  
Frequency—950 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time on regional channel.  
Operates on Central Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to 12:00 midnight.

### Agency Commission

Agency commission 15% to recognized agencies on net station time. No cash discount. Bills rendered first of each month for service during preceding month and are payable in 10 days.

### General Advertising

Affiliated with Mutual Broadcasting System.  
Accepts AAAA copyrighted contract.  
BMI, ASCAP and SESAC licenses.

#### CLASS "A"

(6:30 a.m. to 9:00 a.m., 11:30 a.m. to 1:00 p.m. and 5:30 p.m. to 7:00 p.m. Monday through Saturday; 10:00 a.m. to 6:00 p.m. Sunday)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	66.50	37.50	20.00	16.10	12.35
13 times.....	62.60	35.50	19.00	15.60	11.80
26 times.....	59.25	33.60	18.40	14.80	11.20
52 times.....	55.75	31.55	16.90	13.70	10.00
104 times.....	49.00	27.35	15.85	12.75	9.10
156 times.....	42.20	24.60	14.80	11.60	8.45
260 times.....	35.40	20.50	13.10	9.50	7.64
312 times.....	32.10	18.50	11.80	8.55	6.88

#### CLASS "B"

(All other times)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	56.70	32.00	16.90	13.70	10.80
13 times.....	53.70	30.40	16.20	13.15	9.90
26 times.....	50.85	28.80	15.60	12.60	9.20
52 times.....	47.80	27.00	14.40	11.35	8.45
104 times.....	42.00	23.40	13.50	10.60	7.45
156 times.....	36.20	21.00	12.60	9.65	7.20
260 times.....	30.35	17.45	11.00	7.95	6.50
312 times.....	27.45	15.75	9.50	6.90	5.75

### ANNOUNCEMENTS

#### CLASS "A"

(11:59 a.m. to 1:15 p.m. and 5:59 p.m. to 10:00 p.m. Monday through Saturday; 12:00 noon to 10:00 p.m. Sunday)

	(*)	(†)	(*)	(†)
1 time.....	9.50	6.35	156 times.....	7.15
6 times.....	9.15	6.25	208 times.....	6.90
13 times.....	8.95	6.15	260 times.....	6.60
26 times.....	8.65	6.00	312 times.....	6.40
39 times.....	8.25	5.85	364 times.....	6.00
52 times.....	7.90	5.70	624 times.....	5.50
104 times.....	7.50	5.85	936 times.....	5.10

#### CLASS "B"

(All other times)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	7.50	5.55	156 times.....	5.65	4.45
6 times.....	7.25	5.40	208 times.....	5.35	4.35
13 times.....	7.00	5.25	260 times.....	5.10	4.20
26 times.....	6.60	5.10	312 times.....	4.80	4.15
39 times.....	6.35	4.95	364 times.....	4.50	3.90
52 times.....	6.00	4.80	624 times.....	4.45	3.60
104 times.....	5.85	4.65	936 times.....	4.20	3.40

(\*) One minute.  
(†) One half minute.

### PACKAGE RATES

1 minute:	Per wk.	Per wk.
10 times.....	70.00	40 times..... 250.00
20 times.....	135.00	50 times..... 300.00
30 times.....	195.00	

### SPECIAL FEATURES

News Service—AP. Rates on request.

### TRANSCRIPTIONS

Library Service—Standard, World.

## WINNER

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

## KWYR

(Established 1957)



Rates effective July 1, 1957.  
Rates received July 10, 1957.  
Owned and operated by the Midwest Radio Corporation.

### Personnel

Manager—Al Clark.  
Program Director—Don DeMonbrum.  
Commercial Manager—Norbert Rubkamp.

### Representatives

Continental Radio Sales.

### Mailing Instructions

Business Office and Studio—P. O. Box 27, 333 W. Second St., Winner, S. D.  
Transmitter—North of Winner.

### Wave—Power—Time



# YANKTON (2 AM)

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

## KYNT

(Established 1955)



Rates effective \_\_\_\_\_  
Rates received December 20, 1957.  
Owned and operated by Yankton Broadcasting Company.

### Personnel

Exec. Vice-Pres. & Mgr.—Bill Jonsson.  
Commercial Manager—Harold Happe.  
Production Director—John Briggs.

Representatives—Bob Dore Associates.

### Mailing Instructions

Business Office and Studio—214 W. Third St., Yankton, S. D., telephone 3623.  
Transmitter—Yankton, S. D.

### Wave—Power—Time

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

### Agency Commission

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

### General Advertising

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Schedules may be combined with KABR, Aberdeen for frequency.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	40.00	24.00	16.00	14.00	12.00
52 times	39.00	23.00	15.00	13.00	11.00
104 times	38.00	22.00	14.00	12.00	10.00
156 times	37.00	21.00	13.00	11.00	9.00
260 times	36.00	20.00	12.00	10.00	8.00
312 times	35.00	19.00	11.00	9.00	7.00

### SPOT ANNOUNCEMENTS

100 words or less:	1 time	52 times	104 times	156 times	260 times	312 times
1 time	4.65	4.25	3.90	3.50	3.10	2.90
52 times	624 times	1,000 times	1,500 times	2,000 times	3,000 times	
	2.65	2.40	2.20	1.95	1.55	

10-seconds:	1 time	104 times	208 times
1 time	3.90	3.10	2.65
104 times	624 times	1,000 times	
	2.10	1.85	1.55

10-second spots do not combine with other spots or programs for frequency.

### PACKAGE RATES

Maximum broadcast period 3 consecutive days:	Each	Total
15 spots (5 per day)	4.25	63.75
30 spots (10 per day)	3.90	117.00

Maximum broadcast period 6 consecutive days:  
30 spots (5 per day)..... 3.90 117.00  
60 spots (10 per day)..... 3.50 210.00

Package rates do not earn frequency. Programs and spots do not combine for frequency.

### SPECIAL FEATURES

News Service—UPI. No extra charge.  
Regular rates apply. Payment in advance.  
Closing Time 24 hours in advance of broadcast.

## WNAX

(Established 1922)

# CBS Radio Network



Rates effective April 1, 1958. (Card No. 25.)  
Card received March 6, 1958.  
Owned and operated by Peoples Broadcasting Corp.

### Personnel

General Manager—Donald D. Sullivan.  
Resident Manager—Clair Giles.  
Commercial Manager—Nick Bolton.  
Promotion Manager—Roland Peterson.  
Production Director—Jack Vaughn.

Representatives—The Katz Agency, Inc.

### Mailing Instructions

Office—WNAX Bldg., Yankton, S. D.  
Studio—3rd and Mulberry Sts., Yankton, S. D., telephone 442; Sioux City, Iowa, telephone 2-2711, TWX YKT 83-33.

All live copy and electrical transcriptions and copy instructions should be sent to:  
Operations Desk, WNAX Bldg., Yankton, S. D.  
Transmitter—Four miles east of Yankton, S. D.

Wave—Power—Time Operating power—5,000 watts.  
Frequency—570 kilocycles.

Directional—nighttime only.  
Licensed to operate full time on regional channel.  
Operates on Central Time.  
Daylight Saving Time not observed.  
Operating schedule: Week days 5:30 a.m. to 12:00 midnight; Sundays 7:00 a.m. to 12:00 midnight.

### Agency Commission

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

### General Advertising

For combination rates see CBS Radio Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Announcements adjacent to higher rate classification take the higher rate. Announcements cannot be combined with programs to earn a lower discount.  
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 new rates, provided there

is no interruption in schedule. 1 year contracts, however, will be accepted only for the purpose of determining frequency.

Length of Commercial Copy:

Programs:	5 minutes	10 minutes	15 minutes	25 minutes	30 minutes	45 minutes	60 minutes
5 minutes	1:15	2:10	3:00	4:00	4:15	5:45	7:00

### ANNOUNCEMENTS

#### CLASS "A"

	(6:45 a.m. to 9:00 a.m. and 11:45 a.m. to 1:15 p.m.)	1 min.	30 sec.	(*)
1 time	35.00	23.00	11.50	
26 times	33.25	21.85	10.95	
52 times	31.50	20.70	10.35	
104 times	29.75	19.55	9.80	
156 times	28.00	18.40	9.20	
260 times	26.25	17.25	8.65	
500 times	24.00	16.00	8.00	
1,000 times	22.75	14.45	7.50	

#### CLASS "B"

	(9:00 a.m. to 11:45 a.m. and 1:15 p.m. to 6:45 p.m.)	1 min.	30 sec.	(*)
1 time	30.00	20.00	10.00	
26 times	28.50	19.00	9.50	
52 times	27.00	18.00	9.00	
104 times	25.50	17.00	8.50	
156 times	24.00	16.00	8.00	
260 times	22.50	15.00	7.50	
500 times	21.00	14.00	7.00	
1,000 times	19.00	13.00	6.50	

#### CLASS "C"

	(After 6:45 p.m. and before 6:45 a.m.)	1 min.	30 sec.	(*)
1 time	18.00	14.00	7.00	
26 times	17.10	13.30	6.65	
52 times	16.20	12.60	6.30	
104 times	15.30	11.90	5.95	
156 times	14.40	11.20	5.60	
260 times	13.50	10.50	5.25	
500 times	12.60	9.80	4.90	
1,000 times	11.70	9.10	4.55	

(\*) 10-seconds. See note in Multi-Spot Plan regarding combinability of 10-second announcements.

### MULTI-SPOT PLAN

(Applies to all announcements in Class "B" and "C" except participations in Your Neighbor Lady)

1-minute per week:	"B"		"C"	
	1 wk.	26 wks.	1 wk.	26 wks.
12 times	264.00	246.00	228.00	156.00
18 times	369.00	342.00	315.00	225.00
24 times	456.00	420.00	384.00	276.00
36 times	630.00	576.00	522.00	414.00

Station breaks:  
12 times 180.00 168.00 156.00 117.60 109.20 100.80  
18 times 252.00 234.00 216.00 163.80 151.20 138.60  
24 times 312.00 288.00 264.00 201.60 184.80 168.00  
36 times 432.00 396.00 360.00 277.20 252.00 226.80

10-second announcements—50% of 30-second rates. In determining frequency, 2 10-second announcements count as 1 unit. These units may be combined with other announcements for frequency discounts and Plans.

The number-of-weeks rate is determined by the number of weeks in which a minimum of 12 announcements per week is scheduled. The time-per-week rate is then determined by the number of announcements scheduled in a given week.

Plan announcements may help earn frequency discounts on Non-Plan announcements. Non-Plan announcements may be counted towards the number of announcements necessary to qualify for Plan rates.

### PROGRAMS

#### CLASS "A"

	(Noon to 1:00 p.m.)	1 tl.	26 tl.	52 tl.	104 tl.	156 tl.	260 tl.
1/2 hour	150.00	142.50	135.00	127.50	120.00	112.50	
1/4 hour	80.00	76.00	72.00	68.00	64.00	60.00	
10 minutes	60.00	57.00	54.00	51.00	48.00	45.00	
5 minutes	40.00	38.00	36.00	34.00	32.00	30.00	

#### CLASS "B"

	(6:45 a.m. to noon and 1:00 p.m. to 6:45 p.m.)	1/2 hour <th>1/4 hour <th>10 minutes <th>5 minutes </th></th></th>	1/4 hour <th>10 minutes <th>5 minutes </th></th>	10 minutes <th>5 minutes </th>	5 minutes
1/2 hour	90.00	85.50	81.00	76.50	72.00
1/4 hour	60.00	57.00	54.00	51.00	48.00
10 minutes	45.00	42.75	40.50	38.25	36.00
5 minutes	35.00	33.25	31.50	29.75	28.00

#### CLASS "C"

	(After 6:45 p.m. and before 6:45 a.m.)	1/2 hour <th>1/4 hour <th>10 minutes <th>5 minutes</th> </th></th>	1/4 hour <th>10 minutes <th>5 minutes</th> </th>	10 minutes <th>5 minutes</th>	5 minutes
1/2 hour	67.50	64.15	60.75	57.40	54.00
1/4 hour	45.00	42.75	40.50	38.25	36.00
10 minutes	33.75	32.05	30.40	28.70	27.00
5 minutes	22.50	21.40	20.25	19.15	18.00

### \*CLASS "C" STRIP RATES

1/4 hour:	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
6 per week	140.00	133.00	126.00	119.00	112.00
3 per week	84.00	79.80	75.60	71.40	67.20

Strip rates apply to all Class "C" times, excluding Sunday.

### SPECIAL FEATURES

News Service—AP, UPI.  
News service charge—Newscaster and announcer, per 1/4 hour, 10.00; commissionable.  
"10 PM News"—Six days a week, Monday through Saturday, 52 weeks. Cost per week, including time and news service charge, 364.50, commissionable.  
"Your Neighbor Lady"—Daily homemaking and economics participation type program sold in the form of 100 word announcements. Sold only on three or six per week schedule. Minimum schedule four weeks. Class "B" minute rates apply.  
Dinner Bell (noonday western and country music feature)—Participation: Live talent. Six 100 word announcements per week, one daily, Monday through Saturday. Sold only on 3 or 6-per-week schedules.  
"Early Birds"—daily early morning live talent program featuring Casey Clark and his Lazy Ranch Boys. Class "C" rates apply.

### POLITICAL

Regular rates apply, payable in advance. Copy of political speeches or interviews must be submitted 24 hours in advance and left as permanent record.

### TRANSCRIPTIONS

Library Service—Capitol, Cole.  
Instantaneous reference recordings: One furnished for each 13 week schedule without charge. Additional transcriptions, 5.00 per side of 16" disc.

# SOUTH DAKOTA

## Buyers of Media Are Salesmen, Too!

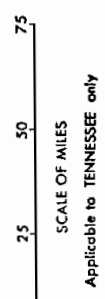
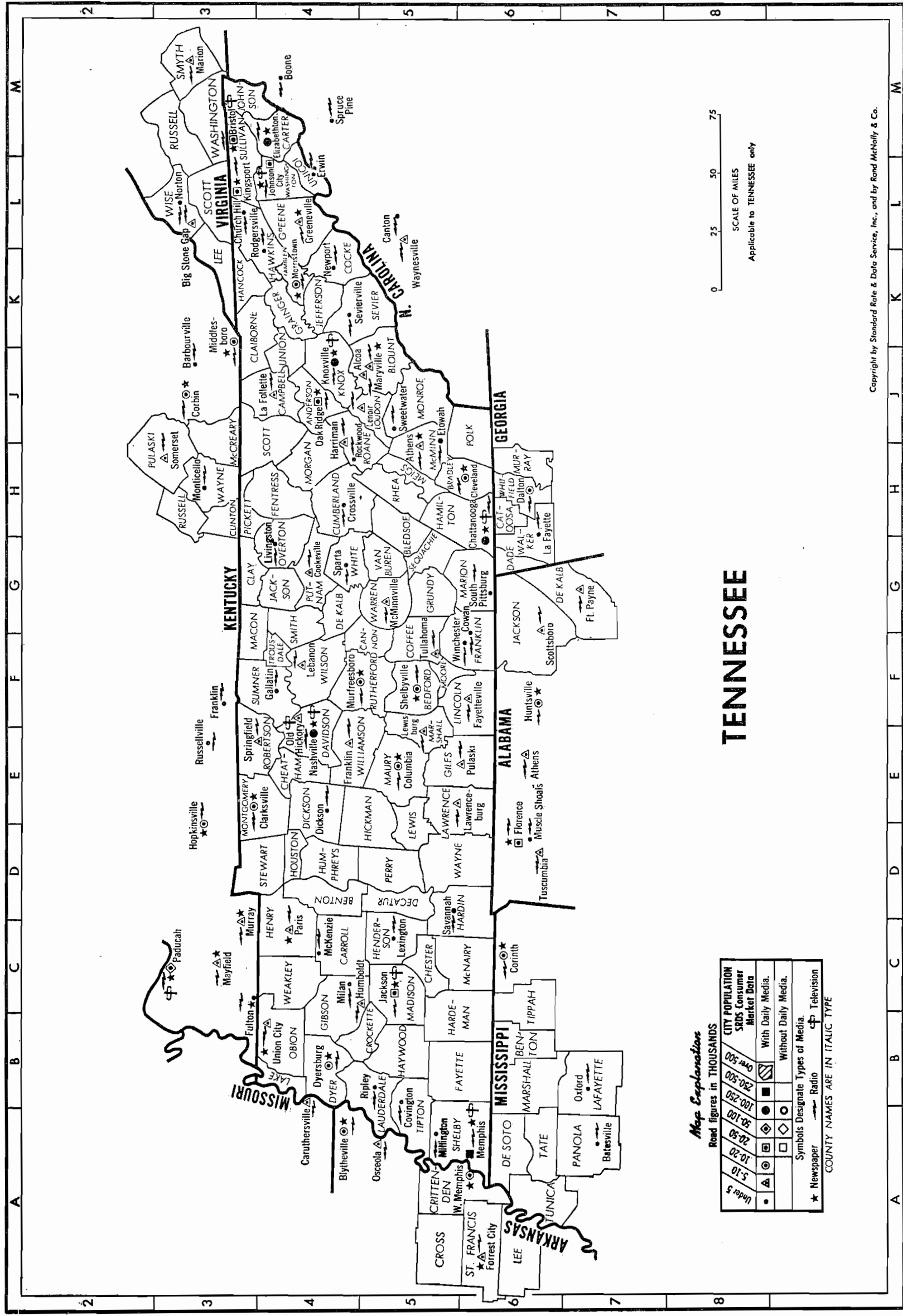
In addition to his main job of comparison and selection of media, the buyer of media must be a salesman, selling his proposed schedule to the client or account executive. Any point in the publication's advertising or promotion, therefore, should be two-edged . . . to sell the media buyer first . . . and to enable him to defend his choice in client conference later.

SRDS Service-Ads are tools in the hands of media men when they enter the conference room. Data on the market served, editorial content or programming listenership or readership and many other points are available at his fingertips to underline reasons for his choice of media.

Read and use SRDS Service-Ads . . . they are designed for media buyers and crammed full of the information these specialists have repeatedly asked for. As supplementary information to data contained in publication listings, they enable you to do an easier, more efficient job of media comparison, selection and justification.

Use the Service-Ads in SRDS

1-3GXF-458



# TENNESSEE

### Map Explanation

Road 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	
5-10	
Under 5	

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.

Bristol—Sullivan  
Chattanooga—Hamilton

Clarksville—Montgomery  
Jackson—Madison

Johnson City—Washington  
Kingsport—Sullivan

Knoxville—Knox  
Memphis—Shelby

Nashville—Davidson  
Oak Ridge—Anderson

Estimates for:	Popu-lation	House-holds	C.S.I. 7/1/57 to 7/1/58	C.S.I. per Household (\$)	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	Farm Popu-lation 1/1/58	Gross Farm Income 1957	
STATE	(000)	(000)	(000)	(000)	(000)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	(000)	(000)	(000)
COUNTY—Map Loc.														
City														
Metropolitan Area														
<b>TENNESSEE STATE</b>														
TOTALS.....	3,505.2	951.69	4,591,207	4,824	3,172,490	784,631	91,837	369,150	195,003	150,769	647,218	282,168	834.7	458,182
ANDERSON J-4.....	60.5	15.68	83,541	5,328	55,969	20,530	2,338	5,404	2,389	2,302	10,762	6,599	7.6	1,182
Oak Ridge <sup>2</sup> .....	28.3	7.56	58,069	7,681	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
BEDFORD F-5.....	23.2	6.71	26,292	3,918	16,939	4,292	476	1,414	660	1,003	3,756	1,618	8.7	6,402
BENTON D-4.....	10.7	3.03	9,710	3,205	7,374	1,237	189	520	267	229	3,171	753	3.4	1,024
BLED SOE H-5.....	8.5	1.94	5,583	2,878	2,397	770	130	121	13	92	674	176	3.9	1,559
BLOUNT J-5.....	63.3	16.19	67,546	4,172	48,554	17,364	1,314	4,436	1,076	2,654	10,444	5,423	13.5	3,451
BRADLEY H-5.....	34.1	9.11	38,012	4,173	33,433	7,487	1,256	1,647	1,568	9,645	2,967	6.8	3,966	
CAMPBELL J-4.....	35.3	8.38	28,593	3,412	16,444	5,613	605	1,242	963	702	3,732	1,461	7.1	1,106
CANNON F-5.....	8.4	2.28	6,610	2,899	3,899	989	75	1,041	79	111	1,075	284	5.6	1,797
CARROLL C-4.....	26.1	7.55	25,080	3,322	16,388	4,187	437	834	813	887	4,903	2,005	11.8	5,606
CARTER M-4.....	46.4	11.65	49,456	4,245	24,870	7,872	703	3,003	1,136	1,617	5,309	2,436	11.3	1,563
CHEATHAM E-4.....	8.4	2.28	7,451	3,268	4,706	945	120	937	126	.....	1,059	662	4.9	2,610
CHESTER C-5.....	10.6	2.78	8,820	3,173	4,942	1,571	194	216	207	223	759	550	5.7	3,736
CLAIBORNE K-3.....	24.2	5.69	16,424	2,886	6,587	1,104	141	898	73	385	1,522	719	11.3	4,005
CLAY G-3.....	6.4	1.56	4,781	3,065	1,848	501	39	222	41	83	188	382	4.7	1,917
COCKE K-4.....	21.0	5.29	16,693	3,156	11,776	3,510	482	1,098	726	813	1,930	696	10.6	4,485
COFFEE F-5.....	25.2	6.91	24,313	3,519	20,673	5,322	475	1,060	980	1,151	4,906	2,734	6.9	4,054
CROCKETT B-5.....	15.5	4.35	15,714	3,612	6,253	2,162	219	488	308	168	802	479	9.3	9,588
CUMBERLAND H-4.....	20.7	5.00	14,428	2,886	12,781	2,889	244	1,191	278	500	4,689	1,124	7.7	1,464
DAVIDSON E-4.....	381.2	107.21	669,611	6,246	480,887	113,125	13,473	57,375	47,106	20,617	94,250	40,906	8.7	5,307
Nashville.....	178.7	51.90	310,518	5,983	401,314	76,960	10,031	54,603	44,504	19,189	84,782	25,917	.....	.....
Nashville Metro Area.....	381.2	107.21	669,611	6,246	480,887	113,125	13,473	57,375	47,106	20,617	94,250	40,906	.....	.....
DECATUR D-5.....	8.6	2.37	6,307	2,661	3,971	1,084	149	410	91	148	691	631	3.8	1,580
DE KALB G-4.....	9.1	2.51	7,570	3,016	4,556	1,006	193	487	274	199	501	1,224	5.6	2,814
DICKSON E-4.....	17.0	4.81	16,448	3,420	12,230	3,398	297	1,434	768	384	2,700	1,174	7.7	3,125
DYER B-4.....	31.0	8.97	36,751	4,097	25,405	6,736	722	1,601	1,918	1,706	4,732	1,993	10.6	13,832
FAYETTE B-5.....	24.0	5.55	16,288	2,935	8,108	2,121	203	1,955	241	370	1,341	779	18.1	13,918
FENTRESS H-4.....	14.8	3.27	9,373	2,866	4,996	1,107	152	1,481	.....	287	565	560	8.0	1,583
FRANKLIN F-6.....	25.8	6.57	23,990	3,651	16,509	4,065	338	1,066	707	765	4,091	1,474	10.0	6,444
GIBSON B-4.....	48.7	14.33	56,201	3,922	31,259	8,245	1,449	2,003	1,575	1,515	7,771	3,142	17.6	15,210
GILES E-5.....	24.3	6.63	25,664	3,871	17,096	4,591	406	1,318	1,206	627	4,009	1,738	13.1	6,366
GRAINGER K-4.....	11.5	2.81	8,021	2,854	3,507	1,266	80	234	.....	153	847	311	9.0	3,387
GREENE L-4.....	40.5	10.70	39,332	3,676	27,157	4,252	1,053	3,290	1,228	1,689	6,457	2,955	22.5	12,591
GRUNDY G-5.....	12.8	3.15	8,264	2,623	5,329	1,541	.....	1,070	.....	204	1,486	723	2.5	735
HAMBLETON K-4.....	27.1	7.26	31,444	4,331	26,083	6,279	612	1,888	1,303	1,171	8,648	2,377	6.0	3,143
HAMILTON H-5.....	247.2	71.16	388,883	5,465	281,663	72,382	7,829	34,174	18,633	15,928	46,914	24,971	8.9	3,354
Chattanooga.....	148.2	43.95	251,129	5,714	250,435	58,508	6,289	32,219	18,203	15,187	45,124	20,358	.....	.....
Chattanooga Metro Area.....	288.1	82.27	442,825	5,383	303,993	78,752	8,889	36,386	20,584	17,010	50,350	28,064	.....	.....
HANCOCK K-3.....	7.2	1.75	4,588	2,622	1,415	92	50	411	28	20	528	70	7.3	2,696
HARDEMAN B-5.....	21.8	4.97	15,189	3,056	8,618	2,127	215	1,160	164	175	1,709	1,292	11.3	7,284
HARDIN D-5.....	15.6	4.18	12,314	2,946	10,808	2,094	169	1,299	260	522	2,328	1,526	7.5	3,773
HAWKINS K-4.....	30.8	7.65	26,098	3,412	10,310	2,375	370	1,577	434	179	2,037	1,575	15.1	5,399
HAYWOOD B-5.....	24.0	5.89	19,559	3,321	11,147	2,528	260	1,877	240	416	1,169	1,091	17.2	12,104
HENDERSON C-5.....	15.1	4.17	14,000	3,357	7,335	1,885	184	386	595	380	2,403	434	8.9	6,457
HENRY C-4.....	21.3	6.42	27,260	4,246	16,949	4,796	566	1,192	1,184	1,044	2,730	2,080	8.5	4,961
HICKMAN E-5.....	11.7	3.08	11,080	3,597	4,985	1,283	210	1,008	193	308	824	457	5.7	2,157
HOUSTON D-4.....	4.2	1.11	3,698	3,332	1,830	934	97	332	52	34	160	.....	2.8	760
HUMPHREYS D-4.....	9.5	2.69	10,361	3,852	8,202	2,893	298	397	169	569	1,147	792	4.2	1,416
JACKSON G-4.....	9.8	2.47	7,390	2,992	3,914	2,048	44	465	94	32	548	225	7.6	2,957
JEFFERSON K-4.....	19.5	5.04	19,845	3,938	9,844	3,231	302	1,178	262	398	1,981	889	8.8	5,370
JOHNSON M-3.....	11.1	2.71	8,120	2,996	3,708	747	123	969	68	86	633	637	7.4	3,068
KNOX J-4.....	261.9	72.02	402,012	5,582	304,937	65,994	9,350	48,460	15,143	12,877	54,369	25,901	18.1	5,673
Knoxville.....	131.5	37.46	221,549	5,914	274,463	55,808	8,181	46,668	14,970	11,711	49,679	20,001	.....	.....
Knoxville Metro Area.....	385.7	103.89	553,099	5,324	409,460	103,888	13,002	58,300	18,608	17,833	75,575	37,923	.....	.....
LAKE B-4.....	11.7	3.10	10,223	3,298	6,389	2,315	286	423	212	228	827	693	5.7	10,954
LAUDERDALE B-5.....	24.6	6.53	22,145	3,391	11,717	2,790	350	992	792	509	2,392	710	12.2	12,168
LAWRENCE E-5.....	27.7	7.17	23,898	3,333	17,494	2,953	430	1,530	757	725	4,679	1,854	12.7	6,801
LEWIS D-5.....	5.8	1.55	4,824	3,112	3,170	870	119	210	53	145	959	211	2.2	943
LINCOLN F-5.....	23.4	6.43	24,131	3,753	15,525	3,563	524	900	1,058	876	3,454	1,685	13.8	8,971
LOUDON J-5.....	25.0	6.57	23,890	3,636	16,173	4,488	551	1,127	629	760	3,965	2,067	6.2	2,583
McMINN H-5.....	31.5	8.42	33,610	3,992	12,256	3,234	287	1,050	617	581	2,920	989	9.0	4,629
McNAIRY C-6.....	19.3	5.15	15,053	2,923	11,100	1,932	259	996	504	484	3,690	1,973	10.2	7,558
MACON G-3.....	12.0	3.30	9,134	2,768	5,169	1,160	271	898	383	253	1,218	93	8.4	4,824
MADISON C-5.....	62.3	17.83	84,238	4,725	44,188	11,934	1,215	5,327	3,623	1,841	8,059	4,030	13.9	8,419
Jackson.....	37.1	11.73	57,196	4,876	40,208	10,250	1,081	4,967	3,524	1,602	7,839	3,182	.....	.....
MARION G-6.....	20.8	5.16	18,131	3,514	13,317	3,965	283	1,380	246	486	2,798	2,251	3.9	1,096
MARSHALL E-5.....	18.4	5.35	22,552	4,215	12,340	3,371	444	634	734	602	3,883	895	6.8	4,671
MAURY E-5.....	38.8	11.06	46											

# SRDS Consumer Market Data

## STATE, COUNTY, CITY, METROPOLITAN AREA DATA

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Popu- lation 7/1/58 (000)	House- holds 7/1/58 (000)	C.S.I. 7/1/57 to 7/1/58 (\$000)	C.S.I. per House- hold (\$)	Total Retail Sales 7/1/57 to 7/1/58 (\$000)	Retail Sales by Store Type — For the Year 7/1/57 to 7/1/58					Filling Station (\$000)	Farm Popu- lation 1/1/58 (000)	Gross Farm Income 1957 (\$000)	
						Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)				Auto- motive (\$000)
SHELBY A-5.....	576.7	163.93	1,038,250	6,333	747,626	173,581	21,858	91,708	47,748	31,493	151,254	50,721	23.5	17,268
Memphis.....	490.1	143.92	935,401	6,499	709,241	160,286	20,415	87,572	47,143	30,519	146,089	43,432	.....	.....
Memphis Metro Area.....	576.7	163.93	1,038,250	6,333	747,626	173,581	21,858	91,708	47,748	31,493	151,254	50,721	.....	.....
SMITH F-4.....	11.7	3.37	11,365	3,372	6,635	1,271	394	1,177	136	307	1,156	513	8.5	5,086
STEWART D-4.....	5.1	1.33	5,454	4,101	3,640	908	138	622	.....	195	952	217	4.4	2,461
SULLIVAN M-3.....	111.5	29.51	156,596	5,307	121,325	30,503	3,167	18,076	8,179	8,556	23,944	9,900	14.4	4,644
Bristol <sup>(2)</sup> .....	39.8	11.05	64,601	5,846	60,319	14,640	1,749	9,892	4,388	4,210	12,554	5,218	.....	.....
Kingsport.....	24.8	7.07	48,908	6,918	82,275	20,170	2,011	10,297	5,977	6,386	16,623	5,858	.....	.....
SUMNER F-4.....	32.8	9.17	32,558	3,550	21,966	5,531	550	3,084	935	646	3,732	2,492	14.0	8,938
TIPTON A-5.....	29.8	7.55	27,748	3,675	14,538	4,400	462	1,524	667	513	2,515	1,194	16.5	15,565
TROUSDALE F-4.....	4.9	1.35	3,631	2,690	3,056	668	107	367	88	130	790	187	2.8	2,480
UNICOI L-4.....	16.5	4.21	18,275	4,341	8,042	1,898	60	1,000	312	628	2,229	844	4.3	1,041
UNION J-4.....	8.2	2.00	5,268	2,634	2,769	806	.....	575	.....	101	709	419	6.5	1,742
VAN BUREN G-5.....	3.7	.87	2,531	2,909	517	43	.....	289	.....	38	103	.....	2.1	442
WARREN G-5.....	23.4	6.56	23,417	3,570	18,573	4,082	489	2,155	609	1,200	5,344	1,835	8.5	4,489
WASHINGTON L-4.....	64.0	16.29	80,510	4,942	61,800	15,308	1,662	7,270	3,150	4,183	12,676	4,403	13.6	6,916
Johnson City.....	29.8	7.67	52,124	6,796	53,523	12,566	1,509	6,892	3,079	4,076	12,075	3,563	.....	.....
WAYNE D-5.....	13.4	3.30	8,956	2,714	4,990	938	96	391	89	159	1,992	508	6.3	1,580
WEAKLEY C-4.....	25.8	7.88	28,253	3,585	13,202	3,811	641	537	905	406	2,484	1,812	11.6	8,294
WHITE G-4.....	15.9	4.26	15,468	3,631	8,067	2,500	274	799	130	864	1,801	984	7.1	3,016
WILLIAMSON E-5.....	22.4	5.88	23,959	4,075	21,905	5,942	487	1,587	726	725	4,961	2,670	11.5	7,126
WILSON F-4.....	25.5	7.39	27,291	3,693	21,028	5,286	247	2,090	618	1,228	5,198	2,423	10.5	5,739

(2) Includes portion in Roane County.  
(3) Includes portion in Washington County, Virginia.

## 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	951,690	912,810	1.8669
Anderson	15,680	15,240	.0312
Bedford	6,710	6,520	.0133
Benton	3,030	2,890	.0059
Bledsoe	1,940	1,790	.0037
Blount	16,190	15,580	.0319
Bradley	9,110	8,770	.0179
Campbell	8,380	7,890	.0161
Cannon	2,280	2,130	.0044
Carroll	7,550	7,270	.0149
Carter	11,650	11,210	.0229
Cheatham	2,280	2,170	.0044
Chester	2,780	2,670	.0055
Claiborne	5,690	5,360	.0110
Clay	1,560	1,470	.0030
Cocke	5,290	4,990	.0102
Coffee	6,910	6,580	.0135
Crockett	4,350	4,180	.0085
Cumberland	5,000	4,660	.0095
Davidson	107,210	104,220	.2131
Decatur	2,370	2,260	.0046
DeKalb	2,510	2,420	.0049
Dickson	4,810	4,620	.0094
Dyer	8,970	8,540	.0175
Fayette	5,550	5,070	.0104
Fentress	3,270	3,050	.0062
Franklin	6,570	6,320	.0129
Gibson	14,330	13,790	.0282
Giles	6,630	6,310	.0129
Grainger	2,810	2,650	.0054
Greene	10,700	10,300	.0211
Grundy	3,150	2,940	.0060
Hamblen	7,260	6,980	.0143
Hamilton	71,160	68,480	.1401
Hancock	1,750	1,620	.0033
Hardeman	4,970	4,630	.0095
Hardin	4,180	3,940	.0081
Hawkins	7,650	7,290	.0149
Haywood	5,890	5,440	.0111
Henderson	4,170	3,930	.0080
Henry	6,420	6,120	.0125
Hickman	3,080	2,940	.0060
Houston	1,110	1,060	.0022
Humphreys	2,690	2,590	.0053
Jackson	2,470	2,360	.0048
Jefferson	5,040	4,800	.0098
Johnson	2,710	2,550	.0052

County	Estimated Total Households 7-1-58	Estimated Households with Radio 7-1-58	% U.S. Total Radio Households 7-1-58
Knox	72,020	69,300	.1417
Lake	3,100	2,860	.0058
Lauderdale	6,530	6,090	.0125
Lawrence	7,170	6,900	.0141
Lewis	1,550	1,460	.0030
Lincoln	6,430	6,250	.0128
Loudon	6,570	6,320	.0129
McMinn	8,420	8,100	.0166
McNairy	5,150	4,960	.0101
Macon	3,300	3,170	.0065
Madison	17,830	16,810	.0344
Marion	5,160	4,860	.0099
Marshall	5,350	5,150	.0105
Maury	11,060	10,640	.0218
Meigs	1,280	1,210	.0025
Monroe	5,850	5,570	.0114
Montgomery	12,310	11,720	.0240
Moore	1,010	960	.0020
Morgan	3,450	3,250	.0066
Obion	7,960	7,580	.0155
Overton	3,860	3,640	.0074
Perry	1,410	1,350	.0028
Pickett	950	870	.0018
Polk	3,030	2,830	.0058
Putnam	7,950	7,570	.0155
Rhea	3,920	3,730	.0076
Roane	8,670	8,350	.0171
Robertson	6,890	6,560	.0134
Rutherford	11,770	11,320	.0232
Scott	4,040	3,810	.0078
Sequatchie	1,350	1,260	.0026
Sevier	5,690	5,480	.0112
Shelby	163,930	157,740	.3226
Smith	3,370	3,240	.0066
Stewart	1,330	1,270	.0026
Sullivan	29,510	28,680	.0587
Sumner	9,170	8,830	.0181
Tipton	7,550	7,120	.0146
Trousdale	1,350	1,320	.0027
Unicoi	4,210	4,010	.0082
Union	2,000	1,900	.0039
Van Buren	870	820	.0017
Warren	6,560	6,310	.0129
Washington	16,290	15,670	.0320
Wayne	3,300	3,140	.0064
Weakley	7,880	7,580	.0155
White	4,260	4,020	.0082
Williamson	5,880	5,600	.0115
Wilson	7,390	7,040	.0144

You'll find the SRDS  
Three-Year Calendar  
in every SRDS publication.  
Check Contents for location.

G-123

## TENNESSEE

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

### STATE NETWORK

#### Dixie Network, The

Rates effective May 1, 1957.  
Rates received July 1, 1957.  
Business Office—Williams Bldg., Jackson, Tenn.,  
telephone 7-8589.

Personnel  
Pres. & Gen'l Mgr.—Aaron B. Robinson.  
Vice-President, Radio—Jack Cecil.  
Vice-Pres., TV & Radio Sales—John E. North.

Representatives  
Venard, Rintoul & McConnell, Inc.

Comprised of:  
WDXI—Jackson, Tenn.  
WENK—Union City, Tenn.  
WIPR—Paris, Tenn.  
WDXE—Lawrenceburg, Tenn.  
WCMA—Corinth, Miss.  
WDXL—Lexington, Tenn.  
WDXN—Clarksville, Tenn.

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

General Advertising  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Actual broadcast time periods are: 59:30 minutes for  
one hour; 29:30 minutes for 1/2 hour; 14:30 minutes  
for 1/4 hour; 4:30 minutes for five minutes.  
Rates are for each station for station facilities only.

	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.....	25.50	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.

#### NETWORK DISCOUNTS

For use of:	(*)
2 stations.....	5%
3 stations.....	10%
4 stations.....	15%
5 or more stations.....	20%

(\*) Discount from earned frequency.

#### SATURATION RATE DISCOUNTS

Per week:	(*)
10 announcements.....	10%
15 announcements.....	15%
20 announcements.....	20%
25 or more announcements.....	25%

(\*) Discount from earned frequency.  
10-second announcements—50% of earned 1-minute  
rate.

#### SPECIAL FEATURES

News Service—UPI, local and regional news staff.  
Weather forecast, time signals, market quotations—  
rates on request.

#### POLITICAL AND RELIGIOUS

Regular rates apply for each individual station.

#### TRANSCRIPTIONS

Library Service—World.



# ALCOA

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

## WEAG

(Established 1957)



Rates effective January 1, 1958.  
Rates received March 19, 1958.  
Owned and operated by Blount County Broadcasting Co.

**Personnel**  
Pres. & Gen'l Mgr.—Louis A. Chiles.  
Commercial Manager—Herman Petre.  
**Representatives**  
None.  
**Mailing Instructions**  
Business Office and Studio—P. O. Box 127, Main Rd., Alcoa, Tenn. Yu. 3-0890-1.  
Transmitter: Defoe Dr., Eagleton Village, Alcoa, Tenn.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1470 kilocycles.  
Nondirectional.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:00 a.m. to local sunset weekdays; 6:00 a.m. to local sunset Sunday.

**Agency Commission**  
15% on time only; no cash discount. Bills payable 10th of month following service.

**General Advertising**  
Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Fractional time periods on programs—10 minutes, 75% of 1/4-hour rate; 20 minutes, 80% of 1/2-hour rate; 25 minutes, 90% of 1/2-hour rate; 45 minutes, 80% of 1-hour rate.

	1	1/2	1/4	5	1	30
	hr.	hr.	hr.	min.	min.	sec.
1 time.....	55.00	35.00	24.00	13.00	6.00	4.00
18 times.....	50.00	33.50	22.90	12.75	5.75	3.75
26 times.....	47.50	32.00	22.00	12.75	5.50	3.50
52 times.....	45.00	30.50	21.10	11.75	5.25	3.25
104 times.....	42.50	29.00	20.20	11.25	5.00	3.00
156 times.....	40.00	27.50	19.30	10.75	4.75	2.75
260 times.....	37.50	26.00	18.40	10.00	4.50	2.50
312 times.....	35.00	24.50	17.50	9.25	4.00	2.25
365 times.....	32.50	23.00	17.20	8.40	3.25	2.00

**SATURATION RATE PLAN**  
100 words maximum, no guaranteed times:

10 announcements.....	40.00	75 announcements..	168.75
20 announcements.....	75.00	100 announcements..	200.00
30 announcements.....	97.50	200 announcements..	330.00
40 announcements.....	110.00	300 announcements..	420.00
50 announcements.....	125.00		

**FLASH ANNOUNCEMENTS**  
25 words maximum, no guaranteed times:  
30 announcements..... 60.00  
90 announcements..... 126.00  
60 announcements..... 102.00  
Maximum acceptable contract on Saturation Rate and Flash Announcements, 30 days.

**SPECIAL FEATURES**  
News Service—AP. News service charge, per week 40.85.

**Participating Programs**  
"Country Music Time", "The Morning Show", "Pop's Parade", "The Gospel Hour", "Tunearama", "Saturday Special", "Weekend", "Sunday Music", "Dr. Blues Party Line" with Tom Lyons, negro dj—4:00 p.m. to 6:00 p.m. Monday through Saturday.  
**Closing Time**  
24 hours in advance of broadcast.

# ATHENS

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

## WLAR

(Established 1946)

Rates effective February 1, 1957. (Card No. 2.)  
Card received March 7, 1957.  
Owned and operated by The Athens Broadcasting Co.

**Personnel**  
President—L. F. Arterburn.  
General Manager—William P. Atkins.  
**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—N. Jackson St., P. O. Box 135, Athens, Tenn., telephone 1450.  
Transmitter—1-1/2 miles west of Athens, Tenn.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Daylight Saving Time not observed.  
Operating schedule: 7:00 a.m. to 10:00 p.m. Sunday; 5:00 a.m. to 11:00 p.m. weekdays.

**Agency Commission**  
15% to all recognized agencies; no cash discount. Bills due and payable 15th of month following service unless otherwise agreed upon.

**General Advertising**  
Affiliated with Mutual Broadcasting System and Keystone Broadcasting System.  
Advertising of alcoholic beverages other than beer not accepted.

**CLASS "A"**  
(5:00 a.m. to 7:00 p.m.)

	1	1/2	1/4	10	5	1	50
	hr.	hr.	hr.	min.	min.	min.	or less
1 time.....	69.50	39.50	24.50	20.60	11.75	5.80	4.50
13 times.....	66.10	37.60	23.50	19.60	11.20	5.50	4.30
26 times.....	62.75	35.55	22.20	18.70	10.60	5.20	4.00
52 times.....	59.40	33.70	21.00	17.50	10.10	4.90	3.80
156 times.....	56.00	31.80	19.90	16.50	9.50	4.60	3.60
300 times.....	52.60	29.90	18.50	15.50	8.90	4.30	3.30

### CLASS "B"

(7:00 p.m. to 11:00 p.m.)

	1	1/2	1/4	10	5	1	50
	hr.	hr.	hr.	min.	min.	min.	or less
1 time.....	54.00	30.90	19.20	16.20	10.35	5.80	4.50
13 times.....	51.30	29.40	18.25	15.40	8.90	5.50	4.30
26 times.....	48.60	27.80	17.30	14.60	8.50	5.20	4.00
52 times.....	45.90	26.20	16.30	13.90	7.80	4.90	3.80
156 times.....	42.20	24.60	15.30	12.90	7.70	4.60	3.60
300 times.....	40.50	23.10	14.40	12.10	6.90	4.30	3.30

Half-minute and quarter-minute announcements, time signals, temperature reports: Sold at straight time rate, 2.00 per announcement except when purchased on package plan basis.  
**ANNOUNCEMENTS**  
Announcements are accepted with the understanding that programs take precedence, and that announcements scheduled for periods later sold for programs may be re-scheduled by the station at equally advantageous times.

**SPECIAL FEATURES**  
News Service—UPI.  
News broadcasts—rates on request.  
Weather reports, markets and news broadcasts—rates on request.  
Rates for sponsorship of special reports such as tobacco crops, baseball and football scores are based on actual number of words used in advertising copy, and are subject to announcement rates listed.

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

# BRISTOL (3 AM; 1 FM)

Va.—Washington County—Map Location M-3  
Tenn.—Sullivan County—Map Location M-3  
See SRDS consumer market map and data at beginning of the State.

## WCYB

(Established 1946)



(This is a duplicate of the listing appearing under Bristol, Va.)

Rates effective July 1, 1952. (Card No. 4.)  
Rates received June 25, 1952.  
Revisions rec'd May 6, 1957.

Owned and operated by Appalachian Broadcasting Corporation.

**Personnel**  
Pres. & Gen'l Mgr.—Robert H. Smith.  
Vice-Pres. & Sales Mgr.—Fey Rogers.  
Operations Manager—Basil Saffer.

**Representatives**  
Weed Radio Corporation.  
**Mailing Instructions**  
Business Office and Studio—P. O. Box 1009, Hotel General Shelby, Bristol, Va., telephone North 3560.  
3560. TWX BRIS VA 91.  
Transmitter—Wallace Road, Bristol, Va.

**Wave—Power—Time**  
Operating power—10,000 watts days.  
Frequency—690 kilocycles.  
Non-directional.  
Licensed to operate to local sunset on cleared channel.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule:

Jan. 7:45 a.m.—5:30 p.m.	July 6:00 a.m.—7:45 p.m.
Feb. 7:15 a.m.—6:15 p.m.	Aug. 6:00 a.m.—7:15 p.m.
Mar. 6:45 a.m.—6:30 p.m.	Sept. 6:15 a.m.—6:45 p.m.
Apr. 6:00 a.m.—7:00 p.m.	Oct. 6:30 a.m.—6:00 p.m.
May 6:00 a.m.—7:30 p.m.	Nov. 7:00 a.m.—5:15 p.m.
June 6:00 a.m.—7:45 p.m.	Dec. 7:30 a.m.—5:15 p.m.

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

**General Advertising**  
Affiliated with ABC Radio.  
Programs and announcements cannot be combined to earn program frequency rate.

In the event of revision of station rates any continuous broadcast under the contract may continue at the rate herein shown for the life of the contract.  
Rates include music copyright fees.  
ASCAP, BMI, and SESAC licenses.  
Length of commercial copy:

5 minutes.....	1:15 minutes
10 minutes.....	2:10 minutes
15 minutes.....	3:00 minutes
30 minutes.....	4:15 minutes
45 minutes.....	5:45 minutes
60 minutes.....	7:00 minutes

—Programs—

	1	1/2	1/4	10	5	(*)
	hr.	hr.	hr.	min.	min.	
1 time.....	90.00	54.00	36.00	27.00	18.00	9.00
13 times.....	85.50	51.30	34.20	25.65	17.10	8.50
26 times.....	81.00	48.60	32.40	24.30	16.20	8.00
52 times.....	76.50	45.90	30.60	22.95	15.30	7.50
104 times.....	72.00	43.20	28.80	21.60	14.40	7.00
156 times.....	67.50	40.50	27.00	20.25	13.50	6.50
260 times.....	63.00	37.80	25.20	18.90	12.60	5.75

(\*) One minute or less.  
**8-Second Announcements**  
(Fixed Position)

1 time.....	4.50	104 times.....	3.50
13 times.....	4.25	156 times.....	3.25
26 times.....	4.00	260 times.....	2.85
52 times.....	3.75		

**WEEKLY SATURATION RATES**  
One minute or less:

	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
10 per week 7.00	6.65	6.30	5.95	5.66	
15 per week 6.50	6.23	5.85	5.52	5.20	
20 per week 6.00	5.70	5.40	5.10	4.80	

**SPECIAL FEATURES**  
News Service—AP, UPI.  
Newscasts every hour, on the hour, Monday through Saturday. Newscasts on the even hours Sundays.  
Rates on request.  
"Alice Friberg Show"—10:00 a.m. to 11:45 a.m. Monday through Friday. Special woman's show.  
Rates for above shows:  
1 minute, station time plus 2.00 net per broadcast.  
5 minutes, station time plus 3.00 net per broadcast.

# TENNESSEE

10 minutes, station time plus 4.00 net per broadcast.  
15 minutes, station time plus 6.00 net per broadcast.  
Participating Programs

"Daybreak"—sign-on to 9:00 a.m. Monday through Saturday.  
"Farm and Fun Time"—noon to 2:00 p.m. Monday through Saturday.  
"Midway"—3:00 p.m. to 4:00 p.m. Monday through Friday.  
"Showcase"—4:00 p.m. to sign-off Monday through Friday.  
"Weekend Holiday"—sign-on to 1:45 p.m. Saturday; 12:05 p.m. to 5:00 p.m. Sunday.

**TRANSCRIPTIONS**  
Library Service—Cole, World.

**Closing Time**  
Broadcast copy and program material required 48 hours in advance, exclusive of Saturday, Sunday and holidays. (D)

## WFHG

(Established 1946)



(This is a duplicate of the listing appearing under Bristol, Va.)  
Rate effective April 1, 1951. (Card No. 4.)  
Card received April 2, 1951.

Owned and operated by Bristol Broadcasting Co.

**Personnel**  
General Manager—W. L. Nininger.  
Commercial manager—Jack Martin.

**Representatives**  
The Walker Representation Company, Inc.  
South—Dora-Clayton Agency, Inc.

**Mailing Instructions**  
Business Office and Studio—Valley Drive, P. O. Box 799, Bristol, Virginia, telephone 3620.  
Transmitter—Five miles northeast of Bristol, Va.

**Wave—Power—Time**  
Operating power—5,000 watts days, 1,000 watts nights.  
Frequency—980 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: \_\_\_\_\_

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

**General Advertising**  
For combination rates see Mutual Broadcasting System.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Beer and light wines accepted.

Two or more program units of 15 minutes or longer broadcast on the same day for the same sponsor may be combined to earn the 1/2 hour or one hour rate. 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 the number of broadcasts used within a year. Announcements and programs cannot be combined to earn larger discounts. Rates guaranteed only for duration of contract. No contract accepted for longer period than one year. Any advertiser holding program contract for a duration of five minutes or more, will be entitled to announcement rate according to number of times called for in program contract.

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

	1	1/2	1/4	5	100	50
	hr.	hr.	hr.	min.	wds.	wds.
1 time.....	56.00	33.60	20.70	12.45	7.35	5.45
13 times.....	53.20	31.90	19.70	11.85	6.90	5.20
26 times.....	52.15	31.30	19.20	11.50	6.70	5.10
39 times.....	51.10	30.65	18.90	11.35	6.60	5.05
52 times.....	50.00	29.95	18.50	11.05	6.45	4.90
65 times.....	48.95	29.35	18.05	10.80	6.30	4.75
78 times.....	47.95	28.75	17.45	10.50	6.15	4.60
104 times.....	47.00	28.15	17.30	10.35	6.00	4.50
130 times.....	46.00	27.45	17.00	10.20	5.90	4.35
156 times.....	44.75	26.85	16.60	9.95	5.75	4.05
260 times.....	43.80	26.25	16.05	9.60	5.45	3.80

**CLASS "B"**  
(8:00 a.m. to 6:00 p.m.)

	1	1/2	1/4	5	100	50
	hr.	hr.	hr.	min.	wds.	wds.
1 time.....	42.00	25.20	16.80	10.10	6.00	3.90
13 times.....	39.90	23.95	15.95	9.60	5.75	3.85
26 times.....	37.95	22.70	15.10	9.10	5.30	3.80
39 times.....	36.00	21.55	14.40	8.70	5.20	3.70
52 times.....	34.90	20.85	13.95	8.35	4.95	3.65
65 times.....	33.90	20.30	13.60	8.10	4.90	3.55
78 times.....	32.90	19.75	13.15	7.90	4.75	3.50
104 times.....	31.50	18.60	12.45	7.50	4.50	3.45
130 times.....	30.10	18.05	12.05	7.20	4.35	3.35
156 times.....	28.30	17.80	11.85	6.80	4.15	3.30
260 times.....	27.45	16.45	11.00	6.50	3.90	3.20

**CLASS "C"**  
(11:00 p.m. to 8:00 a.m.)

	1	1/2	1/4	5	100	50
	hr.	hr.	hr.	min.	wds.	wds.
1 time.....	27.45	16.45	11.00	6.50	3.90	3.15
13 times.....	27.00	16.10	10.80	6.35	3.80	3.10
26 times.....	26.45	15.40	10.55	6.25	3.70	3.00
39 times.....	25.90	15.05	10.35	6.10	3.65	2.95
52 times.....	25.40	14.70	10.15	5.95	3.55	2.90
65 times.....	24.90	12.60	9.95	5.80	3.50	2.80
78 times.....	24.45	12.40	9.75	5.75	3.45	2.75
104 times.....	23.80	12.20	9.50	5.60	3.35	2.65
130 times.....	23.30	12.00	9.30	5.45	3.30	2.60
156 times.....	22.80	11.75	9.10	5.30	3.20	2.50
260 times.....	22.35	11.55	8.90	5.20	3.15	2.45

**SPECIAL FEATURES**  
News Service—UPI. No extra charge.  
Weather forecasts, time signals, temperature reports, market quotations—rates on request.

**RELIGIOUS PROGRAMS**  
Rates on request.  
**POLITICAL**  
One time rates apply. Cash in advance.  
**TRANSCRIPTIONS**  
Library Service—Standard, Thesaurus. (D)

(Bristol continued on next page)

# TENNESSEE

## Bristol—Continued

### WOPI

(Established 1929)



(This is a duplicate of the listing appearing under Bristol, Va.)  
Rates effective July 1, 1958. (Card No. 20.)  
Card received June 6, 1958.

Owned and operated by Radiophone Broadcasting Station WOPI, Inc.

#### Personnel

Pres. & Gen'l Mgr.—W. A. Wilson Sr.  
Commercial Manager—James C. Wilson.  
Promotion Manager—W. A. Wilson, Jr.

#### Representatives

Burn-Smith Company, Inc.

#### Mailing Instructions

Business Office and Studio—3rd floor Easley-Wright Bldg., State and Fourth Streets, Bristol, Tenn.—Va., telephone So 4-5131.  
Transmitter—Wilson Heights North of Delaney St., Bristol, Washington County, Va.

#### Wave—Power—Time

Operating power—250 watts.  
Frequency—1490 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Eastern Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:30 a.m. to 12:05 a.m. weekdays; 6:30 a.m. to 12:05 a.m. Sundays.

#### FM Facilities

Effective radiated power—9,700 watts.  
Frequency—96.9 megacycles; channel 245. Class B.  
Antenna height—302 feet.  
Operates on Eastern Standard Time.  
Operating schedule: 5:30 a.m. to 12:05 a.m. weekdays; 6:30 a.m. to 12:05 a.m. Sunday.

#### Agency Commission

15% to all recognized advertising agencies on net time. No cash discount. Bills due and payable when rendered.

#### General Advertising

For combination rates see NBC Radio Network. AM-FM facilities combined, broadcasting simultaneously.  
Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.  
Programs can be combined to earn announcement rate. All rates are guaranteed for one year from date of first broadcast with or without interruption.  
Rates are for national advertising and include music copyright fees.  
BMI, ASCAP and SESAC licenses.

Length of commercial copy:	—Programs and News—	
	Day	Evening
5 minutes.....	1:15 min.	1:00 min.
10 minutes.....	2:10 min.	2:00 min.
15 minutes.....	3:00 min.	2:30 min.
25 minutes.....	4:00 min.	2:50 min.
30 minutes.....	4:15 min.	3:00 min.
45 minutes.....	5:45 min.	4:30 min.
60 minutes.....	7:00 min.	6:00 min.

1 time.....	1	1/2	1/4	10	5	(*)
	hr.	hr.	hr.	min.	min.	
13 times.....	42.00	25.00	17.00	13.00	10.00	5.00
26 times.....	38.00	22.00	15.00	12.00	9.00	4.75
52 times.....	34.00	19.00	13.00	11.00	8.00	4.50
104 times.....	31.00	17.00	11.00	10.00	7.00	4.25
156 times.....	28.00	15.00	10.00	9.00	6.00	4.00
260 times.....	25.00	13.00	9.00	8.00	5.50	3.75
312 times.....	22.00	12.00	8.00	7.00	5.00	3.50

(\*) Announcements—minute or station break.  
8-10 second "quickie" announcements (minimum 10 weekly)—50% of earned frequency minute rate.

#### SPECIAL ANNOUNCEMENT PACKAGE RATES

(Fixed position, 1-5 weeks)

Per week:	Each	Total
10 spots.....	4.00	40.00
15 spots.....	3.75	56.25
20 spots.....	3.50	70.00
25 spots.....	3.25	81.25

Additional discounts for continuous broadcast on above package rates:

6-12 weeks.....	5%
13-25 weeks.....	10%
26-51 weeks.....	15%
52 weeks.....	20%

#### SPECIAL FEATURES

News Service—UPI.  
Newscast every hour on-the-hour Monday through Saturday. State and local news every 1/2 hour.

#### Participating Programs

"Alarm Clock Club"—5:30 a.m. to 9:00 a.m. weekdays.  
"Shop about Town" with Betty Jones—9:05 a.m. to 10:00 a.m. A special woman's program.  
"Luncheon Music"—12:05 p.m. to 1:00 p.m. weekdays.  
"Roadshow"—4:05 p.m. to 6:00 p.m. weekdays.  
"Stereophonic in Hi-Fi"—6:30 p.m. to 7:30 p.m. weekdays.  
"Late Show"—10:05 p.m. to midnight weekdays.  
"Bandstand"—11:05 to noon Monday through Friday.  
"All Telephone Request Show"—4:05 p.m. to 5:00 p.m. Monday through Friday.  
"Night Train"—9:05 p.m. to 10:00 p.m. Monday through Friday.

(D)

# CAMDEN

Benton County—Map Location D-4

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

(Call letters not received)

(C.P. 250 watts days, 1220 kc.)

Camden Broadcasting Co.,  
1102 W. South St.,  
Mayfield, Ky.

(C.P. is for Camden)

# CENTERVILLE

Hickman County—Map Location E-4

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

### WHLP

(1000 watts, 1570 kc., days)

Tri-County Broadcasting Co.,  
c/o Gen'l Delivery  
Centerville, Tenn.

#### General Advertising

License granted November 8, 1955.  
National rates to be listed when received.

# CHATTANOOGA (6 AM)

Hamilton County—Map Location H-5

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

### WAGC

(Established 1945)

Rates effective March 1, 1957. (Card No. 4.)

Card received February 15, 1957.

Owned and operated by WAGC Broadcasting Company, Inc.

#### Personnel

General Manager—John Sanders.  
Program Director—Gaylord McPherson.

#### Representatives

Burn-Smith Company, Incorporated.  
Southeast—Dora-Clayton Agency, Inc.  
Southwest—Clyde Melville Company.

#### Mailing Instructions

Business Office and Studio—Hotel Patten, Chattanooga 1, Tenn., Amherst 7-1128.  
Transmitter—Two miles southeast on Rossville Blvd., Chattanooga, Tenn.

#### Wave—Power—Time

Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Operating schedule: 5:00 a.m. to 12:10 a.m. weekdays; 7:00 a.m. to 12:10 a.m. Sundays.

#### Agency Commission

15% to recognized agencies on net time and talent charges; no cash discount. Accounts payable by the 10th of the month.

#### General Advertising

Accepts AAAA copyrighted contract.  
For combination rates see Mutual Broadcasting System.  
BMI, ASCAP and SESAC licenses.  
Station reserves the right to demand cash in advance where advisable in the judgment of the station manager. Rates are guaranteed for period of 6 months from date of first broadcast, or for six months from effective date of any increase in these rates, provided advertising is actually running at time of effective date of increase and continues without interruption.

(6:00 a.m. to midnight)

1 time.....	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
13 times.....	80.00	48.00	32.00	24.00	16.00	8.00
26 times.....	76.00	45.60	30.40	22.80	15.20	7.60
52 times.....	72.00	43.20	28.80	21.60	14.40	7.20
104 times.....	68.00	40.80	27.20	20.40	13.60	6.80
156 times.....	64.00	38.40	25.60	19.20	12.80	6.40
260 times.....	60.00	36.00	24.00	18.00	12.00	6.00
312 times.....	56.00	33.60	22.40	16.80	11.20	5.60
156 times.....	52.00	31.20	20.80	15.60	10.40	5.20
260 times.....	48.00	28.80	19.20	14.40	9.60	4.80
312 times.....	44.00	26.40	17.60	13.20	8.80	4.40

(All Other Times)

#### 60% of listed rates.

#### SPECIAL WEEKLY ANNOUNCEMENT PACKAGES

1-minute announcement:	—1-12 Weeks—	
	Each	Total
6 per week.....	5.50	33.00
12 per week.....	4.50	54.00
18 per week.....	4.00	72.00
24 per week.....	3.75	90.00

10% additional discount will apply on the above package rates for 13 or more weeks.

#### SPECIAL FEATURES

All broadcasts placed with station for advertiser within one year from date of first broadcast shall be combined for purpose of calculating total amount of frequency discounts earned.  
Announcements cannot be combined with programs to earn further discount. If contract runs without interruption of schedule for the period of one year; or if such a contractual run extends into a second year, the advertiser will continue to earn the discount established during the preceding year.  
News Service—UPI and local news.  
News every hour and half hour.

#### Participating Programs

"Dixie Dateline"—6:00 a.m. to 9:00 a.m. Monday through Saturday. News, time, temperature, weather and music.  
"Gospel Train"—9:35 a.m. to 10:30 a.m. gospel music.  
"Hillbilly Houseparty"—10:35 a.m. to 12:00 noon. Music, news and weather.

"Chattanooga Hit Parade"—12:02 p.m. to 3:30 p.m. Music, news and weather.  
"Teen Time"—3:35 p.m. to 4:30 p.m. Latest music, news.  
"Rhythm on the Road"—4:35 p.m. to 6:00 p.m. Mixed good listening music, news.  
"America's Top Tunes"—6:35 p.m. to 8:30 p.m. Music, news.  
"Music Beyond the Stars"—8:35 p.m. to sign-off. Uninterrupted instrumental music.

#### POLITICAL

Regular rates apply.

#### Closing Time

Copy and program material must be received 48 hours in advance of scheduled broadcast.

# WAPO

(Established 1934)

Rates effective May 11, 1956. (Card No. A-6.)  
Card received May 31, 1956.

Owned and operated by WAPO Broadcasting Service.

#### Personnel

President—Gordon Gambill.  
Commercial Manager—Walter H. Stamper, Jr.

#### Representatives

Gill-Perna, Inc.

#### Mailing Instructions

Business Office and Studio—Read House, Chattanooga 2, Tenn., Amherst 6-6141. TWX CT 7023.  
Transmitter—One mile from center of business section of Chattanooga.

#### Wave—Power—Time

Operating power 5,000 watts days, 1,000 watts nights. (100% modulation.)  
Frequency—1150 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:00 a.m. to 12:00 midnight, weekdays; Sundays 7:00 a.m. to 12:00 midnight.

#### Agency Commission

Agency commission 15% to all recognized agencies; no commission on talent or other production charges. No cash discount.

#### General Advertising

For combination rates see ABC Radio.  
The following rates are for national advertising. For local advertising rates consult station management.  
ASCAP, BMI, SESAC licenses.  
Contract's accepted 30 days in advance. Maximum contract one year. 28-day cancellation notice on programs; 14-day notice on spots.  
Announcements may be combined to secure lower rate on 5 minute programs only. Does not apply to programs longer than 5 minutes. Programs longer than 5 minutes may not be combined with announcements to secure combination. After the first year, advertiser may continue at same rate and discount until schedule is reduced, or, interrupted or a revision of station rates occurs. Advertiser who avails himself of this continuing discount policy must begin a new contract period for quantity discount purposes when he reduces or resumes his schedule. In the event station rates or discounts revised, advertiser may choose to have revision immediately applied to contract, or, these rates will prevail for continuous broadcasts until termination contract. No "PI" broadcast accepted.

1 time..	1	1/2	1/4	10	5	1	30
	hr.	hr.	hr.	min.	min.	min.	sec.
26 times	75.00	45.00	31.00	23.00	15.00	8.00	5.00
52 times	72.50	43.00	30.00	22.00	14.50	7.50	4.80
104 times	70.00	41.00	29.00	21.00	14.00	7.00	4.60
156 times	67.50	39.00	28.00	20.00	13.50	6.50	4.40
260 times	65.00	37.00	27.00	19.00	13.00	6.00	4.20
312 times	62.50	35.00	26.00	18.00	12.50	5.50	4.00
520 times	60.00	33.00	25.00	17.00	12.00	5.00	3.80
1,040 times	57.50	31.00	24.00	16.00	11.50	4.00	3.40

#### SPECIAL ANNOUNCEMENT PACKAGES

(Fixed position, but movable)  
One-minute announcements, per week:  
6 announcements, weekly..... 36.00  
12 announcements, weekly..... 60.00  
24 announcements, weekly..... 110.00  
30 announcements, weekly..... 132.00  
36 announcements, weekly..... 156.00  
42 announcements, weekly..... 177.00  
30 seconds or less, available at 65% of one-minute rates.

#### SPECIAL FEATURES

News Service—UPI. Rates on request.  
Weather and temperature reports, time signals, etc.—rates on request.

#### Participating Programs

"Peanut" Faircloth—5:25 a.m. to 7:55 a.m. Monday through Saturday. Early morning hill and country music and variety. Available in spots, 5, 10 or 15 minute segments.  
"Morning Matinee"—10:00 a.m. to 10:55 a.m. Pop Music. Available spots and 5, 10 or 15-minute segments.  
"Frankly Speaking"—11:30 a.m. to 11:45 a.m. Monday through Friday. Woman's program, available in minutes, five minutes or 10 minute segments.  
"Peanut's Farm Fair"—Noon to 1:00 p.m. Country and hill music. Farmer's Almanac. Available spots and 5, 10 or 15 minute segments.  
"Jim Carlisle Show"—1:30 p.m. to 4:00 p.m. News at :55. Available spots—5, 10, or 15 minute segments.  
"Gus Chamberlain Show"—4:00 p.m. to 5:30 p.m. Weather, time, traffic tips and pop music. News at 5-minutes before the hour. Available spots and 5, 10 or 15-minute segments.  
"Commentator's Corner"—6:30 p.m. to 7:15 p.m. Available as spots between same or full sponsorship as co-op.  
"Broadway's Best"—8:00 p.m. to 9:00 p.m. Music. Spots available as 1/4, 1/2 or full hour.  
"Wally Cobb Show"—9:00 p.m. to midnight. Music. Available spots as 1/4, 1/2 or full hour.

(Chattanooga continued on next page)



Rates effective February 1, 1957. (Card No. A-6.)  
 Card received January 29, 1957.  
 Owned and operated by WDEF Broadcasting Co.

**Personnel**  
 President—Carter M. Parham.  
 General Manager—Ken Flenniken.

**Representatives**  
 The Branham Company.

**Mailing Instructions**  
 Business Office and Studio—Volunteer Building, Chattanooga, Tenn., Amherst 7-3393.  
 Transmitter—Moccasin Road, Chattanooga, Tenn.

**Wave—Power—Time**  
 Operating power—5,000 watts.  
 Frequency—1370 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate unlimited time.  
 Operates on Eastern Standard Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 5:30 a.m. to midnight weekdays: 6:30 a.m. to 11:30 p.m. Sunday.

**Agency Commission**  
 Agency commission 15% to recognized advertising agencies on station time only. No cash discount. Statements rendered 1st of each month, payable within 10 days.

**General Advertising**  
 Affiliated with NBC Radio Network.  
 Accepts AAAA copyrighted contract.  
 Maximum length of contract is 12 months.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	Stat'n break
1 time....	87.50	52.50	35.00	17.50	12.00	10.00
26 times..	83.12	49.88	33.25	16.62	11.40	9.50
52 times..	78.75	47.25	31.50	15.75	10.80	9.00
104 times..	74.38	44.62	29.75	14.88	10.20	8.50
156 times..	70.00	42.00	28.00	14.00	9.60	8.00
260 times..	65.62	39.38	26.00	13.12	9.00	7.50
520 times..	61.25	36.75	24.50	12.25	8.40	7.00
624 times..					8.00	6.50

**SATURATION PLANS**  
 (Applicable to semi-fixed 1-minute spots 5:30 a.m. to 6:30 a.m. and 10:00 a.m. to midnight)

	Each	Total
10 announcements weekly.....	7.00	70.00
15 announcements weekly.....	6.50	97.50
20 announcements weekly.....	6.00	120.00

**"Sundial" Combinations**  
 Maximum in "Sundial", 6:30 a.m. to 10:00 a.m. Monday through Saturday; 1 announcement daily, or maximum of 6 per week:

	"Sundial"	Others
10 spots weekly, each.....	9.00	7.00
15 spots weekly, each.....	9.00	6.50
20 spots weekly, each.....	9.00	6.00

**DISCOUNTS**  
 If a contract runs without interruption of schedule or change of frequency beyond 52 consecutive weeks, the advertiser will continue to earn the discount established during the preceding year.

**SPECIAL FEATURES**  
 News Service—UPI.  
 "Luther's Sun Dial"—6:30 a.m. to 10:00 a.m., Monday through Saturday. Pop music, time signals, weather reports.  
 "Warren Herring Show"—11:00 a.m. to 1:00 p.m. Monday through Friday.  
 "Loafin' with Luther"—1:00 p.m. to 2:30 p.m. Monday through Friday.  
 "Road Show"—4:00 p.m. to 7:00 p.m. Monday through Friday. Traffic tips, music, weather, news, spots.

**TRANSCRIPTIONS**  
 Library Service—Capitol.



Rates effective January 1, 1958.  
 Rates received December 31, 1957.  
 Owned and operated by W D O D Broadcasting Corp.

**Personnel**  
 General Manager—H. F. Wehrmann.  
 Gen'l Sales Manager—Bryan J. Bush.

**Representatives**  
 Paul H. Raymer Company, Inc.

**Mailing Instructions**  
 Business Office and Studio—Hamilton National Bank Bldg., Chattanooga, Tenn. Amherst 6-5117, TWX CT 7010.

**Wave—Power—Time**  
 Operating power—5,000 watts.  
 Frequency—1310 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate full time on cleared regional channel. Operates on Eastern Time.  
 Daylight Saving Time not observed.  
 Operating schedule: Daily 5:00 a.m. to midnight.

**Agency Commission**  
 15% to recognized agencies on net time; no cash discount. Bills due and payable when rendered. All talent charges are net.

**General Advertising**  
 For combination rates see CBS Radio Network (Southeastern Group).  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees, BMI, ASCAP and SESAC licenses.

	—Day and Evening—			
	1 hr.	1/2 hr.	1/4 hr.	10 min.
Length of commercial copy:				
5 minutes.....	1:45 min.	1:20 min.	1:00 min.	0:45 min.
15 minutes.....	2:40 min.	2:30 min.	2:15 min.	1:45 min.
30 minutes.....	4:00 min.	3:45 min.	3:30 min.	2:45 min.
60 minutes.....	6:00 min.	5:45 min.	5:30 min.	4:00 min.

**ANNOUNCEMENTS**

	1 min.	20 sec.	10 sec.
1 time.....	9.00	7.50	4.50
26 times.....	8.55	7.10	4.30
52 times.....	8.10	6.75	4.10
104 times.....	7.65	6.40	3.90
156 times.....	7.20	6.00	3.70
208 times.....	6.75	5.60	3.50
260 times.....	6.30	5.25	3.30
312 times.....	5.85	4.85	3.10
520 times.....	5.40	4.50	2.90

**MULTI-IMPACT PLANS**  
 (Consecutive Weeks)

Per week:	—1-minute—			—20-seconds—		
	1-3 wks.	4-12 wks.	(*)	1-3 wks.	4-12 wks.	(*)
10 times....	6.00	5.50	5.25	4.75	4.25	3.75
12 times....	5.70	5.20	5.00	4.45	3.95	3.45
15 times....	5.40	4.95	4.75	4.15	3.65	3.15
18 times....	5.10	4.70	4.50	3.85	3.35	2.85
24 times....	4.80	4.40	4.25	3.55	3.05	2.55
36 times....	4.50	4.10	3.90	3.25	2.75	2.25
48 times....	4.20	3.80	3.60	2.95	2.45	1.95

**DISCOUNTS**  
 Discounts allowed retroactively on the number of broadcasts given within a year.  
 Announcements cannot be combined with programs to earn further discounts.  
 If a contract runs without interruption of schedule

or change of frequency beyond 52 consecutive weeks, the advertiser will continue to earn the discount established during the preceding year.

**SPECIAL FEATURES**  
 News Service—UPI.

**Participating Programs**  
 "RFD 1310"—5:00 a.m. to 6:30 a.m. News, music, weather and time.  
 "Morning Show"—6:30 a.m. to 9:30 a.m. Music, news, time and weather.  
 "At Home With Joan"—9:30 a.m. to 9:55 a.m. Women's show.  
 "Motor Matinee"—4:00 p.m. to 5:55 p.m. Music, sports, news bulletins.  
 "Supper Club"—6:00 p.m. to 6:45 p.m. Music, news and safety bulletins.  
 "Night Watchman"—9:05 p.m. to midnight Monday through Saturday. Music, news and weather.

**POLITICAL**  
 Commercial political broadcasts accepted at regular rates. Frequency discounts. Scripts required 24 hours in advance. Cash in advance.

**TRANSCRIPTIONS**  
 Library Service—Standard, World.  
 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 8.00; 30 minute programs, each 12.00.

**Closing Time**  
 Closing date on talent programs is two weeks in advance. Closing date for announcers, talks and recorded programs is one week in advance.



Rates effective February 1, 1957.  
 Rates received February 8, 1957.  
 Owned and operated by French, Inc.

**Personnel**  
 General Manager—Steve French.  
 Commercial Manager—Luke Wilson.  
 National Adv. Manager—Carlin French.  
 Program Director—Lloyd Payne.

**Representatives**  
 Venard, Rintoul & McConnell, Inc.

**Mailing Instructions**  
 Business Office and Studio—Dome Bldg., Chattanooga, Tenn., Am 6-1114.  
 Transmitter—1063 Riverside Drive, Chattanooga, Tenn.

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

**Agency Commission**  
 Agency commission 15%; no cash discount.

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

The following rates are for national advertising.

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

30 second live or 20 second transcribed station break at 70% minute rate.  
 20% included for talent and production.  
 (This listing continued on next page)

# The Warren Herring SHOW



... The Ladies Lunch & LISTEN  
 WEEKDAYS

11am to 1pm

CHATTANOOGA



CARTER M. PARHAM, President • KEN FLENNIKEN, General Manager



# TENNESSEE

## Chattanooga—WDXB—Continued

### PACKAGE RATES

Per week:  
10 spots, each..... 6.50 20 spots, each..... 5.50  
15 spots, each..... 6.00 25 spots, each..... 5.00

### SPECIAL FEATURES

News Service—AP and local news.  
Mobile News Service; rates on request.  
News every hour, 5 minutes before hour. Sport headlines on the half hour.

### Participating Programs

"Tom Bates"—1:00 p.m. to 3:00 p.m. and 7:00 p.m. to 9:00 p.m.  
"Jerry Linger"—5:00 a.m. to 9:00 a.m. and 11:00 p.m. to 1:00 p.m.  
"Lloyd Payne Show"—9:00 a.m. to 11:00 a.m. and 3:00 p.m. to 5:00 p.m.  
"Jim Berry"—5:00 p.m. to 7:00 p.m. and 9:00 p.m. to midnight.  
"Nite Beat"—12:01 a.m. to 5:00 a.m.

### POLITICAL

Regular rates apply. Frequency discounts. Payable in advance.

## WMFS

(Established 1951)

Rates effective January 1, 1958.  
Rates received December 5, 1957.  
Owned and operated by WMFS, Inc.

### Personnel

General & Sales Mgr.—Fred Webb.

### Representatives

John E. Pearson Company.

### Mailing Instructions

Business Office and Studio—835 McCallie, P. O. Box 166, Chattanooga, Tenn., Am 6-4146.

Transmitter—3535 Ohio Ave., Chattanooga, Tenn.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1260 kilocycles.

Non-directional.

Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Operating schedule: 5:00 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. No commission on talent. Bills rendered first of the month.

### General Advertising

Affiliated with National Negro Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Maximum contract term one year.  
No time sold in bulk for resale.  
Rates are for station time only. Programs and announcements may not be combined in computing frequency discounts.

All Negro announcing staff.

	1	1/2	1/4	5		
	hr.	hr.	hr.	min.	(*)	(†)
1 time.....	76.50	45.90	25.50	12.75	8.95	6.40
26 times.....	72.70	43.55	24.25	12.05	8.65	6.20
52 times.....	68.35	41.20	22.45	11.50	8.30	5.90
65 times.....	64.95	39.00	21.70	11.00	8.00	5.65
130 times.....	61.20	36.75	20.40	10.40	7.70	5.30
156 times.....	57.35	34.40	19.00	9.95	7.35	4.95
260 times.....	53.55	33.00	17.65	9.40	7.00	4.60
312 times.....	49.70	29.85	16.10	8.90	6.65	4.25
520 times.....	45.90	27.55	15.30	8.45	6.30	3.95

(\*) 100 words or 1 minute transcribed.

(†) 50 words or 35 seconds transcribed.

### Package Rates

10 spots per week, each..... 6.00  
15 spots per week, each..... 5.50  
20 or more spots per week, each..... 5.00

### SPECIAL FEATURES

#### Participating Programs

"B. J. The DJ Show"—5:00 a.m. to 9:00 a.m. daily. B.J. and DJ stars. Weather reports, time signals, prizes, pop music. Monday through Saturday.  
"WMFS Homemaker Show" with Evelyn Cato—9:00 a.m. to 10:00 a.m. Monday through Friday. Designed for negro housewife.  
"Sound Board" with Jerry Tucker—10:00 a.m. to 11:00 a.m. Monday through Friday. Pop music.  
"Gospel Train" with Jerry Tucker—11:00 a.m. to noon, daily. Gospel and spirituals.  
"Chompin' Show" with Jerry Tucker—12:15 p.m. to 1:00 p.m. Pop music.  
"Mayors Chicken Shack"—3:00 p.m. to 5:30 p.m. daily. Stars Dave the Rave, Honorary mayor of negro's in Chattanooga. Blues and pop disc jockey.  
"Sunday Morning"—7:30 a.m. to Noon. 13 live gospel groups sing.

### POLITICAL

One time rates apply.

### RELIGIOUS

Regular rates apply.

### Closing Time

All broadcast continuity must be submitted 24 hours prior to broadcast.

## CHURCH HILL

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

## WMCH

(Established 1954)

Rates effective May 1, 1954.  
Card received November 17, 1955.  
Owned and operated by Charles E. Wallace dba Wallace Broadcasting Co.

### Personnel

Pres. & Gen'l Mgr.—Thales E. Wallace.

Asst. Gen'l Mgr.—Jimmy Smith.

Commercial Manager—Leroy Alley.

Sales Manager—Phil Roberts.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—P. O. Box 148, Church Hill, Tenn., El 7-2601.

Transmitter—U. S. Hwy. 11-W, Grindstone Hill, Tenn.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1260 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Operating schedule: 6:00 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 when rendered.

### General Advertising

Affiliated with Keystone Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Maximum length of contract one year.  
All rates subject to change without notice.  
Existing contract rates not affected until expiration of contract. Frequency discounts allowed immediately on non-cancellable contracts. Frequency discounts will be allowed as earned on all contracts containing cancellation privileges.  
Rates include station time, available staff announcer and studio services.

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time.....	35.00	21.00	12.00	8.50	7.00	3.25
13 times.....	33.00	19.50	11.25	8.00	6.50	3.00
26 times.....	31.00	18.00	10.50	7.50	6.00	2.75
52 times.....	29.00	16.50	9.75	7.00	5.50	2.50
104 times.....	27.00	15.00	9.00	6.50	5.00	2.25
156 times.....	25.00	13.50	8.25	6.00	4.50	2.00
260 times.....	23.00	12.00	7.50	5.50	4.00	1.75
312 times.....	22.50	11.50	7.25	5.25	3.75	1.50

### SPECIAL FEATURES

News Service—AP. No extra charge.

### POLITICAL

Regular rates apply; payable in advance.

### Closing Time

Two weeks in advance of broadcast.

## CLARKSVILLE (2 AM)

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

## WDXN

(Established 1954)



Rates effective May 1, 1957.  
Rates received May 2, 1957.  
Owned and operated by the Clarksville Broadcasting Co., Inc.

### Personnel

President—Aaron B. Robinson.

Vice-Pres. & Gen'l Mgr.—Jack Ceell.

Station Manager—W. H. Hamby.

### Representatives

Venard, Rintoul & McConnell, Inc.

Southeast—James S. Ayers.

### Mailing Instructions

Business Office and Studio—Bailey Bldg., South Second St., Clarksville, Tenn., Midway 5-2411.

Transmitter—1-1/2 miles northeast of Clarksville on old Russellville Pike.

### Wave—Power—Time

Operating power—250 watts days.  
Frequency—540 kilocycles.  
Non-directional.

Licensed to operate day time.

Operates on Central Standard Time.

### Operating Schedule:

Agency Commission

15% to recognized agencies; no cash discount.

### General Advertising

Affiliated with the Dixie Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Discounts apply as earned within one year.

	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.....	25.50	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  
10-second announcements—50% of earned minute rate.

### 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%  
For additional discounts and combination rates, see The Dixie Network, Williams Bldg., Jackson, Tenn.

### SPECIAL FEATURES

News Service—UPI.

### Participating Programs

"Wake UP To Music"—sign-on to 7:00 a.m.  
"The Bill Hamby Show"—7:15 a.m. to 9:00 a.m.  
"The Russ Honeyman Show"—9:00 a.m. to 11:00 a.m.  
"Dixie Farm Hour"—11:00 a.m. to 1:00 p.m. Monday through Saturday.  
"The Magic of Music"—1:00 p.m. to 3:00 p.m.  
"Music 'till Dusk"—3:00 p.m. to sign-off.

### Personnel

Pres. & Gen'l Mgr.—J. Parry Sheftall.

Assistant General Manager—John Bailey.

Commercial Manager—Charles Malone.

### Representatives

Jack Masla & Co., Inc.

### Mailing Instructions

Address all communications to general manager.  
Business Office and Studio—411 Madison St., Clarksville, Tenn., Midway 5-6414.

Transmitter—Martin St., 1-1/4 miles south of city of Clarksville, Tenn.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1490 kilocycles.  
Non-directional.  
Licensed to operate full time on local channel.  
Operating on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: Sundays 7:30 a.m. to 11:00 p.m.; week days 5:00 a.m. to 11:00 p.m.

### Agency Commission

Agency commission 15% to recognized agencies on station time only. No cash discount. Bills payable when rendered.

### General Advertising

For combination rates see Mutual Broadcasting System.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Advertising of alcoholic beverages other than beer not accepted.

Maximum contract 52 weeks. All contracts subject to short rate if contract not fulfilled.  
Length of commercial copy: Acceptable copy should conform with standards of NAB.

### CLASS "A"

(6:00 a.m. to 1:00 p.m. and 4:00 p.m. to 8:00 p.m. week days; 1:00 p.m. to 10:00 p.m. Sundays.)

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time.....	35.00	20.00	15.00	11.00	8.00	6.00
13 times.....	32.00	18.00	13.00	10.00	7.00	5.65
26 times.....	30.00	16.00	11.00	9.75	6.25	5.30
52 times.....	28.00	14.00	10.00	9.00	5.85	4.95
104 times.....	26.00	13.00	9.50	8.50	5.50	4.60
156 times.....	25.00	12.50	9.00	7.00	5.25	4.25
260 times.....	24.00	12.00	8.50	6.50	5.00	3.90
312 times.....	23.00	11.00	8.00	6.00	4.75	3.55

### CLASS "B"

(5:00 a.m. to 6:00 a.m., 1:00 p.m. to 4:00 p.m. and 8:00 p.m. to sign-off week days; 8:00 a.m. to 1:00 p.m. and 10:00 p.m. to sign-off Sundays.)

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time.....	30.00	18.00	12.00	10.00	7.00	5.00
13 times.....	28.75	16.65	11.10	9.25	6.55	4.70
26 times.....	26.50	14.30	10.20	8.50	6.10	4.40
52 times.....	25.25	12.95	9.30	7.75	5.65	4.10
104 times.....	23.00	11.60	8.40	7.10	5.20	3.80
156 times.....	21.75	10.25	7.50	6.60	4.75	3.50
260 times.....	19.50	9.90	7.00	6.10	4.30	3.20
312 times.....	17.15	8.55	6.70	5.60	3.85	2.90

### SPECIAL FEATURES

U.S. Army Shows—originated especially for military, civilian personnel at nearby Fort Campbell:

"Drop Time"—4:45 p.m. to 5:00 p.m. Monday through Friday. Music, military news.

"Dance Parade"—5:05 p.m. to 5:20 p.m. Monday through Saturday. Music.

"Uncle Ollie Show"—6:05 a.m. to 8:00 a.m. Monday through Saturday. County music.

"Kitchen Kollege" with Phila Rawlings—10:30 a.m. Monday through Friday.

"Food for Thought"—9:30 a.m. to 10:00 a.m. Monday through Friday.

"Farm Hour"—11:45 a.m. to noon Monday through Friday. Farm and livestock markets.

"Sports Roundup"—6:15 p.m. to 6:30 p.m. Monday through Saturday.

"Ebony Express"—10:00 p.m. to 11:00 p.m. Monday through Saturday. Music and news for Negro audience.

### POLITICAL

Regular rates apply.

## CLEVELAND (2 AM)

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

## WBAC

(Established 1945)



Rates effective August 1, 1950.  
Rates received June 28, 1950.  
Owned and operated by Fitch & Kille, Inc.

### Personnel

General Manager—Joe Starr.

### Representatives

Southeast—Dora-Clayton Agency, Inc.

### Mailing Instructions

Business Office and Studio—Radio Center, Central Ave., P. O. Box 677 Cleveland, Tenn., Greenwood 6-7593.

Transmitter—Seventeenth St., N. W., Cleveland, Tenn.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1340 kilocycles.

Non-directional.



Cleveland—Continued

**WCLE**

(Established 1957)

Rates effective April 1, 1957.  
Rates received April 24, 1957.  
Owned and operated by Southeastern Enterprises.

**Personnel**  
Sta. Mgr. & Sales Mgr.—Bill Stamps.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—33 Ocoee St., Cleveland, Tenn., Greenwood 2-6511.  
Transmitter—Georgetown Rd., Cleveland, Tenn.

**Wave-Power-Time**  
Operating power—1,000 watts.  
Frequency—1570 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Eastern Time.  
Operating schedule: \_\_\_\_\_.

**Agency Commission**  
15% to recognized agencies; no cash discount. Bills rendered 1st of month and payable in 15 days.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates are for station time only. The following rates are for national advertising.

	PROGRAM RATES				
	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min. or less
1 time....	40.00	24.00	14.00	9.00	3.00
13 times....	36.00	22.00	12.00	8.00	2.80
52 times....	34.00	20.00	11.00	7.00	2.60
250 times....	30.00	18.00	10.00	6.00	2.50
312 times....	28.00	16.00	9.00	5.00	2.40

**SPECIAL FEATURES**

News Service—UPI and local. FM Mobile units.

**COLUMBIA (2AM)**

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

**WKRM**

(Established 1946)



Rates effective November 1, 1955. (Card No. 6.)  
Card received December 30, 1955.  
Owned and operated by the Middle Tennessee Broadcasting Co., Inc.

**Personnel**  
Gen'l & Com'l Mgr.—R. M. McKay, Jr.

**Representatives**  
Walker-Rawalt Company, Inc.  
Atlanta—Dora-Clayton Agency, Inc.

**Mailing Instructions**  
Business Office and Studio—315 W. Seventh St., P. O. Box 71, Columbia, Tenn., telephone 1340.  
Transmitter—One mile S.W. of Columbia, Tenn.

**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: 5:00 a.m. to 12:05 a.m. week days; 7:00 a.m. to midnight Sundays.

**Agency Commission**  
15% to recognized agencies; no cash discount. Bills rendered on the 1st day of the month, due and payable by the 15th of the month following service unless otherwise agreed upon.

**General Advertising**  
For combination rates see Mutual Broadcasting System and Keystone Broadcasting System.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
All time units 30 seconds less than indicated.

	PROGRAM RATES						
	1 hr.	3/4 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min. sec.
1 ti	20.00	16.00	12.00	8.00	6.00	4.00	3.00
13 ti	19.60	15.20	11.40	7.60	5.70	3.80	2.85
26 ti	18.00	14.40	10.80	7.20	5.40	3.60	2.70
39 ti	17.00	13.60	10.20	6.80	5.10	3.40	2.55
52 ti	16.00	12.80	9.60	6.40	4.80	3.20	2.40
104 ti	15.00	12.00	9.00	6.00	4.50	3.00	2.25
156 ti	14.00	11.20	8.40	5.60	4.20	2.80	2.10
208 ti	13.00	10.40	7.80	5.20	3.90	2.60	1.95
260 ti	12.00	9.60	7.20	4.80	3.60	2.40	1.80
312 ti	11.00	8.80	6.60	4.40	3.30	2.20	1.65
624 ti	.....	.....	.....	.....	.....	.....	1.50
936 ti	.....	.....	.....	.....	.....	.....	1.35
1,248 ti	.....	.....	.....	.....	.....	.....	1.20
1,872 ti	.....	.....	.....	.....	.....	.....	1.00

**Non-Cancellable Strip Rate Package**

15 spots used in one broadcast day, each..... 2.00  
50 spots to be used in 3 consecutive broadcast days, each..... 1.75  
75 spots to be used in 5 consecutive broadcast days, each..... 1.50  
100 spots to be used in 7 consecutive broadcast days, each..... 1.25  
400 spots to be used in 30 consecutive broadcast days, each..... 1.00  
Spots will be broadcast best available time.

**SPECIAL FEATURES**

News Service—AP and local news 24 hour service.  
Weather forecasts, time signals, and market quotations—rates on request.  
Classified ads—7:30 a.m., 12:15 p.m. and 6:15 p.m. Monday through Saturday. For 3 consecutive readings, per word, .05.

**POLITICAL AND RELIGIOUS**

Regular rates apply.

**TRANSCRIPTIONS**

Library Service—World, Thesaurus.

**WMCP**

(Established 1956)



Rates effective November 12, 1956.  
Rates received February 25, 1958.  
Owned and operated by Maury County Boosters Corp.

**Personnel**  
President—J. H. Dowling.  
General Manager—W. J. (Bill) Harris, Jr.

**Representatives**  
Hil F. Best Company.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 711, Columbia, Tenn. Ev 8-3241.  
Transmitter—West side of Lewisburg Pike, 2 mi. S.W. of Columbia.

**Wave-Power-Time**  
Operating power—1,000 watts days.  
Frequency—1280 kilocycles.  
Nondirectional.  
Operates on Central Standard Time.  
Operating schedule: 5:30 a.m. to local sunset week-days; 7:00 a.m. to local sunset Sunday.

**Agency Commission**  
15% on time only; no cash discount. Bills due and payable 10th of month following service.

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

	CLASS "A"					
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	37.50	17.50	11.25	8.25	5.50	4.75
13 times....	31.25	15.60	10.00	7.50	5.00	4.50
26 times....	25.00	13.75	9.25	6.75	4.50	4.00
52 times....	20.00	11.75	8.00	6.00	4.00	3.75
104 times....	18.75	11.00	7.50	5.50	3.75	3.50
156 times....	17.50	10.25	7.00	5.00	3.50	3.25
260 times....	15.00	9.00	6.00	4.50	3.25	2.75
312 times....	12.50	8.00	5.50	4.00	2.75	2.50

**SPECIAL FEATURES**

News Service—UPI. News service charge, per week, 35.00.

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

**COOKEVILLE**

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

**WHUB**

(Established 1940)



Rates effective December 1, 1942. (Card No. 3.)  
Owned and operated by WHUB Incorporated.

**Personnel**  
General Manager—M. L. Medley.  
Station Director—Stacey Mott.

**Representatives**  
Philadelphia—Continental Radio Sales.

**Mailing Instructions**  
Business Office and Studio—315 East Spring St., Cookeville, Tenn., telephone 789.  
Transmitter—807 Hickory St., Cookeville, Tenn.

**Wave-Power-Time**  
Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.  
Licensed to operate full time on a local channel.  
Operates on Central Time.  
Operating schedule: Sundays 6:00 a.m. to 11:05 p.m.; week days 5:00 a.m. to 11:05 p.m.

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

**General Advertising**  
For combination rates see CBS Radio Network (Southcentral Group) and Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.

	PROGRAM RATES					
	1 hr.	3/4 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	30.00	24.00	18.00	12.00	8.00	3.00
13 times....	28.50	22.80	17.10	11.40	5.70	2.85
26 times....	27.00	21.60	16.20	10.80	5.40	2.70
39 times....	25.50	20.40	15.30	10.20	5.10	2.55
52 times....	24.00	19.20	14.40	9.60	4.80	2.40
78 times....	22.50	18.00	13.50	9.00	4.50	2.25
104 times....	21.00	16.80	12.60	8.40	4.20	2.10
156 times....	19.50	15.60	11.70	7.80	3.90	1.95
208 times....	18.00	14.40	10.80	7.20	3.60	1.80
312 times....	16.50	13.20	9.90	6.60	3.30	1.65

**SPECIAL FEATURES**

News Service—UPI and local. Rates on request.  
Time signals, weather forecasts, market reports, sports broadcasts. Rates on request.

**POLITICAL**

Regular rates apply.

**COVINGTON**

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

**WKBL**

(Established 1954)

Rates effective January 1, 1955.  
Rates received April 18, 1955.  
Owned and operated by Tipton County Broadcasters.

**Personnel**  
Owner-Manager—Bob Whiteley.

**TENNESSEE**

**Representatives**

None.

**Mailing Instructions**

Business Office and Studio—Roper Drug Co. Bldg., P. O. Box 289, Covington, Tenn., Gr. 6-9835.  
Transmitter—One and one-half miles north on Highway 51, Covington, Tenn.

**Wave-Power-Time**

Operating power—1,000 watts days.  
Frequency—1250 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 month; payable ten days.

**General Advertising**

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
No contracts will be accepted for more than one year. No period sold in bulk or resale. Prices include services of staff, in arranging and presenting programs including use of studios, announcer and music in transcription and record libraries. Contract rates not effective until expiration of current contract. Rates subject to change without notice.

	PROGRAM RATES				
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	52.51	32.60	16.82	11.68	7.78
13 times....	48.94	25.96	14.16	10.62	7.13
26 times....	35.69	22.72	12.39	9.56	6.49
52 times....	32.45	19.47	10.05	8.56	5.90
104 times....	29.21	16.23	9.09	7.61	5.37
156 times....	25.96	14.61	8.13	6.73	4.90
260 times....	24.66	13.63	7.62	5.90	4.48
312 times....	23.36	12.98	7.14	5.31	4.13

**ANNOUNCEMENTS**

	PROGRAM RATES		
	100 wds.	50 wds.	10 sec.
1 time.....	3.26	2.47	1.46
13 times....	2.92	2.21	1.32
26 times....	2.68	2.02	1.20
52 times....	2.48	1.85	1.12
104 times....	2.37	1.78	1.07
156 times....	2.29	1.70	1.03
260 times....	2.17	1.63	.98
312 times....	2.11	1.59	.94
624 times....	1.77	.....	.....
956 times....	1.48	.....	.....

**SPECIAL FEATURES**

News Service—AP.

**Participating Programs**

"Three T Show"—7:15 a.m. to 8:45 a.m. Monday through Saturday. Time, tunes, temperature and sports plus sponsored five minute news at 7:55 a.m. each day. Available in segments of 5 and 15 minutes and spot announcements.  
"Corncrib Frolics"—10:00 a.m. to 11:45 a.m. Monday through Saturday. Aimed towards local and small-town families. Available in segments of 5 and 15 minutes and spot announcements.

**TRANSCRIPTIONS**

Library Service—Lang-Worth.

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

**COWAN**

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

**WZYX**

(Established —)

Rates effective May 1, 1957.  
Rates received May 6, 1957.  
Owned and operated by Cumberland Broadcasting Company.

**Personnel**  
General Manager—A. D. Smith, Jr.  
Station Manager—James F. Spencer.

**Representatives**  
Hil F. Best Company.

**Mailing Instructions**  
Business Office, Studio and Transmitter—Cowan, Tenn.

**Wave-Power-Time**  
Operating power—1,000 watts days.  
Frequency—1440 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Eastern Standard Time.  
Operating schedule: \_\_\_\_\_.

**General Advertising**

1 hour.....	40.00	5 minutes.....	8.00
1/2 hour.....	24.00	1 minute or less....	4.00
1/4 hour.....	15.00		
Automotive rate, flat, per announcement.....			3.00

**PACKAGE RATES**

	ANNOUNCEMENTS—1 minute or less, consecutive weeks.				
	1 wk.	4 wks.	13 wks.	26 wks.	52 wks.
Per week: 1 wk.	24.00	22.50	21.00	18.00	15.00
6 times....	45.00	42.00	36.00	33.00	27.00
12 times....	63.00	58.50	49.50	45.00	36.00
24 times....	78.00	72.00	60.00	54.00	42.00
30 times....	90.00	82.50	67.50	60.00	45.00

**Combination Discounts**

Extra Discount of 10% allowed from above rates when same purchase order combines WMTS, Murfreesboro, Tenn., WDEH, Sweetwater, Tenn. and WZYX.

# TENNESSEE

## CROSSVILLE

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

### W A E W

(Established 1952)

Rates effective April 1, 1958. (Card No. 4.)  
Card received June 30, 1958.

Owned and operated by WAEW, Inc.

#### Personnel

President—Zera Lawson.  
General Manager—James V. Hamby.  
Commercial Manager—Fairla J. Hamby.

#### Representatives

None.

#### Mailing Instructions

Mailing Address—P. O. Box 278, Crossville, Tenn.  
Business Office & Transmitter—Corner Tenth & School  
Sts., Crossville, Tenn., telephone 333.

#### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1330 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 station time only; no cash discount. Bills due and payable when rendered.

#### General Advertising

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

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	30.00	19.00	10.00	8.00	6.00
13 times.....	23.50	18.00	9.50	7.60	5.70
26 times.....	27.00	17.00	9.00	7.20	5.40
52 times.....	25.50	16.00	8.50	6.80	5.10
104 times.....	24.00	15.00	8.00	6.40	4.80
156 times.....	22.50	14.00	7.50	6.00	4.50
260 times.....	21.00	13.00	7.00	5.60	4.20
312 times.....	18.50	12.00	6.50	5.20	3.90

#### ANNOUNCEMENTS

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	3.00	2.00	260 times	2.10
13 times.....	2.85	1.90	312 times	1.95
26 times.....	2.70	1.80	524 times	1.80
52 times.....	2.55	1.70	624 times	1.65
104 times.....	2.40	1.60	1,040 times	1.50
156 times.....	2.25	1.50		

#### SPECIAL FEATURES

News Service—UPI, at no extra cost.

#### POLITICAL

Regular rate discount.

## DAYTON

Rhea County—Map Location H-v  
See SRDS consumer market map and data at beginning of the State.

### W D N T

(Established 1957)

Rates effective December 6, 1957. (Card No. 2.)  
Card received March 28, 1958.

Owned and operated by Norman A. Thomas dba Dayton Broadcasting Co.

#### Personnel

President—Norman A. Thomas.  
Gen'l & Sta. Mgr.—Jack S. Pullin.  
Commercial Manager—Vance A. Travis.

#### Representatives

None.

#### Mailing Instructions

Business Office and Studios—P. O. Box 294, Dayton, Tenn. Phone 1540.  
Transmitter—Hwy. 27, 2 miles south of Dayton, Tenn.

#### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1280 kilocycles.  
Operates on Eastern Standard Time.  
Operating schedule: 5:55 a.m. to local sunset.

#### Agency Commission

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

#### General Advertising

Affiliated with Keystone 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 min.
1 time.....	33.00	20.00	12.00	10.00	6.00	3.00
13 times.....	29.00	17.00	10.00	9.00	5.00	2.50
26 times.....	27.00	15.00	9.00	8.00	4.75	2.30
39 times.....	25.00	14.00	8.50	7.50	4.50	2.20
52 times.....	24.00	13.00	8.00	7.00	4.00	2.10
78 times.....	12.00	7.50	6.50	3.75	2.00	
104 times.....	11.00	7.00	6.00	3.50	1.90	
156 times.....	10.00	6.50	5.50	3.25	1.80	
208 times.....	9.00	6.00	5.00	3.00	1.70	
260 times.....	8.00	5.50	4.50	2.75	1.60	
312 times.....	7.00	5.00	4.00	2.50	1.50	

#### ANNOUNCEMENT PACKAGE RATES

1-minute or less:  
3 or more per day, yearly contract, each..... 1.25  
90 or more within 1 month, each..... 1.50

#### SPECIAL FEATURES

News Service—AP and local. Rates on request.  
Remote broadcasts—rates on request.  
Weather forecasts, time signals, market quotations—rates on request.

#### Participating Programs

Details on request.

#### POLITICAL AND RELIGIOUS

Regular rates apply.

#### Closing Time

24 hours in advance of broadcast.

## DICKSON

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

### W D K N

(Established 1955)



Rates effective August 1, 1958. (Card No. 2.)  
Card received September 29, 1958.

Owned and operated by Dickson County Broadcasting Company, Inc.

#### Personnel

Pres. & Gen'l Mgr.—William A. Potts.  
Assistant General Manager—William T. Barrett.  
Commercial Manager—Warren G. Medley.  
Program Director—William Phillips.

#### Representatives

None.

#### Mailing Instructions

Business Office and Studio—101 N. Main St., Dickson, Tenn., Hickory 6-2852.  
Send all correspondence to William A. Potts, P. O. Box 71, Dickson, Tennessee.  
Transmitter—2 miles north on Hwy. 48 of Dickson, Tenn.

#### Wave—Power—Time

Operating power—1,000 watts.  
Frequency—1260 kilocycles.  
Non-directional.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Licensed to operate daytime only.  
Operating schedule: 5:00 a.m. to local sunset week days; 7:00 a.m. to local sunset Sundays.

#### Agency Commission

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

#### General Advertising

Affiliated with Keystone Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Advertising of alcoholic beverages including beer and wine, not accepted.  
No foreign language programs accepted.  
Maximum contract 52 weeks. All contracts subject to short rate if not fulfilled. Programs hold priority over announcements.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	40.00	25.00	15.00	8.00	4.00
13 times.....	36.00	22.50	13.50	7.20	3.40
26 times.....	33.00	20.40	12.30	6.50	2.90
52 times.....	30.00	18.75	11.20	5.90	2.60
104 times.....	16.90	10.15	5.40	2.30	
156 times.....	15.00	8.65	4.60	2.20	
208 times.....	7.50	4.00	2.10		
260 times.....	3.60	2.00			
312 times.....	3.20	1.95			
360 times.....	2.90	1.75			

#### SPECIAL FEATURES

News Service—AP. No extra charge.  
Time signals, weather forecasts, market reports, sports broadcasts; rates on request.

#### POLITICAL

Regular rates apply.

#### Closing Time

48 hours in advance of broadcast.

## DYERSBURG (2 AM)

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

### W D S G

(Established 1946)

Rates effective February 1, 1957. (Card B.)  
Card received February 4, 1957.

Owned and operated by State Gazette Broadcasting Co.

#### Personnel

Gen'l Mgr. & Vice-Pres.—Robert W. Ward.

#### Representatives

None.

#### Mailing Instructions

Business Office and Studio—P. O. Box 58, Dyersburg, Tenn., Atwater 5-1294, 1295.  
Transmitter—Dyersburg, Tenn.

#### Wave—Power—Time

Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Operates on Central Standard Time.  
Operating schedule: 5:30 a.m. to midnight.

#### Agency Commission

15% to recognized advertising agencies; no cash discount. Bills are due and payable upon receipt.

#### General Advertising

Affiliated with Keystone Network and St. Louis Cardinal Network.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	50.00	31.00	13.00	11.00	6.50
13 times.....	37.50	24.00	12.00	10.00	6.00
26 times.....	34.00	20.00	10.50	8.50	5.50
52 times.....	31.00	18.50	9.00	7.50	5.00
104 times.....	28.00	15.50	8.00	6.00	4.50
156 times.....	25.00	13.50	7.00	5.50	4.00
260 times.....	22.50	11.50	6.50	5.00	3.50
312 times.....	20.00	10.50	6.00	4.50	3.00
366 or more times.....	15.00	10.00	5.75	4.00	2.75

#### ANNOUNCEMENTS

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	3.50	3.25	156 times.....	2.25
13 times.....	3.25	3.00	260 times.....	2.00
26 times.....	3.00	2.75	312 times.....	1.75
52 times.....	2.75	2.50	366 or more times.....	1.50
104 times.....	2.50	2.25		

#### DISCOUNTS

Discounts, when earned, are retroactive only if contract is extended without interruption. In case of interruption, discounts are allowed based upon the total of broadcasts used within a year of the first broadcast. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contracts to exceed one year's duration.

#### SPECIAL FEATURES

News Service—AP.  
Five Minutes of News on the hour. "TNT" Time, News and Temperature every quarter hour. Regular rates apply.

#### POLITICAL

Regular rates apply.

## WTRO

(Established 1957)



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

Owned and operated by Southern General Broadcasting Co.

#### Personnel

Pres. & Gen'l Mgr.—Pinkney B. Cole, Jr.  
Vice-Pres. & Prog. Dir.—Mrs. Clara Bradshaw.  
Sec'y & Treas.—William E. Davis.  
Commercial Manager—J. C. Brassfield.

#### Representatives

Hil F. Best Company.

#### Mailing Instructions

Business Office and Studio—Cordell Hull Hotel, Dyersburg, Tenn.  
Transmitter—Highway 78, 1 mile north of Dyersburg, Tenn.

#### Wave—Power—Time

Operating power—500 watts days.  
Frequency—1330 kilocycles.  
Non-directional.  
Operating schedule: 5:00 a.m. to local sunset.

#### Agency Commission

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

#### General Advertising

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

	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	25.00	13.00	9.00	8.00	4.25
52 times.....	19.50	10.80	8.00	7.20	3.80
104 times.....	18.00	9.60	7.20	6.40	3.60
156 times.....	17.00	8.40	6.50	5.50	3.25

Automotive rate, per spot announcement, not retroactive, 3.25.

#### SPECIAL FEATURES

News Service—UPI.  
News on the hour five minutes before the hour.  
News headlines at half-past. Regular rates apply.

#### Participating Programs

All shows are participating; music and news format.

#### POLITICAL

Regular rates apply.

#### TRANSCRIPTIONS

Library Service—Lang-Worth, Thesaurus.

#### Closing Time

24 hours in advance of broadcast.

## ELIZABETHTON

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

### W B E J

(Established 1946)



Rates received July 20, 1947.  
Revisions received September 4, 1956.  
Owned and operated by WBEJ, Inc.

#### Personnel

President—R. C. Turrentine, Jr.  
Station Manager—Bill Hale.

#### Representatives

Gill-Perna, Inc.  
South—Dora-Clayton Agency, Inc.

#### Mailing Instructions

Business Office and Studio—P. O. Box 829, Elizabethton, Tenn.  
Transmitter—Elizabethton, Tenn.

#### Wave—Power—Time

Operating power—250 watts.  
Frequency—1240 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Eastern Time.  
Operating schedule: 6:00 a.m. to midnight Monday through Saturday; Sunday 6:00 a.m. to 10:00 p.m.

#### Agency Commission

15% to recognized agencies; no cash discount.

#### General Advertising

	1 hr.	13 min.	26 min.	52 min.	104 min.	156 min.	200 min.	312 min.
1 hr.	50.00	46.25	42.50	38.75	35.00	31.25	27.50	23.75
1/2 hr.	31.25	28.75	26.25	23.75	21.25	18.75	16.25	13.75
1/4 hr.	17.50	16.25	15.00	13.75	12.50	11.25	10.00	8.75
5 min.	9.38	8.75	8.13	7.50	6.88	6.25	5.63	5.00
*Ann.	3.75	3.44	3.12	2.81	2.50	2.18	1.87	1.56

(\* Spot announcements, 100 words or less and/or station breaks.

#### SPECIAL FEATURES

News Service—UPI.  
Information and rates on request.

#### Participating Programs

## ERWIN

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

### WEMB

(Established 1956)

Rates effective September 1, 1958. (Card No. 1.)

Card received October 1, 1958.

Owned and operated by Max M. Blakemore.

#### Personnel

Owner—Max M. Blakemore.  
Manager—Delbert H. Evans.  
Program Director—Dave Bruce.

#### Representatives

None.

#### Mailing Instructions

Business Office and Studio—P. O. Box 280, Erwin, Tenn. Phone 2-2011.  
Transmitter—7th St., Erwin, Tenn.

#### Wave—Power—Time

Operating power—1,000 watts.  
Frequency—1420 kilocycles.  
Non-directional.  
Licensed to operate to local sunset.  
Operates on Eastern Standard Time.  
Operating schedule: 6:00 a.m. to local sunset weekdays; 7:00 a.m. to local sunset Sunday.

#### Agency Commission

15% to recognized agencies on time only; 2% cash discount. Bills rendered 1st of month; payable in 10 days.

#### General Advertising

Affiliated with Keystone Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Station reserves the right to reschedule all or part of announcements based on published rate.

#### SATURATION RATES

(Run-of-schedule)

150 words live or 1-minute transcribed:		6 a		12 a		18 a		24 a		30 a		36 a		42 a	
		wk.	wk.	wk.	wk.	wk.	wk.	wk.	wk.	wk.	wk.	wk.	wk.	wk.	wk.
6 weeks..	2.15	2.10	2.05	2.00	1.95	1.90	1.85	1.80	1.75	1.70	1.65	1.60	1.55	1.50	1.45
13 weeks..	2.10	2.05	2.00	1.95	1.90	1.85	1.80	1.75	1.70	1.65	1.60	1.55	1.50	1.45	1.40
19 weeks..	2.05	2.00	1.95	1.90	1.85	1.80	1.75	1.70	1.65	1.60	1.55	1.50	1.45	1.40	1.35
26 weeks..	2.00	1.95	1.90	1.85	1.80	1.75	1.70	1.65	1.60	1.55	1.50	1.45	1.40	1.35	1.30
32 weeks..	1.95	1.90	1.85	1.80	1.75	1.70	1.65	1.60	1.55	1.50	1.45	1.40	1.35	1.30	1.25
39 weeks..	1.90	1.85	1.80	1.75	1.70	1.65	1.60	1.55	1.50	1.45	1.40	1.35	1.30	1.25	1.20
45 weeks..	1.85	1.80	1.75	1.70	1.65	1.60	1.55	1.50	1.45	1.40	1.35	1.30	1.25	1.20	1.15
52 weeks..	1.80	1.75	1.70	1.65	1.60	1.55	1.50	1.45	1.40	1.35	1.30	1.25	1.20	1.15	1.10
75 words live or 30 seconds transcribed:		6 a		12 a		18 a		24 a		30 a		36 a		42 a	
		wk.	wk.	wk.	wk.	wk.	wk.	wk.	wk.	wk.	wk.	wk.	wk.	wk.	wk.
6 weeks..	1.65	1.60	1.55	1.50	1.45	1.40	1.35	1.30	1.25	1.20	1.15	1.10	1.05	1.00	0.95
13 weeks..	1.60	1.55	1.50	1.45	1.40	1.35	1.30	1.25	1.20	1.15	1.10	1.05	1.00	0.95	0.90
19 weeks..	1.55	1.50	1.45	1.40	1.35	1.30	1.25	1.20	1.15	1.10	1.05	1.00	0.95	0.90	0.85
26 weeks..	1.50	1.45	1.40	1.35	1.30	1.25	1.20	1.15	1.10	1.05	1.00	0.95	0.90	0.85	0.80
32 weeks..	1.45	1.40	1.35	1.30	1.25	1.20	1.15	1.10	1.05	1.00	0.95	0.90	0.85	0.80	0.75
39 weeks..	1.40	1.35	1.30	1.25	1.20	1.15	1.10	1.05	1.00	0.95	0.90	0.85	0.80	0.75	0.70
45 weeks..	1.35	1.30	1.25	1.20	1.15	1.10	1.05	1.00	0.95	0.90	0.85	0.80	0.75	0.70	0.65
52 weeks..	1.30	1.25	1.20	1.15	1.10	1.05	1.00	0.95	0.90	0.85	0.80	0.75	0.70	0.65	0.60

#### RUN OF SCHEDULE

1 min.		30 sec.		1 min.		30 sec.	
100 times	2.60	2.10	1.100 times	2.10	1.60	1.100 times	2.10
200 times	2.55	2.05	1,200 times	2.05	1.55	1,200 times	2.05
300 times	2.50	2.00	1,300 times	2.00	1.50	1,300 times	2.00
400 times	2.45	1.95	1,400 times	1.95	1.45	1,400 times	1.95
500 times	2.40	1.90	1,500 times	1.90	1.40	1,500 times	1.90
600 times	2.35	1.85	1,600 times	1.85	1.35	1,600 times	1.85
700 times	2.30	1.80	1,700 times	1.80	1.30	1,700 times	1.80
800 times	2.25	1.75	1,800 times	1.75	1.25	1,800 times	1.75
900 times	2.20	1.70	1,900 times	1.70	1.20	1,900 times	1.70
1,000 times	2.15	1.65	2,000 times	1.65	1.15	2,000 times	1.65

The station reserves the right to schedule and/or reschedule all or any part of spots bought on this rate.

**SPECIAL FEATURES**  
News Service—UPI. Regular rates apply.  
**POLITICAL**  
Regular rates apply; cash in advance.  
**TRANSCRIPTIONS**  
Library Service—Thesaurus.

## ETOWAH

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

### WCPH

(Established 1955)

Card received February 16, 1956.

Owned and operated by Morgan Broadcasting Company.

#### Personnel

Owner & Station Manager—Harry J. Morgan.

#### Representatives

Hill F. Best Company.

#### Mailing Instructions

Business Office and Studio—109 Ninth St., Etowah, Tenn.  
Transmitter—Merrell Farm, East Etowah, Tenn.

#### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1220 kilocycles.  
Non-directional.  
Operates on Eastern Standard Time.  
Licensed to operate daytime only.  
Operating schedule: \_\_\_\_\_.

#### Agency Commission

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

#### General Advertising

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Beer advertising accepted.  
Contracts subject to conditions of standard NAB contracts.

1		1/2		1/4		10		5		1	
hr.		hr.		hr.		min.		min.		min.	
1 time.....	30.00	50.00	30.00	22.50	15.00	10.00	13 times.....	76.00	47.50	28.50	21.35
13 times.....	76.00	47.50	28.50	21.35	14.25	9.50	26 times.....	72.00	45.00	27.00	20.25
26 times.....	72.00	45.00	27.00	20.25	13.50	9.00	52 times.....	68.00	42.50	25.50	19.10
52 times.....	68.00	42.50	25.50	19.10	12.75	8.50	104 times.....	64.00	40.00	24.00	18.00
104 times.....	64.00	40.00	24.00	18.00	12.00	8.00	156 times.....	60.00	37.50	22.50	16.85
156 times.....	60.00	37.50	22.50	16.85	11.25	7.50	260 times.....	56.00	35.00	21.00	15.75
260 times.....	56.00	35.00	21.00	15.75	10.50	7.00	312 times.....	52.00	32.50	19.50	14.60
312 times.....	52.00	32.50	19.50	14.60	9.75	6.50					

Spot Bulk Rates  
(Run-of-Schedule)  
520 spots, 10 per week for 52 weeks..... 6.00  
1,040 spots, 20 per week for 52 weeks..... 5.50  
2,080 spots, 40 per week for 52 weeks..... 5.00

**TRANSCRIPTIONS**  
Library Service—World.

## FAYETTEVILLE

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

### WEKR

(Established 1947)



Rates effective September 1, 1950.  
Rates received August 30, 1950.

Owned and operated by Fayetteville Broadcasting Co.

#### Personnel

General Manager—John R. Crowder.  
Station Manager—Jim Tate.

#### Representatives

None.

#### Mailing Instructions

Business Office and Studio—P. O. Box 625, Fayetteville, Tenn.  
Transmitter: Fayetteville, Tenn.

#### Wave—Power—Time

Operating power—250 watts.  
Frequency—1240 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 10:00 p.m.

#### Agency Commission

15% to recognized agencies; no cash discount.

#### General Advertising

Affiliated with Mutual Broadcasting System and Keystone Network.

The following rates are for national advertising.

1		1/2		1/4		5		(*)		(†)	
hr.		hr.		hr.		min.		(*)		(†)	
1 time.....	40.00	24.00	16.00	8.00	4.00	3.00	13 times.....	38.00	22.80	15.20	7.60
13 times.....	38.00	22.80	15.20	7.60	3.80	2.85	26 times.....	36.00	21.60	14.40	7.20
26 times.....	36.00	21.60	14.40	7.20	3.60	2.70	52 times.....	34.00	20.40	13.60	6.80
52 times.....	34.00	20.40	13.60	6.80	3.40	2.55	104 times.....	32.00	19.20	12.80	6.40
104 times.....	32.00	19.20	12.80	6.40	3.20	2.40	156 times.....	30.00	18.00	12.00	6.00
156 times.....	30.00	18.00	12.00	6.00	3.00	2.25	260 times.....	28.00	16.80	11.20	5.60
260 times.....	28.00	16.80	11.20	5.60	2.80	2.10	312 times.....	26.00	15.60	10.40	5.20
312 times.....	26.00	15.60	10.40	5.20	2.60	1.95					

(\*) One minute transcription or 100 words.  
(†) 30 seconds transcription or 50 words.

#### POLITICAL

Regular rates apply.

## FRANKLIN

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

### WAGG

(Established 1953)

Rates effective August 1, 1956.

Rates received August 3, 1956.

Owned and operated by Williamson County Broadcasting Co., Inc.

#### Personnel

President—Wm. R. Ormes.  
General Manager—E. F. Jones, Jr.

#### Representatives

None.

#### Mailing Instructions

Business Office, Studio and Transmitter—Mallory Road, Franklin, Tenn., telephone Swift 4-1594.

#### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—950 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:00 a.m. to local sunset.

#### Agency Commission

15% to recognized agencies; no cash discount.

#### General Advertising

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Affiliated with Keystone Network.  
Rates are for facilities of station only.  
No time will be sold for resale; contracts are not transferable.  
Specified time is governed by availability and priority.  
Programs shall hold priority over announcements.  
Right reserved to change time of any program or announcement to handle special events or to meet emergencies.

1		1/2		1/4		10		5		1	
hr.		hr.		hr.		min.		min.		min.	
1 time.....	24.50	14.70	9.80	7.35	4.90	2.45	13 times.....	23.00	13.80	9.20	6.90
13 times.....	23.00	13.80	9.20	6.90	4.60	2.30	26 times.....	22.00	13.20	8.80	6.60
26 times.....	22.00	13.20	8.80	6.60	4.40	2.20	52 times.....	21.00	12.60	8.40	6.30
52 times.....	21.00	12.60	8.40	6.30	4.20	2.10	104 times.....	19.50	11.70	7.80	5.85
104 times.....	19.50	11.70	7.80	5.85	3.90	1.95	156 times.....	18.50	11.10	7.40	5.55
156 times.....	18.50	11.10	7.40	5.55	3.70	1.85	208 times.....	17.50	10.50	7.00	5.25
208 times.....	17.50	10.50	7.00	5.25	3.50	1.75	260 times.....	16.50	9.90	6.60	4.95
260 times.....	16.50	9.90	6.60	4.95	3.30	1.6					



# TENNESSEE

## HARRIMAN

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

### WHBT

(Established 1947)

Rates effective December 1, 1947. (Card No. 2.)  
Owned and operated by Folkways Broadcasting Co., Inc.  
**Personnel**  
President—Ernest Tubbs,  
Station Manager—Ken Crosthwait.  
**Representatives**  
Continental Radio Sales.  
**Mailing Instructions**  
Business Office and Studios—Devonia and Crescent, Harriman, Tenn., telephone 661.  
Transmitter—S. Margrave St., Harriman, Tenn.  
**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1230 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:00 a.m. to 12:00 midnight.

**Agency Commission**  
15% to recognized agencies on charge for net station time; no cash discount. Bills rendered monthly; due 10th of month following broadcast. Weekly billing on request.

**General Advertising**  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Affiliated with Keystone Network. The following rates are for national advertising.  
Accepts AAAA copyrighted contract.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1-12 times.....	40.00	24.00	15.00	8.00	5.00
13-25 times.....	38.00	22.80	14.25	7.60	4.75
26-38 times.....	36.00	21.60	13.50	7.20	4.50
39-51 times.....	34.00	20.40	12.75	6.80	4.25
52-77 times.....	32.00	19.20	12.00	6.40	4.00
78-103 times.....	30.00	18.00	11.25	6.00	3.75
104-155 times.....	28.00	16.80	10.50	5.60	3.50
156-259 times.....	26.00	15.60	9.75	5.20	3.30
260-311 times.....	24.00	14.40	9.00	4.80	2.50
312 or more times..	22.00	13.20	8.25	4.40	2.25

(\*) One minute or less.  
Scheduled position of announcements determined as follows: Station break position, maximum length 30 words live or 15 seconds transcribed. One minute rates apply. Announcements of 100 words live or one minute transcribed may be scheduled adjoining a network program provided the other adjacency is of local sustaining origin. Announcements in excess of one minute charged at the five minute rate.

**SPECIAL FEATURES**  
News Service—AP. News on the hour every hour (5 minutes). Regular rates apply.  
**POLITICAL**  
One time rates apply; payable in advance. Material must be submitted for inspection 24 hours in advance of broadcast.  
**TRANSCRIPTIONS**  
Library Service—Thesaurus.

## HUMBOLDT

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

### WIRJ

(Established 1949)

Rates effective September 1, 1955.  
Rates received August 29, 1955.  
Owned and operated by Gibson County Broadcasting Co.  
**Personnel**  
President—J. Frank Warmath,  
General Manager—Howard E. Byrum.  
**Representatives**  
None.  
**Mailing Instructions**  
Business Office and Studio—210 North 22nd Ave., Humboldt, Tenn., Sunset 4-1740.  
Transmitter—S. 17th Ave., Humboldt, Tenn.  
**Wave—Power—Time**  
Operating power—250 watts days.  
Frequency—740 kilocycles.  
Non-directional.  
Licensed to operate local sunset.  
Operating schedule: \_\_\_\_\_.

**Agency Commission**  
15% to recognized agencies on net station time; no cash discount. Bills rendered first; payable by 10th of month.  
**General Advertising**  
Affiliated with Keystone Network.  
Rates include music copyright fee.  
ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	40.00	24.00	16.00	8.00	4.00	3.00
13 times.....	38.00	22.80	15.20	7.60	3.80	2.85
26 times.....	36.00	21.60	14.40	7.20	3.60	2.70
52 times.....	34.00	20.40	13.60	6.80	3.40	2.55
104 times.....	32.00	19.20	12.80	6.40	3.20	2.40
156 times.....	30.00	18.00	12.00	6.00	3.00	2.25
260 times.....	28.00	16.80	11.20	5.60	2.80	2.10
312 times.....	26.00	15.60	10.40	5.20	2.60	1.95

(\*) One minute transcribed or 100 words live.  
(†) 30 seconds transcribed or 60 words live.

**SPECIAL FEATURES**  
News Service—AP.  
**POLITICAL**  
Regular rates apply; payable in advance.  
**Closing Time**  
Program material and commercial copy should be submitted at least 48 hours in advance of broadcast.

## JACKSON (3 AM; 1 PM)

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

### WDXI

(Established 1948)

Rates effective May 1, 1957.  
Rates received May 2, 1957.  
Owned and operated by Dixie Broadcasting Co.  
**Personnel**  
President—Aaron B. Robinson.  
Vice-Pres. & Gen'l Mgr.—Jack Cecil.  
**Representatives**  
Venard, Rintoul & McConnell, Inc.  
**Mailing Instructions**  
Business Office and Studio—New Williams Bldg., P. O. Box 391, Jackson, Tenn., Phone 7-9611.  
Transmitter—On highway 45, three miles north of Jackson, Tenn.

**Wave—Power—Time**  
Operating power—5,000 watts days; 1,000 watts nights.  
Frequency—1310 kilocycles.  
Directional—nighttime only.  
Licensed to operate unlimited time.  
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 agencies; no cash discount.  
**General Advertising**  
For regional network rates, see "Dixie Network."  
Accepts AAAA copyrighted contract.  
ASCAP, BMI and SESAC licenses.  
Rates include music copyright fees, as licensed.  
Earned frequency discount cumulative for one year.

	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.....	25.50	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.  
10-second announcements—50% of earned minute rate.

**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%  
For additional discounts and combination rates, see The Dixie Network, Williams Bldg., Jackson, Tenn.  
**SPECIAL FEATURES**  
News Service—UPI. Local, regional news staff.  
Weather forecasts, time signals, market quotations—rates on request.  
Religious broadcasts accepted at regular rates.  
**POLITICAL**  
Regular rates apply.  
**TRANSCRIPTIONS**  
Library Service—World.

### WJAK

(Established 1955)

## Independent Negro

Rates effective June 1, 1955.  
Rates received November 4, 1955.  
Owned and operated by the Jackson Broadcasting Company.

**Personnel**  
General Manager—Robert Blaw.  
Sales Manager—Bill Winslett.  
Program Director—Roland Porter.  
**Representatives**  
Atlanta—Dora-Clayton Agency, Inc.  
**Mailing Instructions**  
Business Office, Studio and Transmitter—416 Poplar St., P. O. Box 1320, Jackson, Tenn., telephone 7-7436.  
**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1460 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: Sunrise to local sunset.

**Agency Commission**  
15% to recognized agencies; no cash discount. All billing by representative.  
**General Advertising**  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Earned frequency discount cumulative for one year.  
All contracts may be cancelled by advertiser or station with two-weeks' notice. If cancelled by advertiser, the rate earned for the portion used will be applied. No cash rebates.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	(*)
1 time.....	40.00	24.00	15.00	9.00	4.00	3.25
26 times.....	38.00	22.00	14.00	8.50	3.50	3.00
52 times.....	36.00	20.00	13.00	8.00	3.25	2.75
104 times.....	34.00	18.00	12.00	6.50	3.00	2.50
156 times.....	30.00	16.00	11.00	6.00	2.75	2.25
312 times.....	26.00	15.00	10.00	5.00	2.50	2.00

(\*) 40 word station break.  
Spot Package  
25 per week as schedule permits..... 65.00  
100 per month as schedule permits..... 200.00

**SPECIAL FEATURES**  
News Service—UPI. No extra charge.  
News every hour on :55 daily.  
Entire schedule devoted to Negro market.  
Local, regional and national news.

Time and Temperature Spots  
18 words, as per schedule on hour and half-hour:  
60 per week..... 60.00  
250 per month..... 200.00

**Participating Programs**  
Negro Market  
"Morning Rush" with Al Johnson—6:00 a.m. to 8:00 a.m. Monday through Saturday.  
"Ernie King Show" with Ernie Jay King—8:00 a.m. to 11:00 a.m. Monday through Friday.  
"Heaven Bound Limited" with Bro. N. C. Buntyn—11:00 a.m. to noon Monday through Friday.  
"Pops Spot" with A. T. Pops' McFadden—Noon to 2:00 p.m. Monday through Friday.  
"Jivin' with Jay" with Jay Butler—2:00 p.m. to 4:00 p.m. Monday through Friday.  
"Vince Merry Show" with Vince Merry—4:00 p.m. to sign-off Monday through Friday.  
"Weekend"—one program from Saturday at 6:00 a.m. to Sunday at sign-off. 2 announcers on duty at all times, with music and news the basic format.

### POLITICAL

Regular rates apply.

### WTJS

(Established 1931)

Rates effective January 1, 1956. (Card No. 8.)  
Rates received January 24, 1956.  
Owned and operated by the Sun Publishing Company.  
**Personnel**  
Vice-Pres. & Gen'l Mgr.—A. A. Stone.  
Manager—Frank S. Proctor.  
Assistant Manager—Leslie R. Brooks.

**Representatives**  
The Branham Company.  
**Mailing Instructions**  
Business Office and Studio—255 W. LaFayette St., Jackson, Tenn. Telephone 7-3316, TWX JA 12.  
Transmitter—2 miles south of Jackson Highway 45.  
**Wave—Power—Time**  
Operating power—5,000 watts days; 1,000 watts nights.  
Frequency—1390 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time on regional channel.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:00 a.m. to midnight.

**FM Facilities**  
Effective radiated power—50,000 watts.  
Frequency—104.1 megacycles; channel 281; Class B.  
Antenna height—640 feet above average terrain.  
**Agency Commission**  
Agency commission 15% on net charges for station facilities to recognized advertising agencies. Cash discount none. Commission does not apply on talent or production charges. Bills due and payable 10th of month following service unless otherwise specified.

**General Advertising**  
For combination rates see ABC Radio.  
FM operated in conjunction with AM.  
Rates include charges by owners of music copyrights. The following rates are for national advertising.  
Announcements are accepted with the understanding that programs take precedence and that announcements scheduled for periods later sold for programs, may be re-scheduled by the station at equally advantageous times.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time.....	50.00	30.00	20.00	15.00	10.00	5.00	4.00
13 times.....	47.50	28.50	19.00	14.25	9.50	4.75	3.80
26 times.....	45.00	27.00	18.00	13.50	9.00	4.50	3.60
52 times.....	42.50	25.50	17.00	12.75	8.50	4.25	3.40
104 times.....	40.00	24.00	16.00	12.00	8.00	4.00	3.20
208 times.....	37.50	22.50	15.00	11.25	7.50	3.75	3.00
260 times.....	35.00	21.00	14.00	10.50	7.00	3.50	2.80
312 times.....	32.50	19.50	13.00	9.75	6.50	3.25	2.60
500 times.....	.....	.....	.....	.....	.....	3.00	2.40

10-second announcements—50% of the 30-second rate at earned frequency.  
Run-of-schedule announcements placed approximately as ordered, subject to reschedule without notice:  
10 per week: 40% discount from one-time rate.  
20 per week: 45% discount from one-time rate.  
30 or more per week: 50% discount from one-time rate.

**SPECIAL FEATURES**  
News Service—AP and The Jackson Sun.  
Rates for sponsorship of special reports, such as cotton, weather, crops, baseball and football scores, available on request.

**Participating Programs**  
"Morning Watchman"—5:00 a.m. to 7:30 a.m. Monday through Saturday.  
"Morning Road Show" with Bud Daney—8:15 a.m. to 9:00 a.m. Monday through Friday.  
"Breakfast Club" with Don McNeil—9:00 a.m. to 10:00 a.m. Monday through Friday.  
"Vince Tapler"—10:00 a.m. to 11:00 a.m. Monday through Friday.  
"At Home With Dorothy Midyet"—11:00 a.m. to 11:45 a.m. Monday through Friday.  
"Noontime News"—12:45 p.m. to 1:00 p.m. Monday through Saturday.  
"Vince Tapler"—1:00 p.m. to 3:00 p.m. Monday through Friday.  
"Panorama" with Tommy Butler—3:00 p.m. to 4:00 p.m. Monday through Saturday.  
"MidSouth Edition"—4:00 p.m. to 4:15 p.m. Monday through Saturday.  
"Rhythmatinee" with Vince Tapler—5:05 p.m. to 5:45 p.m. Monday through Saturday.  
"All The News" with Bill Brown and Tommy Butler—6:00 p.m. to 6:30 p.m.  
"Bill Brown"—7:15 p.m. to 8:55 p.m. Monday through Friday.  
"Music 'til Midnight" with Bill Brown—10:15 p.m. to midnight.

**POLITICAL BROADCASTS**  
Regular rates apply; payable in advance.  
**TRANSCRIPTIONS**  
Library Service—Thesaurus. Regular rates apply.



# JAMESTOWN

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

## WCLC

(Established 1957)

Rates effective November 1, 1957. (Card No. 1.)  
Card received March 17, 1958.

Owned and operated by Jamestown Broadcasting Co., Inc.

### Personnel

General Manager—Clarence Stinnett.  
Commercial Manager—Helen Williams.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—P. O. Box 127, White Oak Rd., Jamestown, Tenn. Tremont 9-2825.  
Transmitter: White Oak Rd.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1260 kilocycles.  
Licensed to operate daytime.  
Operating schedule: 5:00 a.m. to local sunset.

### Agency Commission

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

### General Advertising

Affiliated with Keystone Network.  
ASCAP, BMI and SESAC licenses.  
No time will be sold for resale and contracts are not transferable.  
Specified time is governed by availability and priority; programs hold priority over announcements. Station reserves right to change time of any broadcast to handle special events or emergencies.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	30.00	18.00	12.00	9.00	6.00	3.00
13 times.....	28.50	17.10	11.40	8.55	5.70	2.85
26 times.....	27.00	16.20	10.80	8.10	5.40	2.70
39 times.....	25.50	15.30	10.20	7.65	5.10	2.55
52 times.....	24.00	14.40	9.60	7.20	4.80	2.40
78 times.....	22.50	13.50	9.00	6.75	4.50	2.25
104 times.....	21.00	12.60	8.40	6.30	4.20	2.10
156 times.....	19.50	11.70	7.80	5.85	3.90	1.95
260 times.....	18.00	10.80	7.20	5.40	3.60	1.80
312 times.....	16.50	9.90	6.60	4.95	3.30	1.65

### SPECIAL FEATURES

News Service—UPI. Rates on request.  
Time signals, weathercasts—rates on request.

### POLITICAL

Rates on request.

### TRANSCRIPTIONS

Library Service—Sesac.

# JOHNSON CITY (2 AM; 1 FM)

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

## WETB

(Established 1947)



Rates effective October 1, 1957.

Rev. (Anncts.) rec'd March 31, 1958.

Owned and operated by Press, Inc.

### Personnel

President—Carl A. Jones.  
Manager—Arthur Kelsey.

### Representatives

Devney, Incorporated.

### Mailing Instructions

Business Office—Press Bldg., Johnson City, Tenn.  
Temporary Studio—Johnson City, RFD, Johnson City Tenn.  
Transmitter—Johnson City, RFD, Tenn.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—790 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to local sunset.

### Agency Commission

15% to recognized agencies on net station time; 2% cash discount—10th of month following.

### General Advertising

Affiliated with Mutual Broadcasting System.  
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.....	50.00	29.60	18.90	9.40
13 times.....	47.50	28.00	17.80	8.90
26 times.....	45.00	26.40	16.70	8.30
52 times.....	42.50	24.80	15.60	7.80
104 times.....	40.00	23.20	14.50	7.20
156 times.....	37.50	21.60	13.40	6.70
260 times.....	35.00	20.00	12.30	6.10
312 times.....	32.50	18.40	11.20	5.60

### ANNOUNCEMENTS

1 minute, flat..... 5.00  
10 seconds, flat..... 3.50

### WEEKLY PACKAGE PLANS

(Fixed times, but not guaranteed)

10 1-minute spots, per week, each.....	4.75
15 1-minute spots, per week, each.....	4.50
20 1-minute spots, per week, each.....	4.25
30-seconds—70% of 1-minute rates.	
10-seconds—50% of 1-minute rates.	

### SPECIAL FEATURES

News Service—AP.  
Weather and time signals—rates on request.

## POLITICAL

Rates on request.

### TRANSCRIPTIONS

Library Service—World.

## WJHL

(Established 1939)



Rates effective March 1, 1956.

Rates received January 27, 1956.

Owned and operated by WJHL, Inc.

### Personnel

General Manager—W. Hanes Lancaster, Jr.  
Station Manager—Ken Marsh.

### Representatives

John E. Pearson Company.

### Mailing Instructions

Business Office and Studio—145 W. Main St., Johnson City, Tenn.  
Transmitter—Kingsport-Bristol Highway, 3 miles out of Johnson City.

### Wave—Power—Time

Operating power—5,000 watts days, 1,000 watts nights.  
Frequency—910 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Eastern Time.  
Operating schedule: 5:30 a.m. to 12:00 midnight.

### F M Facilities

Effective radiated power—8,100 watts.  
Frequency—100.7 megacycles; channel 264; Class B.  
Antenna height—720 feet above average terrain.

### Agency Commission

Agency commission 15% to recognized advertising agencies. Production and talent net to the station.  
No cash discount.

### General Advertising

For combination rate see Columbia Broadcasting System (Dixie Group).  
Accepts AAAA copyrighted contract.  
FM operated in conjunction with AM.  
The following rates are for national advertising. For local advertising rates consult station management.  
Announcements and programs cannot be combined to earn larger discounts.  
Continuing discount allowed. Announcement or program service which has been maintained for 52 consecutive weeks and continues without lapse will receive the same rates or the rate applicable to that portion of the service which continues without interruption. Announcements and programs cannot be combined for discount purposes.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	10 sec.
1 time.....	60.00	36.00	24.00	15.00	10.00	5.00
13 times.....	57.00	34.20	22.80	14.25	9.50	4.75
26 times.....	54.00	32.40	21.60	13.50	9.00	4.50
52 times.....	51.00	31.60	20.40	12.75	8.50	4.25
104 times.....	48.00	28.80	19.20	12.00	8.00	4.00
156 times.....	45.00	27.00	18.00	11.25	7.50	3.75
208 times.....	42.00	25.20	16.80	10.50	7.00	3.50
260 times.....	39.00	23.40	15.60	9.75	6.50	3.25
312 times.....	36.00	21.60	14.40	9.00	6.00	3.00
624 times.....	33.00	19.80	13.20	8.25	5.00	2.50
1,200 or more times.....					3.75	

### SPECIAL FEATURES

News Service—UPI.

### POLITICAL TALKS

Accepted without regard for party. Script must be submitted to station 24 hours in advance of broadcast.  
Payment in advance.

# KINGSPORT (2 AM; 1 FM)

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

## WKIN

(Established 1951)

Rates received November 23, 1956.

Owned and operated by WKIN, Inc.

### Personnel

President—Cy Bahakel.  
Manager—Phil Bahakel.

### Representatives

Call station direct.

### Mailing Instructions

Business Office and Studio—Corner of East Market St. and Wexler St., Kingsport, Tenn., Circle 6-8181.  
Transmitter—Kingsport, Tenn.

### Wave—Power—Time

Operating power—5,000 watts days.  
Frequency—1320 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Time.  
Operating schedule: 4:55 a.m. to local sunset.

### Agency Commission

15% to recognized agencies. Bills rendered 1st of month; payable when rendered.

### General Advertising

Rates include music copyright fees.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	100 wds.
1 time.....	45.00	30.00	16.00	11.00	7.00
13 times.....	42.50	28.50	15.80	10.00	6.75
26 times.....	40.00	27.00	15.50	9.50	6.25
52 times.....	38.50	26.50	15.40	9.00	6.00
104 times.....	36.00	25.50	15.20	8.50	5.75
156 times.....				8.00	5.25
208 times.....	34.50	25.00	15.10		
260 times.....				7.50	5.00
312 times.....	34.00	24.50	15.00	6.75	4.75

Affiliated with WRIS, Roanoke, Va.; WWOD, Lynchburg, Va.; KXEL, Waterloo, Iowa; WLBj, Bowling

# TENNESSEE

Greene, Ky.; WKOZ, Kosciusko, Miss.; and WABG, Greenwood, Miss. Advertising handled on a group basis if two or more CY N. Bahakel radio stations are involved.

### SPECIAL FEATURES

News Service—AP.  
Library Service—World.

## WKPT

(Established 1940)

# NBC Affiliate



Rates effective February 1, 1954. (Card No. 2.)  
Card received January 28, 1954.

Owned and operated by the Kingsport Broadcasting Company, Inc.

### Personnel

President—C. P. Edwards, Jr.  
Exec. Vice-Pres.—Howard Long.  
General Manager—Paul L. Overbay.  
Commercial Manager—Phil J. Weaver.

### Representatives

Burn-Smith Company, Inc.

### Mailing Instructions

Business Office and Studio—Radio Center, Kingsport, Tennessee.

Transmitter—Kingsport, Tennessee.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Eastern Time.  
Operating schedule: 5:30 a.m. to 12:05 a.m.

### F M Facilities

Effective radiated power—10,000 watts.  
Frequency—98.5 megacycles on channel 253.  
Antenna height—970 feet above average terrain.  
Operating schedule: 5:30 a.m. to 12:05 a.m.

### Agency Commission

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

### General Advertising

For combination rates see NBC Radio Network.  
Rates apply to AM-FM simultaneous operation.  
Discounts due and payable as earned. Programs and announcements cannot be combined to earn higher discounts. One minute announcements or 20 second station breaks may be combined in different rate classifications to earn higher discounts.

		CLASS "A"			CLASS "B"		
		(6:00 p.m. to 11:00 p.m.)			(5:30 a.m. to 6:00 p.m., 11:00 p.m. to 12:05 a.m.)		
	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	or less	1 min.
1 time.....	55.00	33.00	22.00	13.75	7.50		
13 times.....	53.50	32.25	21.60	13.45	7.30		
26 times.....	52.00	31.50	21.25	13.10	7.10		
39 times.....	50.50	30.75	20.85	12.75	6.95		
52 times.....	49.00	30.00	20.50	12.50	6.75		
78 times.....	46.50	28.50	19.75	12.10	6.50		
104 times.....	44.00	27.00	19.00	11.75	6.25		
156 times.....	41.50	25.50	18.25	11.35	6.00		
260 times.....	40.00	24.75	17.85	11.00	5.75		
520 times.....							5.50

		CLASS "B"		
		(5:30 a.m. to 6:00 p.m., 11:00 p.m. to 12:05 a.m.)		
	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	38.00	23.00	15.00	9.30
13 times.....	36.75	22.35	14.65	9.20
26 times.....	35.50	21.75	14.30	9.00
39 times.....	34.25	21.10	13.95	8.80
52 times.....	33.00	20.45	13.65	8.60
78 times.....	31.75	19.85	13.30	8.30
104 times.....	30.50	19.20	12.95	8.00
156 times.....	29.25	18.60	12.60	7.70
260 times.....	28.50	17.95	12.30	7.40
520 times.....				3.55

### SPECIAL FEATURES

News Service—AP. No extra charge.

### POLITICAL RATE

Regular rates apply; cash in advance.

# KNOXVILLE (6 AM; 1 FM)

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

## WATE

(Established 1927)



Rates effective October 1, 1956. (Card No. 16.)  
Card received April 2, 1958.

Owned and operated by WATE, Inc.

### Personnel

Vice-Pres. & General Manager—W. H. Linebaugh.  
Program Director—Wayne Hudson.  
Commercial Manager—J. T. McCloud.  
Promotion Manager—Carl Huster.

# TENNESSEE

## Knoxville—W A T E—Continued

### General Advertising

For combination rates see NBC Radio Network. Accepts AAAA copyrighted contract. The following rates are for national advertising. For local advertising rates consult station management. Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate. Announcements and programs of five minutes or more cannot be combined to earn frequency discounts. In event of rate increase, advertisers currently using a schedule will be given six months' protection.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	125.00	75.00	45.00	25.00	12.00
26 times.....	95.00	57.00	33.00	19.00	10.80
52 times.....	90.00	54.00	36.00	18.00	10.20
104 times.....	85.00	51.00	34.00	17.00	9.80
156 times.....	80.00	48.00	32.00	16.00	9.30
260 times.....	75.00	45.00	30.00	15.00	8.80

(\*) One minute or less.

### Weekly Saturation Program

(Run of Schedule)  
1/3 Morning, 1/3 afternoon, 1/3 night daily.  
10 announcements 80.00 30 announcements 180.00  
12 announcements 90.00 36 announcements 198.00  
18 announcements 126.00 42 announcements 210.00  
24 announcements 156.00

### SPECIAL FEATURES

News Service—UPI.  
News broadcasts, when available, sold at regular rates plus 10% commissionable surcharge. Talent rates for special news announcers on request.

### POLITICAL

Speeches and talks, station time to be paid in advance; copy of script required 48 hours in advance.

### TRANSCRIPTIONS

Instantaneous reference recording: Available on request at 5.00 per 1/4 hour, or fraction thereof.

### Closing Time

Copy and program material must be received by station 48 hours in advance of broadcast.

## WBIR

(Established 1941)



Rates effective April 1, 1958.  
Rates received March 17, 1958.

Owned and operated by Radio Station WBIR, Inc.

### Personnel

Pres. & Mgr.—John P. Hart.  
Station Director—Leon Ridings.

### Representatives

Gill-Perna, Inc.  
Southeastern—Thomas F. Clark Company, Inc.

### Mailing Instructions

Business Office and Studio—1513 Hutchison Ave., Knoxville 12, Tenn., telephone 5-8101.  
Transmitter—Painter Ave. at Concord Ave., Knoxville, Tenn.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1240 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to 12:00 midnight.

### FM Facilities

Effective radiated power—3,280 watts.  
Frequency—93.3 mcgacycles; channel 227, Class B.

### Agency Commission

Agency commission 15% to recognized agencies on net time charges, no cash discounts. Bills due and payable 10th of month following broadcast.

### General Advertising

For combination rates see ABC Radio. FM operated in conjunction with AM.  
All current advertisers will receive 6 months protection from effective date of rate increase.  
Announcements and programs cannot be combined to earn larger discounts.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	60.00	42.00	30.00	18.00	9.00
26 times.....	57.00	39.00	28.50	17.00	8.50
52 times.....	54.00	37.80	27.00	16.00	8.00
104 times.....	51.00	35.70	25.50	15.00	7.50
156 times.....	48.00	33.60	24.00	14.00	7.00
260 times.....	45.00	31.50	22.50	13.00	6.50

### WEEKLY SATURATION PACKAGES

1-minute spots per week:  
12 times..... 72.00 24 times..... 120.00  
18 times..... 99.00 30 times..... 135.00  
8 and 10-second announcements take 50% of earned minute rate.

### SPECIAL FEATURES

News Service—Special leased wire UPI, local coverage.

### POLITICAL

Talks and announcements by qualified candidates for public office or duly recognized political parties will be accepted at regular rates.

## WIVK

(Established 1953)

## Independent



Rates effective September 1, 1957. (Card No. 3.)  
Rates received August 6, 1957.

Owned and operated by Dick Broadcasting Company, Inc.

### Personnel

President—James A. Dick.  
General Manager—Dave Carpenter.  
Program Director—Claude Tomlinson.

### Representatives

Stars National, Inc.  
South—Dora-Clayton Agency, Inc.

### Mailing Instructions

Business Office and Studios—P. O. Box 8365, 319 N. Gay St., Knoxville, Tenn. Phone 4-3693.  
Transmitter—Middlebrook Pike, 3.5 miles west of Knoxville post office.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—860 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Daylight saving time not observed.

### Agency Commission

15% to recognized agencies on time only provided remittance is received on or before 10th of month. No cash discounts. Invoices rendered on 1st of month; payable 10th.

### General Advertising

Also sold in combination with WQOK, Greenville, S. C. at 5% discount.  
Accepts AAAA copyrighted contract.  
Rates are for national advertising.

### PROGRAMS

1 time (1 hour)..... 60.00  
Other program rates available on request.

### ANNOUNCEMENTS

One minute or less (except Cas Walker shows):  
1 time..... 9.00 156 times..... 7.00  
26 times..... 8.50 260 times..... 6.50  
52 times..... 8.00 312 times..... 6.00  
104 times..... 7.50

### PACKAGE PLANS

Time signals, brand name identifications, and other flash announcements not to exceed 10 seconds. No frequency.  
Each, flat, 3.00.

### SATURATION ANNOUNCEMENT PLAN

One minute or less:  
1-6 wks. 7-12 wks. 13-25 wks. 26-51 wks. 52 wks.  
12 ti..... 78.00 72.00 69.00 66.00 63.00  
18 ti..... 112.50 103.50 99.00 94.50 90.00  
24 ti..... 144.00 132.00 126.00 120.00 114.00  
30 ti..... 172.50 157.50 150.00 142.50 135.00  
50 ti..... 275.00 250.00 237.50 225.00 212.50

### SPECIAL FEATURES

News Service—AP and local.  
5 minute news, minimum 4 weeks:  
Per week: (\*) (†)  
6 times..... 70.50 78.00  
7 times..... 80.50 89.25  
12 times..... 135.00 150.00  
14 times..... 154.00 171.50  
18 times..... 193.50 216.00  
21 times..... 220.50 246.75  
(\*) All times except 7:55 a.m., 11:55 a.m., and 4:55 p.m.  
(†) 7:55 a.m., 11:55 a.m., 4:55 p.m. and choice on Sundays.

Copy 45 seconds open, 15 seconds close.  
Discounts for consecutive weeks:  
13 consecutive weeks..... 10%  
26 consecutive weeks..... 15%  
52 consecutive weeks..... 20%

### Participating Programs

Monday through Saturday:  
"The Country Music Maker"—5:00 a.m. to 7:00 a.m. Hillbilly and country music records. Announcement participations at regular rates.  
"Claude's Clock Show"—7:00 a.m. to 9:00 a.m. Pop music, time, weather, sports. Announcement participation at regular rate except for fixed position:  
Per week  
6 announcements, flat (fixed position)..... 54.00  
3 announcements, flat (fixed position)..... 30.00  
1 announcement, flat (fixed position)..... 11.50  
"The Cas Walker Show"—9:00 a.m. to 9:30 a.m., 11:30 a.m. to 1:00 p.m. live. Alcoholic beverages not accepted:  
Per week  
6 announcements, flat..... 54.00  
3 announcements, flat..... 30.00  
1 announcement, guaranteed time..... 11.50  
"Mull's Singing Convention" with Rev. and Mrs. J. Bazzel Mull—9:30 a.m. to 11:30 a.m. Recorded religious music. Announcement participation at regular rates. No alcoholic beverages or tobacco.  
"The Claude Tomlinson Show" 1:00 p.m. to 3:00 p.m. Recorded top tunes. Announcement participation at regular rates.  
"The Ken Russell Show"—3:00 p.m. to 6:00 p.m. Recorded country and pop music. Announcement participation at regular rate.

### POLITICAL

Talks and announcements by qualified candidates for public office or duly recognized political parties are accepted at regular rates, payable in advance. Copy of script must be in hands of station management 24 hours in advance of broadcast.

## WKGN

(Established 1947)

Rates effective December 15, 1957.  
Rates received December 9, 1957.  
Owned and operated by WKGN, Inc.

### Personnel

Pres. & Gen'l Mgr.—George P. Mooney.

### Representatives

New York—Richard O'Connell, Inc.  
Mid-West—William J. Reilly.  
Southern—Clarke Brown Company.

### Mailing Instructions

Business Office and Studio—P. O. Box 1750, Knoxville, Tenn., telephone 4-0766.  
Transmitter—2116 Ailor Ave., at L&N Railroad, one mile west of business district, Knoxville, Tenn.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1340 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operating schedule: 24 hours.

### Agency Commission

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

### General Advertising

Rates are for national advertising and 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 one year.  
All rates guaranteed for one year from date of first broadcast, with or without interruption.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	50.00	30.00	17.00	10.00	5.00
13 times.....	47.50	28.50	16.15	9.50	4.80
26 times.....	45.00	27.00	15.30	9.00	4.60
52 times.....	42.50	25.50	14.45	8.50	4.40
104 times.....	40.00	24.00	13.60	8.00	4.20
156 times.....	37.50	22.50	12.75	7.50	4.00
260 times.....	32.50	19.50	10.45	6.50	3.80
312 times.....	30.00	18.00	9.60	6.00	3.60
500 times.....	.....	.....	.....	.....	3.40
1,000 times.....	.....	.....	.....	.....	3.20

(\*) 100 words or less.

### PACKAGE RATES

15 announcements, per week..... 60.00  
20 announcements, per week..... 70.00  
30 announcements, per week..... 90.00  
40 announcements, per week..... 100.00

### Flash Package

30 20-word announcements to be used within 1 week..... 60.00

### Package Discounts

13 weeks..... 10% 26 weeks..... 20%

### Discounts on Flash Package

13 weeks..... 5% 39 weeks..... 15%  
26 weeks..... 10% 52 weeks..... 20%

### SPECIAL FEATURES

News Service—AP and local.  
Weather forecasts, temperature reports, market quotations and time signals—rates on request.

### POLITICAL

Qualified candidates for public office or representatives of duly recognized political parties will be accepted.

## WKXV

(Established 1953)



Rates effective February 13, 1953.  
Owned and operated by Knoxville Ra-Tel, Inc.

### Personnel

President—B. L. Boring.  
Commercial Manager—Marvin Thompson.  
Office Manager—Mrs. Willie Day.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—P. O. Box 2269, Knoxville, Tenn. Phone 4-9866.  
Transmitter—Rouse Hill, Old Clinton Pike, Knoxville, Tenn.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—300 kilocycles.  
Non-directional.  
Licensed to operate sunrise to local sunset.  
Operates on Eastern Standard Time.

### Agency Commission

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

### General Advertising

Affiliated with the Keystone Network.

### CLASS "A"

(6:00 p.m. to sign-off week days, and 12:00 noon to sign-off Sundays)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	69.00	40.00	22.00	13.80	7.19
13 times.....	65.00	39.00	21.75	13.20	7.00
26 times.....	62.00	37.00	21.50	12.65	6.85
52 times.....	58.00	35.00	20.90	12.00	6.60
104 times.....	55.00	33.00	19.50	11.50	6.10
156 times.....	51.00	31.00	18.10	10.90	5.80
260 times.....	48.00	29.00	16.60	10.30	5.35
312 times.....	44.00	27.25	15.20	9.80	5.10
365 times.....	41.00	25.30	13.80	9.20	4.60
520 times.....	.....	.....	.....	.....	4.00

### CLASS "B"

(All other times)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	51.00	29.80	18.70	10.20	5.30
13 times.....	48.40	29.10	17.60	9.70	5.20
26 times.....	45.90	27.60	16.60	9.35	5.05
52 times.....	43.30	26.10	15.50	8.90	4.90
104 times.....	40.80	24.60	14.40	8.50	4.50
156 times.....	38.20	23.20	13.40	8.10	4.30
260 times.....	35.70	21.70	12.30	7.60	4.00
312 times.....	33.20	20.20	11.30	7.20	3.85
365 times.....	30.60	18.70	10.20	6.00	3.65
520 times.....	.....	.....	.....	.....	3.50

(\*) One minute or less.

### SPECIAL FEATURES

Race, hillbilly and religious blocks.

### POLITICAL

Regular rates apply.  
(Knoxville continued on next page)

**WNOX**

(Established 1921)

**THE JOHN BLAIR STATION**



Rates effective April 1, 1957. (Card No. 14.)  
Card received March 1, 1957.

Owned and operated by Scripps-Howard Radio, Inc.  
Affiliated with The Knoxville News-Sentinel.

**Personnel**

Vice-Pres. & Gen'l Mgr.—R. B. Westergaard.  
Station Director—O. L. Smith.

**Representatives**

John Blair & Company.

**Mailing Instructions**

Business Office and Studio—4400 Whittle Springs Rd.  
N. E., Knoxville 17, Tenn., telephone 3-3171,  
TWX KX 183.  
Transmitter—5 miles northeast of Knoxville on  
Anderson Road.

**Wave—Power—Time**

Operating power—10,000 watts.  
Frequency—990 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time on a clear channel.  
Operates on Eastern Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:00 a.m. to 12:05 a.m..

**Agency Commission**

Agency commission 15% to recognized agencies on station time only provided remittance envelope bears post-mark on or before 10th of month, otherwise no commission will be allowed. No cash discounts. Bills rendered on the 1st of month, payable on 10th of month.

**General Advertising**

For combination rates see CBS Radio Network (Southcentral Group).  
The following rates are for national advertising. Rates are guaranteed for a period of six months from the date of first broadcast or for six months from the effective date of any increase in these rates, provided advertising is actually running at the time of the effective date of the increase, and providing that the broadcasts continue without interruption.  
Announcements and programs of five minutes or more cannot be combined to earn frequency discounts.  
To be used within 52 weeks:

**ANNOUNCEMENTS**

One minute or less:  
"The Cliff Allen Program" and "Musical Clock" with Lowell Blanchard—6:00 a.m. to 9:55 a.m. Monday through Saturday. Morning music and service program. One-minute participating announcements rotating between 6:00 a.m. and 9:00 a.m.:

	Per week				
6 announcements, flat.....	150.00				
3 announcements, flat.....	80.00				
Fixed position one-minute participating announcements each, flat.....	35.00				

9:00 a.m. to 9:55 a.m. Announcement participation at card rate.  
Portions of frequency announcement plans may be scheduled between 6:00 a.m. and 9:00 a.m. Monday through Saturday at the rates shown above. These announcements may be combined with frequency announcement plans for the purpose of establishing weekly frequency and the balance of the schedule will be charged prorate the applicable frequency announcement plan rate.

**(All other times)**

	1 tl.	52 tl.	104 tl.	156 tl.	260 tl.
Each.....	24.00	23.00	22.00	20.00	18.00

10-second radio shorts—50% of earned announcement rate.

**Frequency Announcement Plan**

	1 wk.	13 wks.	26 wks.	52 wks.
12 weekly.....	200.00	195.00	190.00	180.00
18 weekly.....	288.00	281.00	274.00	258.00
24 weekly.....	372.00	363.00	353.00	335.00
36 weekly.....	540.00	526.00	513.00	486.00

**PROGRAMS**

(5:00 a.m. to 12:05 a.m.)

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	260 tl.
1 hour.....	183.00	174.00	165.00	156.00	147.00	138.00
1/2 hour.....	110.00	105.00	99.00	94.00	88.00	83.00
1/4 hour.....	73.00	70.00	66.00	62.00	59.00	55.00
5 minutes.....	37.00	35.00	33.00	31.00	29.00	28.00

**SPECIAL FEATURES**

**Participating Programs**

News and sports—Rates on request.  
"Cliff Allen Program" "Musical Clock"—see Announcement section.  
"Midday Merry-Go-Round" with Lowell Blanchard—12:10 p.m. to 1:45 p.m. Monday through Friday and 12:10 p.m. to 1:30 p.m. Saturday. Live talent variety show. Six rotating announcements weekly, flat, 120.00.  
"The Nifty Fifty"—4:10 p.m. to 5:30 p.m. Monday through Friday. Top tunes. Announcement participation at card rates.  
"Music for You"—7:05 p.m. to 7:30 p.m. Monday through Saturday. Top-Pop and favorite records. Announcement participation at card rate.  
"Tennessee Barn Dance"—8:00 p.m. to 10:30 p.m. Saturdays. Live talent show, audience participation. 15-minute period, time and talent, 110.00; one-minute announcement, 35.00.

**SPEECHES AND TALKS**

Political speeches, talks, addresses, etc., acceptable for broadcast provided station time is paid in advance of each presentation. Copy of script to be in hands of station management 24 hours in advance. Station does not sell time for religious broadcasts.

**LAFOLLETTE**

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

**WLAF**

(Established 1953)

Rates effective February 1, 1957.  
Rates received March 4, 1957.  
Revisions received August 30, 1957.

Owned and operated by The La Follette Broadcasting Co., Inc.

**Personnel**

General Manager—John H. Carr.

**Representatives**

None.

**Mailing Instructions**

Business Office and Studio—Fleet Oil Bldg., La-Follette, Tenn., telephone 1060.  
Transmitter—La Follette, Tenn.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operating schedule: 5:55 a.m. to midnight Monday through Saturday; 7:25 a.m. to 12:00 midnight Sunday.

**Agency Commission**

15% to recognized agencies; no cash discount.

**General Advertising**

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	25.00	18.00	12.00	9.00	4.00
26 times..	24.00	17.00	11.50	8.50	3.65
52 times..	22.00	16.00	11.00	8.00	3.50
104 times..	21.00	15.00	10.50	7.50	3.30
130 times..	20.00	14.00	10.00	7.00	3.15
156 times..	19.00	13.00	9.50	6.50	3.00
260 times..	18.00	12.00	9.00	6.00	2.85

**SPECIAL FEATURES**

News Service—UPI and local news staff.  
Newscasts—5-minutes before every hour.  
"Party Line"—9:15 a.m. to 9:55 a.m.  
"Mattie's Matinee"—11:30 a.m. to 2:55 p.m.  
"Tony Gross Show"—3:00 p.m. to 5:30 p.m.  
"Dance Party"—8:00 p.m. to 11:00 p.m.

**TRANSCRIPTIONS**

Library Service—Thesaurus, Capitol.

**LAWRENCEBURG**

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

**WDXE**

(Established 1951)



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

Owned and operated by Lawrenceburg Broadcasting Co.

**Personnel**

President—Aaron B. Robinson.  
Vice-Pres. & Gen'l Mgr.—Jaek Ccell.  
Station Manager—Ken Marston.

**Representatives**

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

**Mailing Instructions**

Business Office and Studio—Locke Bldg., N. Military Ave., Lawrenceburg, Tenn.  
phone South 2-4411.  
Transmitter—One mile north of city on Nashville Highway.

**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: 5:30 a.m. to local sunset.

**Agency Commission**

15% to recognized agencies; no cash discount. Bills rendered 1st of month; payable within 10 days.

**General Advertising**

Affiliated with Keystone Network  
For regional network rates, see "Dixie Network."  
Rates include music copyright fees, as licensed.  
ASCAP, BMI and SESAC licenses.

	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..	25.50	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
3.2 times..	21.00	12.00	9.00	6.00	3.50

(\*) One minute or 100 words.  
10-second announcements—50% of earned minute rate.

**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%

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.  
Religious broadcasts accepted at regular rates.

**POLITICAL**

Regular rates apply.

**TRANSCRIPTIONS**

Library Service—World.

**LEBANON**

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

**WCOR**

(Established 1949)



Rates received May 26, 1955.

Owned and operated by Lebanon Broadcasting Co., Inc.

**Personnel**

Manager—Theo. F. Ezell, Jr.  
Commercial Manager—Jack Hendrickson.

**Representatives**

None.

**Mailing Instructions**

Business Office, Studio and Transmitter—One mile east of Lebanon on Trousdale Ferry Pike, Lebanon, Tenn., telephone 1540.

**Wave—Power—Time**

Operating power—250 watts, days.  
Frequency—900 kilocycles.  
Non-directional.  
Licensed to operate to local sunset.  
Daylight Saving Time not observed.  
Operating schedule: Sunrise 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.  
Earned rate is not retroactive, but applies as earned within the period of one year. All proposals are subject to prior booking of time. No time will be sold for resale and contracts are not transferable. Programs shall hold priority over announcements. Maximum contract term one year. Incomplete and cancelled contracts will be re-billed according to earned frequency rate.  
No restrictions except close censorship against fraudulent, obscene, questionable or injurious articles or products.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	40.00	22.00	12.00	10.25	6.50	3.25
13 times..	36.00	20.00	10.75	9.25	6.00	3.00
26 times..	34.00	18.50	10.25	8.75	5.50	2.75
52 times..	30.00	16.50	9.00	7.75	5.00	2.50
104 times..	28.00	15.25	8.50	7.00	4.50	2.25
156 times..	26.00	14.25	7.75	6.50	4.25	2.00
260 times..	24.00	13.25	7.00	6.00	3.50	1.50
312 times..	22.00	12.00	6.50	5.50	3.25	1.25
365 times..	20.00	11.00	5.75	5.00	3.00	1.25

(\*) 100 word announcements

**SPECIAL FEATURES**

News Service—AP. 20% base rate, news premiums.

**Closing Time**

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

**LENOIR CITY**

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

**WLIL**

(Established 1950)



Rates effective July 1, 1954.

Rates received July 6, 1954.

Owned and operated by WLIL, Inc.

**Personnel**

Pres. & Gen'l Mgr.—Arthur Wilkerson.  
Vice-Pres. & Office Mgr.—Mrs. Evelyn Wynn  
Commercial Manager—Willis Chaney.  
Traffic Director—Frances Hart.

**Representatives**

None.

**Mailing Instructions**

Business Office and Studio—P. O. Box 151, 406 E. Broadway, Lenoir City, Tenn., Yukon 6-7536.  
Transmitter: River View Rd., Lenoir City, Tenn.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—730 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: Sunrise to local sunset.

**Agency Commission**

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

**General Advertising**

Affiliated with Radio Station WLIL, Newport, Tenn., and the Keystone Network.  
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 time.....	50.00	30.00	20.00	10.00
13 times..	47.50	28.50	19.00	9.50
26 times..	45.00	27.00	18.00	9.00
52 times..	42.50	25.50	17.00	8.50
104 times..	40.00	24.00	16.00	8.00
156 times..	37.50	22.50	15.00	7.50

**ANNOUNCEMENTS**

1 time.....	6.00	52 times.....	5.10
13 times.....	5.70	104 times.....	4.80
26 times.....	5.40	156 times.....	4.50

**SPECIAL FEATURES**

News Service—UPI at no extra cost.

**POLITICAL**

Regular rate discount.



# TENNESSEE

## LEWISBURG

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

**WJJM**

(Established 1947)



Rates received July 28, 1947.  
Revisions received June 14, 1956.

Owned by Louis D. Lingner,

Personnel  
Station Manager—Bob Davidson.

Representatives  
Hil F. Best Company.

Mailing Instructions  
Business Office and Studio—East Hill, Lewisburg, Tenn., telephone 780.

Transmitter—Lewisburg, Tenn.

Wave—Power—Time

Operating power—250 watts.  
Frequency—1490 kilocycles.

Non-directional.

Licensed to operate full time.

Operating schedule: Week days 6:00 a.m. to 10:15 p.m.; Sundays 7:00 a.m. to 10:15 p.m.

Agency Commission

15% to recognized agencies on time charges only. Commission does not apply to talent or service charge. No cash discount. Bills due 10th of month following service.

General Advertising

Affiliated with Mutual Broadcasting System and Keystone Network.

No cash rebates.

The following rates are for national advertising. ASCAP, BMI and SESAC licenses.

Announcements are accepted with the understanding that programs take precedence and that announcements scheduled for periods later sold for programs may be rescheduled by the station at equally advantageous time.

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.... 35.00	22.50	11.50	10.50	6.50
13 times.. 31.50	20.25	10.35	9.45	5.85
26 times.. 28.35	18.25	9.30	8.50	5.25
52 times.. 25.50	16.45	8.40	7.65	4.70
104 times.. 22.95	14.80	7.55	6.90	4.20
156 times.. 20.65	13.30	6.80	6.20	3.80
260 times.. 18.60	12.00	6.10	5.60	3.40
312 times.. 16.75	10.80	5.60	5.00	3.00

SPOT ANNOUNCEMENTS			
1 time.....	3.00	52 times.....	2.45
13 times.....	2.85	104 times.....	2.35
26 times.....	2.65	156 times.....	2.25

Automotive Rate 2.25

Not retroactive..... 2.25

News Service—AP. Regular rates apply.  
Local News—5 minutes, 5 times per day.

Time signals and weather jingles—rates on request.  
Mutual Broadcasting System Game of Day, per announcement, 1.75.

POLITICAL

Regular rates apply.

TRANSCRIPTIONS

Library Service—World.

## LEXINGTON

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

**WDXL**

(Established 1954)

Rates effective May 1, 1957.

Rates received April 29, 1957.

Owned and operated by the Lexington Broadcasting Service, Inc.

Personnel

General Manager—Ben Enochs.

Program Manager—Everett Flagg.

Representatives

Venard, Rintoul & McConnell, Inc.

Continental Radio Sales.

Mid-South—C. K. Beaver & Associates.

Mailing Instructions

Business Office and Studio—Broad at Church, Lexington, Tenn. telephone nos. Woodland 8-3500, Woodland 8-3155.

Transmitter—1/2 mile east of Lexington, Tenn.

Wave—Power—Time

Operating power—250 watts.

Frequency—1490 kilocycles.

Non-directional.

Licensed to operate full time.

Operating schedule: 5:30 a.m. to 11:00 p.m.

Agency Commission

15% to recognized agencies; no cash discount.

General Advertising

Affiliated with Dixie Network and Keystone Network.

Accepts AAAA copyrighted contract.

For combination rates see Dixie Network at beginning of the state.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

Station reserves 30 seconds from each program.

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.. 25.50	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.

10-second announcements—50% earned minute rate.

SPECIAL FEATURES

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%	

For additional discounts and combination rates, see Dixie Network, Jackson, Tenn.

### SPECIAL FEATURES

News Service—UPI leased wire service. Complete local and regional news staff.  
Weather forecasts, time signals, market quotations, rates on request.

### POLITICAL AND RELIGIOUS

Regular card rates apply.

### TRANSCRIPTIONS

Library Service—World.

Closing Time

48 hours in advance of broadcast.

## LIVINGSTON

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

**WLIV**

(Established 1956)

Owned and operated by Audio Broadcasters.

Personnel

Co-Owners—R. H. McCain, F. L. Crowder.

Station Manager—R. H. McCain.

Representatives

None.

Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box 131, Livingston, Tenn.

Wave—Power—Time

Operating power—1,000 watts.

Frequency—920 kilocycles.

Nondirectional.

Operates on Central Standard Time.

Operating schedule: 4:30 a.m. to local sunset.

Agency Commission

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

General Advertising

For combination rates see Mutual Broadcasting System.

Accepts AAAA copyrighted contracts.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

National rates to be listed when received.

### SPECIAL FEATURES

News Service—UPI. News service charge, 38.50.

## LOOKOUT MOUNTAIN

(Call letters not received)

(C. P. 1070 kc.; 1,000 w., directional)

Lookout Broadcasters

c/o Cyril G. Brennan

Montgomery, Ala.

## MADISON

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

## See Nashville

## MANCHESTER

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

(Call letters not received)

(C.P. 1,000 watts days, 1580 kc.)

Manchester Broadcasters,

McMinnville, Tenn.

(C.P. is for Manchester)

## MARYVILLE

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

**WGAP**

(Established 1947)



Rates effective August 1, 1958.

Rates received June 26, 1958.

Owned and operated by Aluminum Cities Broadcasting Co.

Personnel

General Manager—F. H. Corbett.

Sales Manager—Horace B. McGill.

Representatives

Hil. F. Best Company.

Mailing Instructions

Business Office and Studio—WGAP Bldg., 316 Court St., P. O. Box 680, Maryville, Tenn. Yukon 3-4310.

Transmitter—Louisville Pike, Maryville, Tenn.

Wave—Power—Time

Operating power—250 watts.

Frequency—1400 kilocycles.

Non-directional.

Licensed to operate full time on local channel.

Operates on Eastern Standard Time.

Daylight Saving Time not observed.

Operating schedule: Sundays 6:00 a.m. to 12:00 midnight; week days 5:00 a.m. to 12:00 midnight.

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

Accepts AAAA copyrighted contract.  
Rate protection extended for one year from date of new rate.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	31.24	17.60	10.00	6.00
13 times.....	29.60	16.80	9.60	5.60
26 times.....	28.00	15.80	9.00	5.10
52 times.....	26.40	14.80	8.40	4.80
104 times.....	24.80	14.00	7.80	4.40
156 times.....	23.40	13.00	7.00	4.00

### ANNOUNCEMENTS

	1 min.	30 sec.	(*)
1 time.....	3.10	2.35	1.90
13 times.....	2.95	2.15	1.80
26 times.....	2.80	2.05	1.70
52 times.....	2.65	1.95	1.60
104 times.....	2.50	1.86	1.50
156 times.....	2.35	1.75	1.40

(\*) Less than 30 seconds.

### SPECIAL FEATURES

News Service—UPI and local news. Regular rates apply. 9 local news periods daily. Mobile unit available.

"Radio Newsreel"—6:00 p.m. to 7:00 p.m. daily. Sportcasts: Major League baseball, local high schools, college and university football, basketball and baseball.

### POLITICAL AND RELIGIOUS

Regular rates apply when accepted by station.

### TRANSCRIPTIONS

Library Service—Thesaurus and World.

## McKENZIE

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

**WHDM**

(Established 1954)



Rates effective March 8, 1954.

Card received April 9, 1954.

Revisions (ann.) received December 4, 1956.

Owned and operated by Tri-County Broadcasting Co., Inc.

Personnel

President—Earl S. Nolting.

Program Manager—Gladys Nolting.

Representatives

Hil F. Best Company.

Southeast—C. K. Beaver & Associates.

Mailing Instructions

Business Office and Studio—Hotel McKenzie, McKenzie, Tenn., phone El 2-3371, 2, and News El 2-3387.

Transmitter—1 mile east of Macedonia Rd., McKenzie, Tenn.

Wave—Power—Time

Operating power—500 watts days.

Frequency—1440 kilocycles.

Non-directional.

Licensed to operate daytime.

Operates on Eastern Time.

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

Agency Commission

15% to recognized agencies; no cash discount.

General Advertising

Accepts AAAA copyrighted contract.

ASCAP and BMI licenses.

### PROGRAMS

5 minutes (2 one-minute spots).....	9.00
1/4 hour (4 one-minute spots).....	18.00
1/2 hour (5 one-minute spots).....	22.50
1 hour (6 one-minute spots).....	27.50

### ANNOUNCEMENTS

	1 min.	30 sec.
1 time.....	4.50	3.50
26 times.....	3.45	2.95
52 times.....	3.15	2.65
104 times.....	2.90	2.40
156 times.....	2.60	2.10
260 times.....	2.30	1.80
312 times.....	2.00	1.50
365 times.....	1.75	1.25
624 times.....	1.65	1.15
1,248 times.....	1.50	1.00

15-word station breaks, each, 1.50.

### SPECIAL FEATURES

News Service—AP.

### TRANSCRIPTIONS

Library Service—Thesaurus.

Closing Time

48 hours in advance of broadcast.

## McMINNVILLE (2 AM)

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

**WBMC**



**McMinnville—W B M C—Continued**

**Mailing Instructions**

Business Office and Studio—Public Square, P. O. Box 270, McMinnville, Tenn., telephone 2104.  
Transmitter—Viola Road, McMinnville, Tenn.

**Wave—Power—Time**

Operating power—500 watts days.  
Frequency—960 kilocycles.  
Non-directional.  
Operates on Central Standard Time.  
Licensed to operate daytime only.  
Operating schedule: 5:00 a.m. to 7:00 p.m. week days; 6:00 a.m. to 7:00 p.m. 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.  
No alcoholic beverage advertising accepted.  
Contracts not accepted for periods longer than one year.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	40.00	21.80	12.80	6.40	3.00	2.60
13 times....	38.40	20.00	11.60	6.25	2.90	2.40
26 times....	36.20	19.20	11.20	6.00	2.80	2.20
52 times....	33.60	18.40	10.80	5.40	2.40	2.00
104 times....	32.00	17.60	10.40	5.20	2.30	1.80
156 times....	30.40	16.80	10.00	4.80	2.20	1.40
312 times....	28.80	16.00	9.60	4.00	2.00	1.20

**Announcements (Run-of-Schedule)**

10 per day..... 15.00

**Station Breaks (Run-of-Schedule)**

50 per week..... 62.50  
100 per week..... 112.50

**SPECIAL FEATURES**

News Service—AP. No extra charge. Rates for sports, special events, store pickups and remote broadcasts on request. Local news. Remote mobile service available.

**POLITICAL**

Rates on request.

**TRANSCRIPTIONS**

Library Service—Thesaurus.

**W M M T**

(Established 1947)

Rates effective August 1, 1956.  
Rates received November 1, 1956.

Owned and operated by McMinnville Broadcasting Co., Inc.

**Personnel**

General Manager—Royce E. Richards.

**Representatives**

None.

**Mailing Instructions**

Business Office, Studio, and Transmitter—N. Chancery St., McMinnville, Tenn.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1230 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operating schedule: 8:00 a.m. to 12:00 midnight, Sundays, 5:30 a.m. to 12:00 midnight, week days.

**Agency Commission**

15% to recognized agencies; no cash discount. Bills due and payable 10th of month for service rendered preceding month.

**General Advertising**

SESAC License.  
For combination rates see listings of Mutual Broadcasting System. Affiliated with Keystone Network. Station reserves the right to continue uninterrupted service under any expiring contract at rate in effect under such contract.  
Contracts will not be accepted for periods longer than one year. Time given is governed by availability. Programs shall hold priority over announcements. Management reserves the right to change time of any broadcast or announcement to handle special events or emergencies.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	50.00	25.00	10.00	6.50	4.00
13 times..	46.50	23.00	9.50	6.25	3.50
26 times..	42.50	21.30	9.00	6.00	3.25
52 times..	37.50	19.50	8.50	5.70	3.10
78 times..	35.00	18.50	8.00	5.25	2.90
104 times..	32.50	16.00	7.50	5.10	2.75
156 times..	28.50	14.30	7.00	5.00	2.60
260 times..	25.00	13.00	6.50	4.70	2.30
312 times..	23.50	12.00	6.00	4.50	2.00

**ANNOUNCEMENTS**

Eight or more in one day, run of schedule— 15.00

**Station Breaks**

Six 50 word announcements weekly..... 10.00  
Twelve 50 word announcements weekly..... 17.50  
Eighteen 50 word announcements weekly..... 25.00  
Twenty-four 50 word announcements weekly..... 32.50  
Thirty 50 word announcements weekly..... 40.00  
Thirty-six 50 word announcements weekly..... 45.00

**SPECIAL FEATURES**

News Service—UPI.  
Time signal services, weather forecasts, etc.—rates on request.

**POLITICAL**

Rates on request.

**TRANSCRIPTIONS**

Library Service—World.

**MEMPHIS (9 AM; 1 FM)**

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

**KWEM**

(Established 1946)

Rates effective February 1, 1950. (Card No. 2.)  
Revisions received January 25, 1952.  
Owned and operated by KWEM, Inc.

**Personnel**

Chairman of the Board—E. D. Rivers, Jr.

**Representatives**

Charles Bernard Company.

**Mailing Instructions**

Mailing Address—Box 142, Memphis, Tenn.  
Main Studio—64 Flicker St., Memphis, Tenn., Fairfax 3-2679.

**Transmitter—West Memphis, Ark.**

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—890 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 advertising agencies on station time only; no cash discount. All invoices due and payable upon presentation. On all contracts other than established firms with established credit records, terms will be cash in advance.

**General Advertising**

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	(*)	(†)
1 time.....	78.00	47.00	31.00	15.00	12.00	9.70	7.80
26 times....	74.00	44.60	29.40	14.20	11.40	9.20	7.40

**TENNESSEE**

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	(*)	(†)
52 times....	70.00	42.20	27.80	13.40	10.80	8.70	7.00
104 times....	66.00	39.80	26.20	12.60	10.20	8.20	6.60
156 times....	62.00	37.40	24.60	11.80	9.60	7.70	6.20
260 times....	58.00	35.00	23.00	11.00	9.00	7.20	5.80
312 times....	54.00	32.60	21.40	10.20	8.40	6.70	5.40

(\*) 50 words or 30 seconds.  
(†) 25 words or 15 seconds.

**RADIO SHORTS**

Copy that does not exceed 8 seconds in length, either live or transcribed:

1 time.....	3.90	156 times.....	3.10
26 times.....	3.70	260 times.....	2.90
52 times.....	3.50	312 times.....	2.70
104 times.....	3.30	520 times.....	2.50

**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 from date of first broadcast, with or without interruption. No contract to exceed one year's duration. Two or more program units of 15 minutes or more, broadcast on the same day for the same sponsor, may be combined to earn the 1/2 hour, 3/4 hour or 1 hour rate, whichever applies. All programs so combined to earn a lower rate may be scheduled contiguously at the station's option on 28 days' notice. And all combined contracts will be billed on one invoice to one company.

**SPECIAL FEATURES**

News—Leased wire and local services available.  
Country music, weather, farm, sports, all day Sunday.  
Rates on request.

**POLITICAL**

Rates and details on request.

(Memphis continued on next page)

**Listings, Service-Ads, Facilitate Buying . . .**

**Present an Accurate, Current Media Profile**

Each month, as it has for 40 years, SRDS serves you with the two fundamental types of information required for thorough evaluation and selection of media:

**Listing Information** — essential quantitative information on personnel, representatives, rates, special features, facilities — is basic data backed by triple-checking techniques which assure complete accuracy.

**Rate Service Bulletins**, sent to you in the interim between monthly issues, provide important listing changes and keep this basic information up to date.

**Service-Ads** — essential qualitative information, unique to specific media (market coverage, audience characteristics, merchandizing services, etc.), complete the media profiles and allow for thorough media analysis.

Listings, supplemented by periodic rate bulletins, plus Service-Ads, serve you with concise, pertinent buying information—when you need it.

# TENNESSEE

## Memphis—Continued

### WDIA

(Established 1947)



Rates effective February 1, 1958. (Card No. 9.)

Card received December 16, 1957.

Owned and operated by WDIA, Inc.

#### Personnel

President—Egmont Sonderling.  
Exec. Vice-Pres. & Gen'l Mgr.—Bert Ferguson.  
Sales Manager—Archie S. Grinaids.

#### Representatives

John E. Pearson Company.

#### Mailing Instructions

Business Office and Studios—P. O. Box 5125, 2074 Union Ave., Memphis, Tenn., phone Broadway 6-2703. TWX ME 148.  
Transmitter—5231 O. K. Robertson Rd., Memphis, Tenn.

#### Wave—Power—Time

Operating power — 50,000 watts days; 5,000 watts nights.

Frequency—1070 kilocycles.

Directional—separate patterns, day and night.

Licensed to operate full time.

Operates on Central Time.

Operating schedule: 4:00 a.m. to 12:00 midnight.

#### Agency Commission

15% to recognized agencies; no cash discount.

#### General Advertising

Accepts AAAA copyrighted contract.

Customary policy on continuing discount followed.

Entire schedule devoted to Negro Market.

Rates include music copyright fees.

BMI, ASCAP and SESAC licenses.

Beer and wine advertising accepted.

Advertisers may combine schedules of two or more products to earn maximum discounts, however, announcements and programs may not be combined. Advertisers are protected for a period of 52 weeks from date of rate increase, provided continuous weekly schedules are maintained. Advertisers may carry rate earned during previous contract year into new contract year provided same weekly schedule is maintained.

#### Length of commercial copy:

5 minutes.....	1:30 min.	30 minutes.....	5:00 min.
10 minutes.....	2:30 min.	55 minutes.....	8:00 min.
15 minutes.....	3:00 min.	60 minutes.....	9:00 min.
25 minutes.....	4:00 min.		

#### PROGRAMS AND ANNOUNCEMENTS

	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time.....	62.00	54.00	42.00	24.00	18.00
26 times.....	59.00	51.30	40.00	22.80	17.00
52 times.....	56.00	48.70	38.00	21.70	16.20
104 times.....	53.20	46.30	36.10	20.60	15.40
156 times.....	50.54	44.00	34.30	19.60	14.60
208 times.....	48.00	41.80	32.60	18.70	13.90
312 times.....	45.60	39.70	31.00	17.80	13.20
520 times.....	43.30	37.70	29.50	16.90	12.50
780 times.....				16.00	11.90
1,040 times.....				15.20	11.30
1,560 times.....				14.40	10.70
2,080 times.....				13.70	10.20

ID's (8-10 seconds, 24-30 words) 50% of 1 minute rates for specified times; 50% of 30-second rates for non-specified, run-of-station times.  
NOTE: 55 and 25 minutes—90% of 1 hour and 1/2 hour rates respectively.

#### SPECIAL FEATURES

News Service—UPI and local.

News: 5 minutes sold at straight time rates. 5 minutes before every hour.

Time Signals or Temperature Report (10 words plus time or temperature), or 15-word announcements 6 times daily; 7 days per week; non-cancellable.

	Per month
3 months or less.....	1,080.00
3-6 months.....	990.00
6-9 months.....	900.00
9-12 months.....	810.00

Above rates are for an average of 180 Time Signals or Temperature Reports per month. Retroactive rebates do not apply on Time Signals or Temperature report.

#### Negro Market

##### Participating Programs

"Delta Melodies" with Theo Friday Wade—4:00 a.m. to 6:30 a.m., Monday through Friday. Gospel and spiritual music.

"Farm Show" with Ernest Brazzle—6:00 a.m. to 6:30 a.m., Monday through Friday; 6:00 a.m. to 6:55 a.m., Saturday. Integral part of "Delta Melodies." Featuring Ernest Brazzle, Shelby County Negro Agent.

"Tan Town Coffee Club" with "Nat D." Williams—6:30 a.m. to 7:55 a.m., Monday through Friday. Pop music.

"Tan Town Jubilee" with Ford Nelson—8:00 a.m. to 8:55 a.m., Monday through Friday, religious music of spiritual type.

"Tan Town Homemaker" with Willa Monroe—9:00 a.m. to 10:06 a.m., Monday through Friday. Designed for negro housewife. All continuity and research by Willa Monroe.

"Anything Goes" with Ford Nelson and Theo Wade, and "Aunt Carrie"—10:00 a.m. to 10:55 a.m., Monday through Friday. Gospel music.

"Highway to Heaven" with Ford Nelson—11:00 a.m. to 11:55 a.m., Monday through Friday, gospel and spiritual music.

"The Big Top" with A. C. Williams—12:00 noon to 12:30 p.m., Monday through Friday. Music from a different Negro market city daily.

"Side Show" with Honey Boy—12:45 p.m. to 12:55 p.m., Monday through Friday.

"Wheelin' on Beale" with "A. C." Williams—1:00 p.m. to 1:55 p.m., Monday through Friday. Jazz and swing. Disc jockey program.

"Glory Train" with Robert Thomas—2:00 p.m. to 2:55 p.m., Monday through Friday, religious music of spiritual type.

"Sepia Swing Club" with Rufus Thomas—3:00 p.m. to 3:55 p.m., Monday through Friday, jazz, swing and be-be.

"Tan Town Jamboree" with "Nat D." Williams—4:00 p.m. to 5:30 p.m., Monday through Friday, disc jockey program.

"Pay Day Today" with "A. C." Williams—5:30 p.m. to 6:55 Monday through Friday; 10:30 a.m. to 11:30 a.m., Saturday, disc jockey program.

"Hallelujah Jubilee" with Ford Nelson—7:00 p.m. to 7:55 p.m.; with Theo Wade—8:00 p.m. to 8:55 p.m., Monday through Friday and 7:00 p.m. to 8:55 p.m., Saturday.

"Night Spot" with Martha Jean—9:00 p.m. to 9:30 p.m., Monday through Friday. Blues with a dancing beat.

"Hoot'n Holler" with Rufus Thomas—9:30 p.m. to 10:55 p.m., Monday through Friday. Blues and pop disc jockey.

"Honeyboy" disc jockey—11:00 p.m. to 11:55 p.m., Monday through Friday; 9:00 p.m. to 11:55 p.m., Saturday. Rhythm, blues and pop.

Saturday only:  
"Delta Melodies" with Theo. Wade—4:00 a.m. to 6:55 a.m., Spiritual music.

"Boogie for Breakfast" with Rufus Thomas—7:00 a.m. to 7:55 a.m., Saturday. Blues, rhythm and pop music.

"Jubilee Roll Call" with Theo Wade—8:00 a.m. to 8:55 a.m., Top spiritual songs.

"Boy Meets Girl" with Honey Boy and Martha Jean, 9:00 a.m. to 9:55 a.m., Saturdays, Negro Program, modern music.

"Teen Town Singers" emceed and directed by A. C. Williams—10:00 a.m. to 10:30 a.m., Saturday. Students from Memphis's 8 Negro high schools. Talent on request.

"Oldtimer's Payday" with A. C. Williams—10:30 a.m. to 11:30 a.m., Blues.

"Premium Stuff" with Martha Jean—12:00 noon to 12:55 p.m., Saturdays. Rhythm and blues.

"The Cool Train" with Rufus Thomas and Nat Williams, 1:00 p.m. to 3:55 p.m., Saturday. Blues and pop.

"Saturday Night Fish Fry" with A. C. Williams—4:00 p.m. to 6:55 p.m., Blues, rhythm and popular music.

"Honey Boy"—9:00 p.m. to 11:55 p.m., Pops. Sunday only:

"Delta Melodies" with Theo. Wade—4:00 a.m. to 7:55 a.m., Gospel and spiritual music.

"Sunday Jubilee" with Cornell Wells—8:30 a.m. to 10:55 a.m., Sundays. Gospel music and church news.

"Free For All" with A. C. "Moohah" Williams, "Honeyboy" Thomas, Ford Nelson and Theo Wade—noon to 1:55 p.m., Monday through Friday. Rhythm and blues music. Designed for Negro housewife.

"Temple Time" with Ford Nelson—12:30 p.m. to 12:55 p.m., Sundays, Gospel music.

"Old Ship of Zion" with Ford Nelson—3:00 p.m. to 3:55 p.m., Sundays, Gospel music.

"Sunday Spotlight" with Ford Nelson—4:00 p.m. to 4:30 p.m., Week's news and Gospel music.

"Evening Prayer" with Robert Thomas—5:00 p.m. to 5:55 p.m., Great singers and choral groups.

"The Old Timer" with "Nat D." Williams—6:00 p.m. to 7:55 p.m., Sundays. Memories of famed Beale Street, blue classes of then and now.

"Gospel Clock" with Robert Thomas—10:30 p.m. to 11:55 p.m., Sundays. Gospel records.

(Memphis continued on next page)

# WDIA

50,000 WATTS • 1070 KC

WDIA programs exclusively to the 1,237,686 Negroes in this area . . . almost 1/10 of the total Negro population of the nation.

#### HIGH VOLUME MARKET!

WDIA's Negroes earned \$616,294,100 last year. In a recent survey of 129 cities, Memphis ranked first in ratio of total Negro income to total white income.

#### SALES RESPONSIVE MARKET!

WDIA's Negroes spend 80% of their income on consumer goods. Is it any wonder WDIA carries more national advertising than any other station in Memphis!

#### IT'S A LOYAL MARKET!

WDIA, Memphis' only 50,000 watt station, combines power, coverage and programming to sell the Memphis Negro as no other medium can.

#### WDIA CAN BE A HIGH-POWERED

SELLING FORCE FOR YOU IN

THIS BIG BUYING MARKET.

LET US SEND YOU FACTS

AND FIGURES.

Number One Station

According to Nielsen

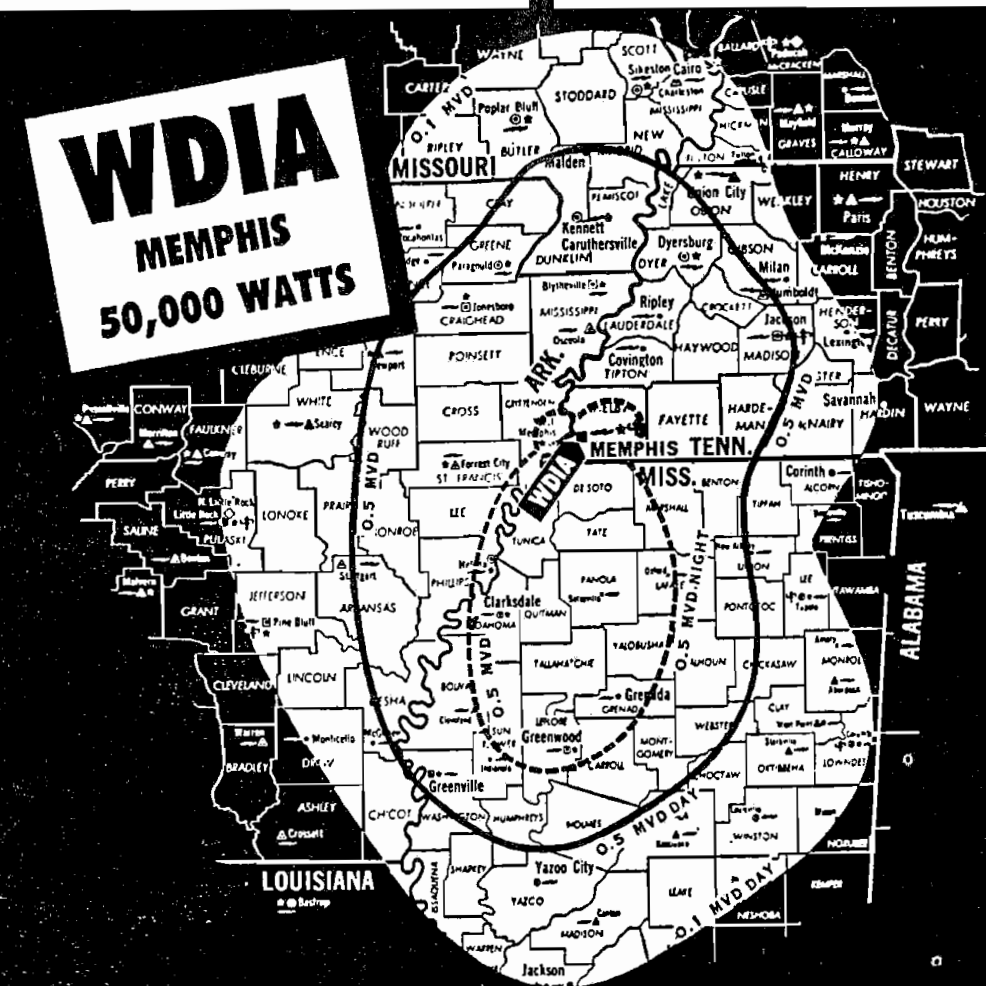
REPRESENTED NATIONALLY BY

JOHN E. PEARSON COMPANY

# WDIA

## MEMPHIS

### 50,000 WATTS



# 10% of Nation's Negro Market

## WDIA Delivers It To You In A Nutshell

W H B Q

(Established 1925)

Mutual

An RKO Teleradio Pictures, Inc. Station



Rates effective December 1, 1958. Rates received December 3, 1958.

Owned and operated by RKO Teleradio Pictures, Inc.

Personnel

General Manager—William H. Grumbles. Gen'l Sales Mgr.—Boone F. Nevin. Nat'l Sales Mgr.—Max Michel, Jr. Program Director—Mark Forrester.

Representatives

Robert E. Eastman & Co., Inc.

Mailing Instructions

Business Office and Studio—P. O. Box 176, Memphis 1, Tenn., Broadway 2-3441, TWX ME 68. Transmitter—Circle Road, Memphis, Tenn.

Wave—Power—Time

Operating power—5,000 watts days; 1,000 watts nights. Frequency—560 kilocycles. Directional—separate patterns, day and night. Licensed to operate full time. Operating schedule: Full time.

Agency Commission

15% to recognized agencies no cash discount. Commission does not apply on talent or production charges. All program, talent, announcement or other charges in connection with broadcast service are billed in accordance with credit arrangements approved by the station management, and are due and payable upon receipt of statement.

General Advertising

Affiliated with Mutual Broadcasting System. ASCAP and BMI licenses. Rates are guaranteed for a period of 6 months from date of 1st 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 1st 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 other broadcasting.

ANNOUNCEMENTS AND PROGRAMS

(6 months protection)

Drive Times

(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday)

Table with 4 columns: Time, 5 min., 1 min., 30 sec., 10 sec. Rows include 1 time, 52 times, 156 times, 260 times.

Captive Housewife Times

(9:00 a.m. to 4:00 p.m. Monday through Friday)

Table with 4 columns: Time, 18.00, 14.00, 9.00. Rows include 1 time, 52 times, 156 times, 260 times.

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)

Table with 4 columns: Time, 24.00, 16.00, 12.00, 8.00. Rows include 1 time, 52 times, 156 times, 260 times.

Nighttime

(7:00 p.m. to midnight Sunday through Saturday)

Table with 4 columns: Time, 19.50, 13.00, 9.00, 6.50. Rows include 1 time, 52 times, 156 times, 260 times.

Night Watch

(Midnight to 6:00 a.m. Sunday through Saturday)

Table with 4 columns: Time, 10.00, 8.00, 7.00, 4.00. Rows include 1 time, 52 times, 156 times, 260 times.

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)

Table with 4 columns: Time, 1 wk., 26 wks., 52 wks. Rows include 1 minute, 6 times, 12 times, 18 times, 24 times, 30 times, 36 times.

Table with 4 columns: Time, 84.00, 78.00, 72.00. Rows include 30 seconds, 6 times, 12 times, 18 times, 24 times, 30 times, 36 times.

Table with 4 columns: Time, 54.00, 51.00, 48.00. Rows include 10 seconds, 6 times, 12 times, 18 times, 24 times, 30 times, 36 times.

Captive Housewife Plan

(9:00 a.m. to 4:00 p.m. Monday through Friday)

Table with 4 columns: Time, 70.00, 65.00, 60.00. Rows include 1 minute, 5 times, 10 times, 15 times, 20 times, 25 times, 30 times.

Table with 4 columns: Time, 1 wk., 26 wks., 52 wks. Rows include 20 times, 25 times, 30 times, 10 seconds, 5 times, 10 times, 15 times, 20 times, 25 times, 30 times.

Personality Package

35 1-minute sales messages, per week 245.00

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)

Table with 4 columns: Time, 70.00, 65.00, 60.00. Rows include 1 minute, 5 times, 10 times, 15 times, 20 times, 30 seconds, 5 times, 10 times, 15 times, 20 times.

Family Plan

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 6:00 p.m. Saturday. 4 spots in 10:00 a.m. to 6:00 p.m. Sunday.

24 1-minute sales messages, per week 264.00

Nighttime Special

1 announcement, 7:00 p.m. to 10:00 p.m. and 1 announcement, 10:00 p.m. to midnight.

14 1-minutes—per week, flat 98.00. 14 30-seconds—per week, flat 84.00. 14 10-seconds—per week, flat 56.00.

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)

Table with 4 columns: Time, 1 wk., 26 wks., 52 wks. Rows include 1 minute, 10 times, 20 times, 30 times, 40 times, 30 seconds, 10 times, 20 times, 30 times, 40 times.

A 7:00 p.m. to 10:00 p.m. sales message goes with each 9:00 a.m. to 4:00 p.m. sales message.

Rain or Shine

(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)

Table with 4 columns: Time, 105.00, 98.00, 91.00. Rows include 1 minute, 7 times, 14 times, 21 times, 28 times, 35 times, 30 seconds, 7 times, 14 times, 21 times, 28 times, 35 times, 10 seconds, 7 times, 14 times, 21 times, 28 times, 35 times.

Drive Carefully

(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Friday; 8:00 a.m. to 8:00 p.m. Saturday; 9:00 a.m. to 9:00 p.m. Sunday)

Table with 4 columns: Time, 112.00, 105.00, 98.00. Rows include 1 minute, 7 times, 14 times, 21 times, 28 times, 35 times, 30 seconds, 7 times, 14 times, 21 times, 28 times, 35 times, 10 seconds, 7 times, 14 times, 21 times, 28 times, 35 times.

Memphis 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)

Table with 4 columns: Time, 105.00, 98.00, 91.00. Rows include 1 minute, 7 times, 14 times, 21 times, 28 times, 35 times, 30 seconds, 7 times, 14 times, 21 times, 28 times, 35 times, 10 seconds, 7 times, 14 times, 21 times, 28 times, 35 times.

TENNESSEE

Scoreboard Package

Table with 4 columns: Scores plus 1-minute, 2 per day, 3 per day, 4 per day, 5 per day, 6 per day, 7 per day, 8 per day, 9 per day, 10 per day. Rows include 14 times, 21 times, 28 times, 35 times, 42 times, 49 times, 56 times, 63 times, 70 times.

SPECIAL FEATURES

News Service—UPI. Regular rates apply. Time signals, weather reports and other special features. Rates on request.

Participation Programs

“Wink Martindale”—6:00 a.m. to 9:00 a.m. and 3:00 p.m. to 6:00 p.m. “John Froland”—9:00 a.m. to noon. “Jack Parnell”—Noon to 3:00 p.m. and 6:00 p.m. to 9:00 p.m. “Dale Marshall”—9:00 p.m. to midnight. “Bill Reeves”—midnight to 6:00 a.m.

Closing Time

Arrangements for broadcasts must be completed one week in advance of initial presentation date. Announcements, talks and recorded programs require 24 hours notice.

WHER

(Established 1955)

Rates effective November 1, 1958. (Card No. 2.) Card received November 28, 1958.

Owned and operated by Tri-State Broadcasting Service.

Personnel

President—Sam C. Phillips. Manager & Prog. Dir.—William S. Decker, Jr.

Representatives

None.

Mailing Instructions

Business Office and Studio—972 S. Third St., Memphis, Tenn. Jackson 5-6831. Transmitter—46 Neely St., Memphis, Tenn.

Wave—Power—Time

Operating power—1,000 watts days. Frequency—1430 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 sunset.

Agency Commission

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

General Advertising

Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Announcements and programs may not be combined to earn a greater frequency discount. Discounts are allowed retroactively on broadcasts within a contract year.

Table with 4 columns: Time, 1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min., 1 min. Rows include 1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 260 times, 312 times, 520 times, 1,000 times.

30-second spots—70% of 1-minute rate. 20-second spots—50% of 1-minute rate. 10-second spots—40% of 1-minute rate.

Table with 4 columns: Per week, 18 tl., 24 tl., 36 tl., 54 tl. Rows include 1 week, 13 weeks, 26 weeks, 52 weeks.

Table with 4 columns: Each, 1 week, 3 weeks, 26 weeks, 52 weeks. Rows include 3.75, 3.50, 3.38, 3.25, 3.13, 3.00, 3.38, 3.25, 3.13, 3.00, 2.88, 2.75.

PACKAGE ANNOUNCEMENTS

Table with 4 columns: 10-second, 20 seconds, 30 seconds, 45.00. Rows include 1 month, 3 months, 6 months, 12 months, 20 1-minute announcements run in any 1-day period, flat.

SPECIAL FEATURES

News Service—UPI. 5-minute newscasts, minimum of 5 per week Monday through Friday, each, 6:00; Saturday and Sunday 4:00 each, additional. News 5-minutes before the hour. News and music all day with all-girl dj's.

(Memphis continued on next page)



**TENNESSEE**

Memphis—Continued

**W H H M**

(Established 1946)

Rates effective June 1, 1958. (Card No. 1.)  
 Rates received June 26, 1958.  
 Owned and operated by Continental Broadcasters.  
**Personnel**  
 General Manager—George A. Crump.  
 Program Director—John Carr.  
**Representatives**  
 Grant Webb & Company.  
 Atlanta—Dora-Clayton Agency, Inc.  
**Mailing Instructions**  
 Business Office and Studio—930 Madison Ave., Memphis, Tenn. Jackson 7-4422.  
 Transmitter—Neely & Court Sts., Memphis, Tenn.  
**Wave—Power—Time**  
 Operating power 250 watts.  
 Frequency—1340 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 2:00 a.m.  
**Agency Commission**  
 15% to recognized advertising agencies; no cash discount. Bills rendered monthly.  
**General Advertising**  
 Affiliated with ABC Network.  
 ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time...	100.00	60.00	40.00	30.00	20.00	12.00
13 times...	95.00	57.00	38.00	28.50	19.00	11.40
26 times...	90.00	54.00	36.00	27.00	18.00	10.80
52 times...	80.00	48.00	32.00	24.00	16.00	10.20
104 times...	75.00	45.00	30.00	22.50	15.00	9.60
156 times...	70.00	42.00	28.00	21.00	14.00	9.00
260 times...	60.00	36.00	24.00	18.00	12.00	8.40
312 times...	50.00	30.00	20.00	15.00	10.00	7.20

**TIME SIGNALS**  
 (9 per day—15 words)  
 1 month..... 650.00 9 months..... 575.00  
 3 months..... 625.00 12 months..... 550.00  
 6 months..... 600.00

**SPECIAL FEATURES**  
 News Service—UPI and local news. Rates on request.  
 Commercial foreign language programs not accepted.  
**Closing Time**  
 Copy and program material must be received by station not later than 48 hours before broadcast time.

**W L O K**

(Established 1951)

**Independent Negro**

An OK Group Station

Rates effective April 1, 1956.  
 Rates received February 27, 1956.  
 Owned and operated by WLOK, Inc.  
 Affiliated in ownership with "The OK Group" consisting of WBOK, New Orleans; WXOK, Baton Rouge; KAOK, Lake Charles; KYOK, Houston; WLOK, Memphis; WGOK, Mobile, Ala.  
**Personnel**  
 President—Jules J. Paglin.  
 Managing Director—Stanley W. Ray, Jr.  
 General Manager—Eugene P. Weil.  
**Representatives**  
 Stars National, Inc.  
**Mailing Instructions**  
 Business Office and Studio—378 Beale St., Memphis, Tenn., Jackson 5-7545.  
 Transmitter—McLemore St., Memphis, Tenn.  
**Wave—Power—Time**  
 Operating power—5,000 watts days.  
 Frequency—1480 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; no cash discount.  
 Bills rendered monthly; payable by tenth of month.  
**General Advertising**  
 For combination rates see "The OK Group".  
 The following rates are for national advertising and include music copyright fees.  
 All contracts accepted subject to two weeks' cancellation notice.  
 Discounts allowed retroactively on number of broadcasts given within a year from date of first broadcast providing no lapse of time occurs between contracts and actual time on the air. Announcements and programs of five minutes or more cannot be combined to earn larger discounts. All program units 30 seconds less than indicated.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	60.00	36.00	24.00	18.00	12.00	7.50
13 times.....	57.75	34.65	23.10	17.35	11.55	7.25
26 times.....	55.50	33.30	22.20	16.70	11.10	7.00
52 times.....	53.25	31.95	21.30	16.05	10.65	6.75
104 times.....	51.00	30.60	20.40	15.40	10.20	6.50
156 times.....	48.75	29.25	19.50	14.75	9.75	6.25
208 times.....	46.50	27.90	18.60	14.10	9.30	6.00
260 times.....	44.25	26.55	17.70	13.45	8.85	5.75
312 times.....	42.00	25.20	16.80	12.80	8.40	5.25
500 times.....	39.75	23.85	15.90	12.15	7.95	5.00

**SPECIAL FEATURES**  
 Negro Market  
 "Brother Bill"—4:00 a.m. to 6:00 a.m.; 9:30 a.m. to 11:00 a.m. and 1:00 p.m. to 2:30 p.m.  
 "Dick Cole"—6:00 a.m. to 7:00 a.m.; 3:30 p.m. to 5:15 p.m. and 5:30 p.m. to sign-off.  
 "Hunky Dory"—7:00 a.m. to 8:30 a.m.; 11:00 a.m. to 1:00 p.m.; 2:30 p.m. to 3:30 p.m. and 5:15 p.m. to 5:30 p.m.  
 "The Golden Girl"—8:30 a.m. to 9:30 a.m.  
**POLITICAL**  
 Regular rates apply; cash in advance.  
**Closing Time**  
 48 hours in advance of broadcast.



**... A NEW AND EXCLUSIVE POINT OF PURCHASE BONUS FROM MEMPHIS' LEADING STATION, WMC**

WMC, Memphis, proudly announces one of the most dramatic point of purchase sales aids ever offered food and drug advertisers in the Memphis market area.

Now . . . more than 60 Memphis supermarkets are being presented background music through a WMC-FM affiliate transmitter, licensed to WMCF. (Soon these stores will exceed 100 in number).

Between musical selections, WMC's advertisers can present an "in-store," simultaneous 15-second commercial message, either as a jingle or as "straight-sell."

These announcements are offered to WMC advertisers as a bonus . . . on an allocated plan.



Each WMC food and drug advertiser with 100% distribution in stores carrying supercasting, will receive one bonus announcement per week for each \$25.00 per week gross expenditure on WMC.

Find out how you can go into over 60 Memphis supers, with a voiced P.O.P. . . . at no extra cost! Call your nearest John Blair office now.

**WMC MEMPHIS NBC 5000 on 790**

Represented by THE JOHN BLAIR CO.  
 Owned and operated by THE COMMERCIAL APPEAL

**WMC**  
 (Established 1923)

**THE JOHN BLAIR STATION Basic NBC Affiliate**



Rates effective July 1, 1957.  
 Rates received July 3, 1957.  
 Revisions received July 24, 1957.  
 Owned and operated by the Memphis Publishing Co

**Personnel**  
 General Manager—Henry W. Slavick.  
 Station Manager—Stan Torgerson.  
 Sales Manager—Ray Gill, Jr.  
**Representatives**  
 John Blair & Company.  
**Mailing Instructions**  
 Business Office and Studio—P. O. Box 311, 3rd and Madison, Memphis 1, Tenn., Jackson 6-7464. TWX-ME 470.  
 Transmitter—Outside of Memphis.  
**Wave—Power—Time**  
 Operating power—5,000 watts.  
 Frequency—790 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate full time.  
 Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 5:00 a.m. to 12:00 midnight.  
**FM Facilities—WMCF**  
 Effective radiated power—300,000 watts.  
 Frequency—99.7 megacycles; channel 259; Class B.  
 Antenna height—640 feet above average terrain.  
**Agency Commission**  
 Agency commission 15% on net charges for station time to recognized advertising agencies. Cash discount none. Commission does not apply on talent or production charges. All program, talent and announcement charges are billed in accordance with credit arrangements approved by credit manager of the station.

**General Advertising**  
 For combination rates see NBC Radio Network.  
 FM operated in conjunction with AM.  
 The following rates are for national advertising. Announcements are accepted with the understanding that programs take precedence, and that announcements scheduled for periods later sold for programs, may be re-scheduled by the station at equally advantageous times.  
 All live talent, transcribed or recorded programs, or transcribed or recorded announcements, produced for a specific trade-name product or products, by or for any advertiser or agency outside of a 25 mile radius of Memphis, shall be classed as general advertising and must carry the general rates.  
 Rates are guaranteed for a period of six months from the effective date of any increase, providing that advertising is actually running on the effective date of the increase and continues without interruption.

**ANNOUNCEMENTS**

(6:30 a.m. to 9:00 a.m. Monday through Saturday)

	Each Per wk.	Each Per week
One minute or less:		
6 per week rotating, 1 per day, flat	17.00	102.00
Less than six rotating per week, 1 per day	20.00	
(6:00 a.m. to 6:30 a.m. Monday through Saturday and 9:00 a.m. to 7:00 p.m. Monday through Friday)		
6 1-minute participations, per week, flat	15.00	90.00
Less than 6 participations, per week, flat	16.00	

**DAYTIME IMPACT ANNOUNCEMENT PLANS**  
 (6:00 a.m. to 7:00 p.m. Monday through Friday; 6:00 a.m. to 9:00 a.m. Saturday)

	One minute—	Stationbreaks—
	Each Per wk.	Each Per wk.
12 times.....	13.50	162.00
24 times.....	11.50	276.00
48 times.....	10.50	504.00
96 times.....	9.00	864.00

**EVENING & WEEKEND IMPACT ANNOUNCEMENT PLANS**

(7:00 p.m. to 6:00 a.m. Monday through Friday; after 9:00 a.m. Saturday and all Sunday)

	Each Per week	Each Per week
6 One-minute participations per week, flat	10.00	60.00
Less than 6 participations per week, flat	11.00	
	One minute—	Stationbreaks—
	Each Per wk.	Each Per wk.
12 times.....	9.00	108.00
24 times.....	8.00	192.00
48 times.....	7.00	336.00
96 times.....	6.00	576.00

Day and Night Impact Plans may be combined in any proportion of day and night broadcasting, and/or minutes and stationbreaks pro-rata the applicable unit cost of the service ordered, in minimum plans of 12 announcements per week.  
 ID's—50% of applicable 1-minute rate, including Impact Announcement Plans. ID's may be combined with minutes and stationbreaks for maximum frequency.

**PROGRAM RATES CLASS "A"**

(6:00 a.m. to 7:00 p.m. Monday through Saturday)

	1 hr.	1/2 hr.	1/4 hr.	10 min.
1 time.....	150.00	90.00	60.00	50.00
26 times.....	135.00	81.00	54.00	45.00
52 times.....	127.50	76.50	51.00	42.50
104 times.....	120.00	72.00	48.00	40.00
156 times.....	112.50	67.50	45.00	37.50
260 times.....	105.00	63.00	42.00	35.00

(This listing continued on next page)



**CLASS "B"**  
(7:00 p.m. to 6:00 a.m. Monday through Saturday; all day Sunday.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.
1 time.....	100.00	60.00	40.00	34.00
26 times.....	90.00	54.00	36.00	30.60
52 times.....	85.00	51.00	34.00	28.90
104 times.....	80.00	48.00	32.00	27.20
156 times.....	75.00	45.00	30.00	25.50
260 times.....	70.00	42.00	28.00	23.80

**SPECIAL FEATURES**  
Five Minute News Plan  
6:30 a.m. to 9:00 a.m., flat, each..... 30.00  
All other times, flat, each..... 24.00

**Participating Programs**  
"Down On the Farm" with Ed Jones—6:00 a.m. to 6:30 a.m.  
"Morning In Memphis"—6:30 a.m. to 8:30 a.m. Monday through Saturday. Music.  
"Mid-South Review" with Farm Directors Walter Durham and Derek Rooke—Noon to 1:00 p.m. Monday through Friday. News, farm service and entertainment.  
"Olivia Browne"—1:30 p.m. to 1:45 p.m. Monday through Friday.  
"Memphis Ballroom"—3:05 p.m. to 5:55 p.m. Monday through Friday. Pop music.  
"Mid-South Review"—6:20 p.m. to 6:30 p.m. Monday through Friday. Area news.  
"Cloud Club"—9:30 p.m. to 11:30 p.m. Monday through Saturday. Music.

**WMPS**  
(Established 1925)  
A Plough, Inc. Station



Rates effective October 1, 1957. (Card No. 22.)  
Card received June 20, 1958.  
Owned and operated by WMPS, Inc.

**Personnel**  
President—Harold R. Krelstein.  
Vice-Pres. & Gen'l Mgr.—Charles DeVols.  
Program Director—Ed Crump.

**Representatives**  
Radio-TV Representatives, Inc.

**Mailing Instructions**  
Business Office and Studio—Radio Center, 112 Union, Memphis, Tenn., Jackson 5-2663, TWX ME 392.  
Transmitter—3627 Benjestown, Memphis, Tenn.

**Wave—Power—Time**  
Operating power—10,000 watts days; 5,000 watts nights.  
Frequency—680 kilocycles.

Directional—nighttime only.  
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 advertising agencies on time only; no cash discount. Bills due and payable 10th of the month following date of broadcast.

**General Advertising**  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
The following rates are for national advertising. All live talent, transcribed or recorded programs, or transcribed or recorded announcements, produced for a specified trade-named product or products, by or for any advertiser or agency outside of a 25-mile radius of Memphis, shall be classed as general advertising and must carry the general rate, except in cases wherein the product advertised does not have multiple distribution in the primary coverage area of this station, and except in cases wherein the advertising is placed by and for a retailer.  
Announcements and programs may not be combined to earn a greater frequency discount. Discounts are allowed retroactively on broadcasts within a contract year.  
Rates are guaranteed for six months from the beginning of the contract or six 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.

**—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.	

Per week:	1 hr.	1/2 hr.	1/4 hr.	10 min.
1 day.....	72.00	43.20	28.80	21.60
3 days.....	194.40	116.64	77.76	58.32
6 days.....	345.60	172.80	138.24	115.68

**Discounts for consecutive weeks:**  
26 consecutive weeks..... 5%  
52 consecutive weeks..... 10%  
These rates are for basic air charges only, and do not include any charge for talent, production, studio facilities, or other services, all of which must be combined with the basic air charge to determine the total cost of programs. Rates on request.

**ANNOUNCEMENTS**

One minute, rotating; live or transcribed.	(A)	(B)	(A)	(B)
1 time.....	24.00	14.00	312 times	19.20
52 times.....	23.00	13.30	364 times	16.80
104 times.....	22.80	12.60	520 times	15.60
156 times.....	21.60	11.90	1040 times	14.40
260 times.....	20.40	11.20		

(A) 6:00 a.m. to 7:00 p.m.  
(B) 7:00 p.m. to 6:00 a.m.

30-second announcements: 80% of earned rate.  
Less than 30 seconds: 70% of earned rate.  
10 seconds or less: 50% of earned rate.  
Announcements in fixed positions or within a specified half hour.  
6:00 a.m. to 7:00 p.m., per ann., flat..... 30.00  
7:00 p.m. to 6:00 a.m., per ann., flat..... 25.00

**Newscasts**

5 minutes, minimum 4 weeks:	(A)	(B)
6 times weekly.....	171.00	136.80
7 times weekly.....	189.00	151.20
12 times weekly.....	306.00	244.80
14 times weekly.....	336.00	268.80
18 times weekly.....	426.60	324.00
21 times weekly.....	441.00	352.80

(A) 6:00 a.m. to 7:00 p.m.  
(B) 7:00 p.m. to 6:00 a.m.  
**Discounts for consecutive weeks:**  
13 consecutive weeks..... 10%  
26 consecutive weeks..... 15%  
52 consecutive weeks..... 20%  
Talent and News Service fee: Newscasts, each, 4.00.

**SPECIAL FEATURES**  
Baseball, football, or other sports, rates on request.

**Participating Programs**  
"Bud Leonard Show"—5:00 a.m. to 9:00 a.m. Monday through Saturday.  
"Stan Richards Show"—9:00 a.m. to noon Monday through Saturday.  
"Lee Wilder Show"—noon to 3:00 p.m. Monday through Saturday.  
"Hugh Fritzell Show"—3:00 p.m. to 6:00 p.m. Monday through Saturday.  
"Guytime" with Aubrey Guy—6:00 p.m. to 8:00 p.m. Monday through Friday.  
"Ray Brown Show"—8:00 p.m. to midnight Monday through Saturday.  
"Saturday Serenade"—6:00 p.m. to midnight Saturday.  
"Sunday Serenade"—6:00 p.m. to midnight Sunday.

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

**WREC**

Established 1922)

**CBS Radio Network**



Rates effective July 1, 1958. (Card No. 26.)  
Card received June 4, 1958.  
Owned and operated by Hoyt B. Wooten, d/b WREC Broadcasting Service.

**Personnel**  
Owner and Gen'l Mgr.—Hoyt B. Wooten.  
Commercial Manager—Hollis Wooten.  
Program Director—Jack Michael.

**Representatives**  
The Katz Agency, Inc.

**Mailing Instructions**  
Business Office and Studio—Hotel Peabody, Memphis, Tennessee.  
Transmitter—Radio Center, 4 miles from Memphis.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—600 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate unlimited time.  
Operates on Central Time.  
Daylight Saving Time not observed.  
Operating schedule: Sundays 7:00 a.m. to 12:05 a.m.; week days 5:00 a.m. to 12:05 a.m.

**Agency Commission**  
15% to recognized agencies on net charges for station time; no cash discount.  
Program, talent and announcement charges are billed in accordance with credit arrangements approved by the credit manager of the station.

**General Advertising**  
For combination rates see CBS Radio Network (Southcentral Group).  
Accepts AAAA copyrighted contract.  
The following rates are for national advertising. For local rates consult station management.  
No contracts accepted for more than one year. Schedules must start within 60 days of contract date.  
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.  
All live talent, transcribed or recorded programs, or transcribed or recorded announcements, produced for a specific trade-named product or products, by or for any advertiser or agency outside of a 25 mile radius of Memphis, shall be classed as general advertising and must carry the general rate.  
Discounts allowed retroactively on the number of broadcasts given within a year, under contract, not to exceed one year's duration.  
Advertising of alcoholic beverages not accepted, excepting light wines and beer.  
BNI, ASCAP and SESAC licenses.

**—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.	

Per week:	1 hr.	1/2 hr.	1/4 hr.	10 min.
1 day.....	72.00	43.20	28.80	21.60
3 days.....	194.40	116.64	77.76	58.32
6 days.....	345.60	172.80	138.24	115.68

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

1 time.....	150.00	90.00	60.00	50.00	40.00
13 times.....	142.50	85.50	57.00	47.50	38.00
26 times.....	135.00	81.00	54.00	45.00	36.00
52 times.....	127.50	76.50	51.00	42.50	34.00
104 times.....	120.00	72.00	48.00	40.00	32.00
156 times.....	112.50	67.50	45.00	37.50	30.00
260 times.....	105.00	63.00	42.00	35.00	28.00

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

1 time.....	100.00	60.00	40.00	35.00	30.00
13 times.....	95.00	57.00	38.00	33.25	28.50
26 times.....	90.00	54.00	36.00	31.50	27.00
52 times.....	85.00	51.00	34.00	29.75	25.50
104 times.....	80.00	48.00	32.00	28.00	24.00
156 times.....	75.00	45.00	30.00	26.25	22.50
260 times.....	70.00	42.00	28.00	24.50	21.00

**TENNESSEE**

**ANNOUNCEMENTS**

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

1 time.....	23.00	20.00	104 times..	19.00	16.00
13 times.....	22.00	19.00	156 times..	18.00	15.00
26 times.....	21.00	18.00	260 times..	17.00	14.00
52 times.....	20.00	17.00			

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

1 time.....	20.00	17.00	104 times..	16.00	13.00
13 times.....	19.00	16.00	156 times..	15.00	12.00
26 times.....	18.00	15.00	260 times..	14.00	11.00
52 times.....	17.00	14.00			

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

1 time.....	16.00	14.00	104 times..	12.00	10.00
13 times.....	15.00	13.00	156 times..	11.00	9.00
26 times.....	14.00	12.00	260 times..	10.00	8.00
52 times.....	13.00	11.00			

(\*) 1-minute transcribed or 125 words live.  
(†) 20 seconds transcribed or 40 words live.

**MULTI-SPOT PLAN**  
Fixed position, but pre-emptible.

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

1 wk.	13 wks.	26 wks.	52 wks.
6 per week.....	96.00	93.00	90.00
12 per week.....	180.00	174.00	168.00
18 per week.....	252.00	243.00	234.00
24 per week.....	312.00	300.00	288.00
36 per week.....	432.00	414.00	396.00

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

6 per week.....	60.00	58.50	57.00	55.50
12 per week.....	114.00	111.00	108.00	105.00
18 per week.....	162.00	157.50	153.00	148.50
24 per week.....	204.00	198.00	192.00	186.00
36 per week.....	288.00	279.00	270.00	261.00

20-second announcements—80% of minute Multi-Spot Plan rates.  
Number-of-weeks rate is determined by total number of weeks in which a minimum of 6 announcements-per-week is scheduled.  
Times-per-week rate is then determined by number of announcements scheduled in a given week.  
Multi-Spot Plan announcements may be counted to help earn frequency discounts on non-Plan announcements.  
10-second announcements—50% of minute announcement rate (including Plan rates)—10 second announcements may be cross-combined with minute and 20 second announcements for frequency discounts and Plan rates.

**SPECIAL FEATURES**  
News Service—UPI.

**Participating Programs**  
"Farmers Daybreak Serenade"—5:00 a.m. to 6:30 a.m. Monday through Saturday, Louis Fosse.  
"Buck Turner"—6:30 a.m. to 7:00 a.m. Monday through Saturday, Louis Fosse and Harv Stegman.  
"Good Music"—8:15 a.m. to 9:00 a.m. Monday through Saturday, Harv Stegman.  
"Music With Kitty"—10:30 a.m. to 10:45 a.m. Monday through Saturday, Barbara Casson.  
"Meet Kitty Kelly"—2:45 p.m. to 3:00 p.m. Monday through Friday, Barbara Casson.  
"Five Top Tunes"—3:00 p.m. to 5:00 p.m. Monday through Friday, Fred Cook.  
"Best on Wax"—9:00 p.m. to 10:00 p.m. Monday through Saturday, Malcolm Todd and Fred Cook.  
"Minutes of Melody"—10:00 p.m. to 10:30 p.m. Monday through Saturday, Malcolm Todd and Jim Stone.

**POLITICAL**  
Commercial political broadcasts accepted at regular rates.

**TRANSCRIPTIONS**  
Library Service—World, Lang-Worth.

**Closing Time**  
Copy and program material must be received by station not later than 48 hours before broadcast time.

**MILAN**

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

**WKBJ**

(Established 1955)

Rates effective April 29, 1955. (Card No. 1.)  
Rates received November 4, 1955.  
Owned and operated by West Tennessee Broadcasting Co.

**Personnel**  
Gen'l & Com'l Mgr.—Jack Merrill.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—Hotel Milan, Milan, Tenn., Murray 6-2481, TWX 7760.  
Transmitter—2 miles south of Milan, Tenn.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1800 kilocycles.  
Non-directional.  
Operates on Central Standard Time.  
Licensed to operate daytime only.  
Operating schedule: 5:00 a.m. to local sunset.

**Agency Commission**  
15% to recognized agencies on time and talent; cash discount. Bills rendered first of month; payable ten days.

**General Advertising**  
Affiliated with The Southeastern Key Network Company.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Programs and announcements cannot be combined to earn frequency discounts.  
Rates subject to change without notice.  
Frequency discounts earned on yearly contracts.

(This listing continued on next page)

# TENNESSEE

## Milan—W K B J—Continued

Rates include services of staff in arranging and presenting programs, including use of studios, one announcer.

	1	1/2	1/4	5	1	30
	hr.	hr.	hr.	min.	min.	sec.
1 time.....	45.00	30.00	17.50	9.00	5.00	3.50
13 times.....	41.25	27.50	15.00	8.85	4.25	3.25
26 times.....	37.50	25.00	12.50	8.65	3.75	3.00
52 times.....	32.25	22.75	10.75	8.25	3.00	2.75
104 times.....	31.00	20.00	9.25	7.75	2.85	2.50
260 times.....	28.50	17.50	8.50	7.00	2.65	2.25
312 times.....	25.00	15.00	7.75	5.50	2.50	2.00
624 times.....					2.15	1.75

### SPECIAL FEATURES

News Service—AP. No extra charge.

### POLITICAL

Regular rates apply; cash in advance.

### Closing Time

One day in advance of broadcast.

## MILLINGTON

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

## WHEY

(Established 1958)

Rates effective January 1, 1958.

Rates received January 31, 1958.

Owned and operated by Millington Broadcasting Co.

### Personnel

Pres. & Gen'l Mgr.—Earl W. Daly.  
Station Manager—Chad Lassiter.

### Representatives

Hil F. Best Company.

### Mailing Instructions

Business Office and Studio—4962 Navy Rd., Millington, Tenn. Canal 3-3000.

Transmitter—7534 Raleigh Millington Rd., Millington, Tenn.

### Wave—Power—Time

Operating power—250 watts days.

Frequency—1220 kilocycles.

Nondirectional.

Operates on Central Standard Time.

Operating schedule: local sunrise to 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 contract.

Rates include music copyright fees.

ASCAP and BMI licenses.

Beer and wine advertising accepted.

Frequency discounts earned on yearly contracts.

National and local rates same.

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time.....	46.90	28.00	15.65	12.50	8.00	3.85
26 times.....	39.05	25.00	14.45	10.95	7.80	3.65
52 times.....	35.30	22.70	13.95	9.90	7.50	3.45
104 times.....	31.25	19.55	11.55	9.05	6.90	3.15
156 times.....	30.00	19.00	10.00	8.05	6.00	2.95
260 times.....	27.20	17.90	8.90	7.50	5.65	2.75
312 times.....	25.00	14.05	7.90	6.25	4.70	2.50
Automotive rate.....						2.95

### SPECIAL FEATURES

News Service—UPI and local news.

### POLITICAL

1-time rate applies.

### Closing Time

12 hours before broadcast.

## MORRISTOWN (2 AM)

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

## WCRK

(Established 1947)



Rates effective September 15, 1947. (Card No. 1.)

Rev. rec'd October 17, 1957.

Owned and operated by Cherokee Broadcasting Corp.

### Personnel

Manager—Howell Ashford.

### Representatives

Hil Holman Company.

### Mailing Instructions

Business Office and Studio—Radio Center, Morristown, Tenn., telephone 1450.

Transmitter—Noe's Chapel Rd., Morristown, Tenn.

### Wave—Power—Time

Operating power—1,000 watts days, 500 watts nights.

Frequency—1150 kilocycles.

Directional.

Licensed to operate full time.

Operating schedule: 5:00 a.m. to 11:00 p.m.

### Agency Commission

Agency commission 15%; no cash discount.

Bills due and payable 10th of month following service.

### General Advertising

For combination rates see Mutual Broadcasting System.

Affiliated with Keystone Network

Announcements and programs cannot be combined to earn further discounts.

Announcements adjacent to or during any programs specified by the station management as premium shows take the one time open rate.

ASCAP, BMI and SESAC licenses.

### ANNOUNCEMENTS

1-minute:				
1 time.....	5.00	104 times.....	4.00	
13 times.....	4.75	260 times.....	3.75	
26 times.....	4.50	520 times.....	3.50	
52 times.....	4.25			

## PROGRAMS

Rates on request.

### SPECIAL FEATURES

News Service—AP.

News, sports, time, weather and temperature reports

—rates on request.

### POLITICAL

Regular rates apply.

### TRANSCRIPTIONS

Library Service—World.

### Closing Time

Closing date for publicity one week in advance.

## WMTN

(Established 1957)

Rates effective April 1, 1958.

Rates received March 26, 1958.

Owned and operated by East Tennessee Broadcasting Corp.

### Personnel

President—George Guertin.

General Manager—Bill Holland.

Sales Manager—Tom Lyons.

Program Director—Jimmy Peoples.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—Radio Center, South Cumberland St., Morristown, Tenn. Ju 6-7993.

Transmitter: Economy Road.

### Wave—Power—Time

Operating power—5,000 watts days.

Frequency—1300 kilocycles.

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

### Agency Commission

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

### General Advertising

ASCAP, BMI and SESAC licenses.

No contract accepted for more than 1 year duration.

When client fails to complete contract, charges will be retroactive to number of times used.

	1	1/2	1/4	10	5	1	30
	hr.	hr.	hr.	min.	min.	min.	sec.
1 time.....	42.25	25.65	17.30	12.50	8.65	4.30	3.10
13 times.....	40.20	24.25	15.95	11.10	8.30	4.00	2.65
26 times.....	38.10	22.85	15.25	9.70	7.65	3.90	2.40
52 times.....	34.60	20.75	13.85	8.30	6.95	3.45	2.15
104 times.....	29.75	18.00	11.75	7.65	6.25	2.80	2.00
260 times.....	23.00	13.85	9.70	6.95	4.90	2.35	1.90
312 times.....	21.15	12.85	8.65	6.25	4.55	2.25	1.80

### SPECIAL FEATURES

News Service—UPI.

Mobile unit available. Rates on request.

### POLITICAL

Regular rates apply.

## MURFREESBORO (2 AM)

Rutherford County—Map Location F-5

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

## WGNS

(Established 1946)



Rates effective June 1, 1956.

Rates received May 11, 1956.

Rev. (rates) rec'd October 20, 1958.

Owned and operated by The Murfreesboro Broadcasting Service.

### Personnel

General Manager—Cecil Elrod, Jr.

### Representatives

Hil Holman Company.

### Mailing Instructions

Business Office and Studio—Elrod Bldg., Murfreesboro, Tenn.

Transmitter—Radio Center, S. Church St., Murfreesboro, Tenn.

### Wave—Power—Time

Operating power—250 watts.

Frequency—1450 kilocycles.

Non-directional.

Licensed to operate unlimited time.

Operates on Central Standard Time.

Daylight Saving Time not observed.

Actual 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 advertising agencies on net charges for station time; no cash discount.

Program, talent and announcements charges are billed in accordance with credit arrangements approved by the general manager of the station.

### General Advertising

Affiliated with Mutual Broadcasting System.

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

	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	35.00	22.50	9.00	4.00
13 times.....	10%	104 times.....	30%	
26 times.....	20%	260 times.....	35%	
52 times.....	25%	312 times.....	40%	

### SPECIAL FEATURES

News—AP wire and local news services available.

Sports—Central High School basketball and Middle Tennessee State College basketball. Rates on request.

Participating Programs

"Coffee with Carl"—9:05 a.m. to 9:45 a.m. Monday through Saturday.

"Listen Ladies"—10:15 a.m. to 10:45 a.m. Monday through Friday.

"Top Twenty"—3:30 p.m. to 5:00 p.m. Monday through Saturday.

"Flip Side"—5:05 p.m. to 5:45 p.m. Monday through Saturday.

"Saturday Jamboree"—8:00 a.m. to 10:00 a.m.

### TRANSCRIPTIONS

Library Service—Lang-Worth, World and Thesaurus.

## WMTS

(Established 1953)

Rates effective May 1, 1957.

Rates received May 6, 1957.

Owned and operated by Murfreesboro Broadcasting Co.

### Personnel

Owner—A. D. Smith, Jr.

General Manager—Virgil Trimm.

Commerelal Manager—Neil Lancaster.

### Representatives

Hil F. Best Company.

### Mailing Instructions

Business Office and Studio—122 N. W. Broad St., Murfreesboro, Tenn. Tw 3-6611.

Transmitter—Molloy Lane, Murfreesboro, Tenn.

### Wave—Power—Time

Operating power—250 watts days.

Frequency—860 kilocycles.

Non-directional.

Operates on Central Standard Time.

Daylight Saving Time not observed.

Operating schedule: Daytime only.

### Agency Commission

15% to recognized agencies; no cash discount. Bill due and payable 10th of month following broadcast.

### General Advertising

Accepts AAAA copyrighted contract.

Rates are for national advertising.

1 hour..... 40.00 5 minutes..... 8.00

1/2 hour..... 24.00 1 minute or less..... 4.00

1/4 hour..... 15.00

### PACKAGE RATES

Announcements—1 minute or less.

Per week: 1 wk. 4 wks. 13 wks. 26 wks. 52 wks.

6 times..... 24.00 22.50 21.00 18.00 15.00

12 times..... 45.00 42.00 36.00 33.00 27.00

18 times..... 63.00 58.50 49.50 45.00 36.00

24 times..... 78.00 72.00 60.00 54.00 42.00

30 times..... 90.00 82.50 67.50 60.00 45.00

Extra discount of 10% allowed from above rates when same purchase order combines WMTS, WDEH Sweetwater, Tenn., and WZYX. Cowan, Tenn.

### SPECIAL FEATURES

News Service—UPI.

Nashville—Continued

WFMB

—FM—

(Established 1953)

Rates effective August 1, 1957.  
Rates received July 15, 1957.  
Owned and operated by Great Southern Broadcasting Company, Inc.

**Personnel**  
General Manager—William O. Barry.  
Commercial Manager—Will C. Balrd, Jr.  
Program Director—Marvin Hoidt.

**Representatives**  
FM Unlimited, Inc.  
**Mailing Instructions**  
Business Office and Studios—537 Third National Bank Bldg., Nashville, Tenn. Alpine 5-5526.  
Transmitter—400 Davidson St., Nashville, Tenn. Chapel 2-0480.

**Wave—Power—Time**  
Effective radiated power—3,100 watts.  
Frequency—105.9 megacycles. Channel 290.  
Licensed to operate unlimited time.  
Operates on Central Standard Time.  
Operating schedule: 7:00 a.m. to midnight.

**Agency Commission**  
15%; no cash discount.  
Statements rendered 1st of month; payable in 10 days.

**General Advertising**  
Accepts standard AAAA contract.  
Advertising of alcoholic beverages not accepted.

	1 hr.	1/2 hr.	1/4 hr.	1 min.
1 time.....	60.00	35.00	20.00	3.50
13 times.....	57.00	33.25	19.00	3.25
26 times.....	54.00	31.50	18.00	3.05
52 times.....	51.00	29.75	17.00	2.85
104 times.....	48.00	28.00	16.00	2.70
156 times.....	45.00	26.25	15.00	2.60
260 times.....	42.00	24.50	14.00	2.50
312 times.....	39.00	21.75	13.00	2.40
520 times.....	39.00	21.75	13.00	2.25

All commercial copy and transcriptions subject to approval of the management.

SPECIAL FEATURES

Remote and Recording equipment—rates on request.  
Stereo broadcast—6:00 p.m. to 7:00 p.m. Sunday in conjunction with WSIX, Nashville, Tenn.—rates on request.

POLITICAL

Regular rates apply.

WKDA

(Established 1946)

Independent

A Kluge Group Station



Rates effective September 1, 1958.  
Rates received July 3, 1958.  
Owned and operated by Capitol Broadcasting Co.

**Personnel**  
Pres. and Treas.—John W. Kluge.  
Exec. Vice-Pres.—Harvey L. Glascock.  
Vice-Pres. and Gen'l Mgr.—Jack Stapp.  
Nat'l. Sales Dir.—Harvey Glascock—c/o Radio Station WGAY, Silver Spring, Md.  
Production Manager—Bob Irwin.  
Program Director—Charles F. Walker.

**Representatives**  
Stars National, Inc.  
Southern—Radio-TV Representatives, Inc.

**Mailing Instructions**  
Business Office and Studios—American National Bank Bldg., Fourth Ave., N. and Union St., Nashville 3, Tenn., Alpine 4-0511.  
Transmitter—Located at Second Avenue S. and Peabody St., Nashville, Tenn.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1240 kilocycles.  
Non-directional.  
Operates on Central Standard Time.  
Operating schedule: 5:00 a.m. to 1:00 a.m.

**Agency Commission**  
15% to recognized agencies; no cash discount. All bills rendered and payable on 1st of each month. Commission applies on time charge only and is not applicable to talent or service charge.

**General Advertising**  
Accepts AAAA copyrighted contract.  
The following rates are for national advertising. Announcements are accepted with the understanding that programs take precedence and that announcements scheduled for periods later sold for programs may be rescheduled by the station at equally advantageous times.

Rate increase is not applicable to advertisers on the air at the time the increase is announced until 6 months after the effective date of any new rates.  
Class "AA"—6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m.  
Class "A"—9:00 a.m. to 4:00 p.m. and 7:00 p.m. to 9:00 p.m.  
Class "B"—9:00 p.m. to sign-off.

	Class "AA"		Class "A"		Class "B"	
	1 min.	10 sec.	1 min.	10 sec.	1 min.	10 sec.
1 time....	16.50	9.00	12.50	6.50	8.25	5.00
26 times..	16.25	8.75	12.25	6.25	8.00	4.75
52 times..	16.00	8.50	12.00	6.00	7.75	4.50
104 times..	15.75	8.25	11.75	5.75	7.50	4.25
156 times..	15.50	8.00	11.50	5.50	7.25	4.00
260 times..	15.25	7.75	11.25	5.25	7.00	3.75
312 times..	15.00	7.50	11.00	5.00	6.75	3.50
500 times..	14.75	7.25	10.75	4.75	6.50	3.25
750 times..	14.50	7.00	10.50	4.50	6.25	3.00
1000 times..	14.25	6.75	10.25	4.25	6.00	2.75

SATURATION SPOT PACKAGES

Per week:	Class "AA"		Class "A"		Class "B"	
	12 times	18 times	24 times	30 times	36 times	42 times
12 times.....	168.00	126.00	108.00	78.00	108.00	78.00
18 times.....	243.00	180.00	132.00	96.00	126.00	96.00
24 times.....	312.00	228.00	174.00	126.00	168.00	126.00
30 times.....	375.00	270.00	210.00	150.00	210.00	150.00
36 times.....	432.00	306.00	252.00	180.00	252.00	180.00

Class "AA" (6:00 a.m. to 9:00 a.m.; 4:00 p.m. to 7:00 p.m.); Class "A" (9:00 a.m. to 4:00 p.m.; 7:00 p.m. to 9:00 p.m.); Class "B" (9:00 p.m. to sign-off).

	1 hr.	1/2 hr.	1/4 hr.
1 time.....	120.00	72.00	48.00
26 times.....	114.00	68.40	45.60
52 times.....	108.00	64.80	43.20
104 times.....	102.00	61.20	40.80
156 times.....	96.00	57.60	38.40
260 times.....	90.00	54.00	36.00
312 times.....	84.00	50.40	33.60

Above cost based on "AA" time.  
"A" Program Time—25% of "AA" cost.  
"B" Program Time—50% of "AA" cost.  
Package prices are flat, and may not be combined with other announcements for earned frequency on published rate card.

NEWSCASTS

	Class "AA"	Class "A"	Class "B"
1 time.....	22.00	16.25	12.00
26 times.....	21.50	15.75	11.50
52 times.....	21.00	15.25	11.00
104 times.....	20.50	14.75	10.50
156 times.....	20.00	14.25	10.00
260 times.....	19.50	13.75	9.50
312 times.....	19.00	13.25	9.00
500 times.....	18.50	12.75	8.50
750 times.....	18.00	12.25	8.00
1000 times.....	17.50	11.75	7.50

DISCOUNTS

Announcements may not be combined with programs to gain frequency discount.

SPECIAL FEATURES

News Service—AP.  
Participating Programs  
Monday through Friday:  
"Bob Irwin Show"—5:00 a.m. to 9:00 a.m.  
"Dick Buckley Show"—9:00 a.m. to 11:00 a.m.  
"Hal Smith Show"—Noon to 3:00 p.m.  
"Dick Buckley Show"—3:00 p.m. to 4:00 p.m.  
"Nate Street Show"—4:00 p.m. to 7:00 p.m.  
"Hal Smith Show"—7:00 p.m. to 8:00 p.m.  
"Nate Street Show"—8:00 p.m. to 9:00 p.m.  
"Bill Masey Show"—9:00 p.m. to 1:00 a.m.  
Saturday:  
"Bob Irwin Show"—5:00 a.m. to 9:00 a.m.  
"Saturday Serenade"—9:00 a.m. to 1:00 a.m.  
Sunday:  
"Sunday Serenade"—7:00 a.m. to midnight.

WLAC

(Established 1926)

CBS Radio Network



Rates effective December 1, 1957. (Card No. 8.)  
Card received October 11, 1957.  
Owned and operated by Life and Casualty Insurance Company of Tennessee.

**Personnel**  
General Manager—F. C. Sowell.  
Program Manager—Paul Oilphant.  
Sales Manager—E. G. Blackman.

**Representatives**  
The Katz Agency, Inc.  
**Mailing Instructions**  
Business Office and Studio—159 4th Ave. North, Nashville 3, Tenn.  
Transmitter—Highway 31 W., Nashville, Tenn.

**Wave—Power—Time**  
Operating power—50,000 watts.  
(100% modulation—crystal control.)  
Frequency—1510 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Central Standard Time.  
Operating schedule: 24 hours daily.

**Agency Commission**  
Agency commission 15% allowed to recognized advertising agencies. Bills payable upon receipt. No cash discount.

**General Advertising**  
For combination rates see CBS Radio Network (South-central Group).  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Contracts may be signed 30 days in advance of start date. Minimum contract 52 weeks.  
Rates for periods longer than one hour are in exact proportion to the corresponding one-hour rate.  
Retroactive discounts approved on broadcasts used within a year.  
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. 1 year contracts, however, will be accepted only for the purpose of determining frequency.

Length of commercial copy:	Programs		News	
	5 minutes	15 minutes	1:45 min.	2:15 min.
5 minutes.....	1:45 min.	1:30 min.	2:00 min.	1:45 min.
10 minutes.....	2:30 min.	2:15 min.	2:45 min.	2:30 min.
15 minutes.....	3:00 min.	2:45 min.	3:00 min.	2:45 min.
25 minutes.....	4:00 min.	3:30 min.	4:00 min.	3:30 min.
30 minutes.....	4:30 min.	3:45 min.	4:30 min.	4:00 min.
60 minutes.....	6:00 min.	5:00 min.	6:00 min.	5:00 min.

CLASS "A"

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time....	150.00	90.00	60.00	45.00	30.00
13 times..	142.50	85.50	57.00	42.75	28.50
26 times..	135.00	81.00	54.00	40.50	27.00
52 times..	127.50	76.50	51.00	38.25	25.50
104 times..	120.00	72.00	48.00	36.00	24.00
260 times..	112.50	67.50	45.00	33.75	22.50

CLASS "B"

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time....	115.00	69.00	46.00	34.50	25.00
13 times..	109.25	65.55	43.70	32.75	23.75
26 times..	103.50	62.10	41.40	31.00	22.50
52 times..	97.75	58.65	39.10	29.32	21.25
104 times..	92.00	55.20	36.80	27.50	20.00
260 times..	86.25	51.75	34.50	25.75	18.75

(\* One minute or station break.  
Announcements adjacent to higher classification take rate of higher classification.

10-second Announcements  
50% of announcement rates. Scheduled at station's discretion. Not combinable with other announcements for frequency discounts.

Network Cut-ins  
10% of applicable 1-hour rate for 1 or more cut-ins per program.

MULTI-SPOT PLAN

(Fixed but not guaranteed position 1:30 p.m. to 5:00 p.m. Monday through Friday; 7:00 a.m. to 7:30 p.m. Saturday and Sunday)  
1-minute/20-second announcements:  
6 announcements per week..... 57.00  
12 announcements per week..... 108.00  
20 announcements per week..... 165.00  
Plan announcements may count toward frequency on non-Plan announcements. Non-Plan announcements may count to make up the minimum requirements for a Multi-Spot Plan.

Run-Of-Station Announcements  
25% discount from earned frequency within classification used. Announcements scheduled between 7:00 a.m. and 9:00 a.m. and after 5:00 p.m. are not eligible for this discount.

SPECIAL FEATURES

News Service—UPI and local news.  
"Early Morning Varieties"—5:00 a.m. to 8:00 a.m. daily except Sunday. 15 minute units—6 days a week only—144.00 per week.

POLITICAL

Commercial political announcements and/or programs accepted at card rates.

TRANSCRIPTIONS

Library Service—Thesaurus.  
Instantaneous reference recordings; One through 10 minutes 5.00; 15 minutes 10.00.

WMAK

(Established 1948)

Independent

Rates effective December 1, 1955.  
Card received November 10, 1955.  
Owned and operated by the Volunteer State Broadcasting Co., Inc.

**Personnel**  
President—Howard D. Steere.  
Vice-President—Emil J. Popke, Jr.  
Station Manager—Bob Hamilton.  
Commercial Manager—John Karr.

**Representatives**  
Broadcast Time Sales.  
Southeast—James S. Ayers Company.

**Mailing Instructions**  
Business Office and Studio—Maxwell House, Nashville, Tenn., Alpine 4-3411.  
Transmitter—Hyde's Ferry Rd., six miles northwest of Nashville, Tenn.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—1300 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time on regional channel.  
Operates on Central Standard Time.  
Operating schedule: 5:30 a.m. to 12:00 midnight daily.

**Agency Commission**  
15% to recognized agencies on net time charges; no cash discount. Bills rendered monthly, due on 15th of month following broadcast. Weekly billing on request.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Programs and announcements cannot be combined to earn greater discount.

CLASS "A"

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	100.00	60.00	40.00	17.50
26 times.....	97.50	58.50	39.00	16.00
52 times.....	95.00	57.00	38.00	15.00
104 times.....	90.00	54.00	36.00	13.50
156 times.....	85.00	51.00	34.00	12.00

ANNOUNCEMENTS

CLASS "A"

	10.00	52 times.....	8.00
1 time.....	10.00	52 times.....	8.00
13 times.....	9.00	104 times.....	7.50
26 times.....	8.50	156 times.....	7.00

GROUP ANNOUNCEMENT RATE

	Per ann.
12 announcements, per week.....	6.75
18 announcements, per week.....	6.50
24 announcements, per week.....	6.00
Additional discounts:	
13 weeks.....	5%
26 weeks.....	10%
52 weeks.....	15%

SPECIAL FEATURES

News Service—UPI.  
Five-minute newscasts every hour on the half hour.  
Washington, D. C. Reporter, mobile units available.

POLITICAL

Cash in advance. Copy must be submitted 24 hours in advance. No political time injecting new issues accepted within 24 hours of election.

WNAH

(Established 1949)

Rates effective February 15, 1950. (Card No. 2.)  
Owned and operated by Hermitage Broadcasting Corp.

**Personnel**  
Gen'l & Com'l Mgr.—Van T. Irwin, Jr.  
Program Director—Jim Williams.

**Representatives**  
Hil F. Best Company.  
**Mailing Instructions**  
Business Office and Studio—James Robertson Hotel, Nashville, Tenn. Alpine 4-7611.  
Transmitter—Lotta & Richardson Sts., Nashville, Tenn.

(This listing continued on next page)

**TENNESSEE**

**Nashville—W N A H—Continued**

**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—1360 kilocycles.  
 Non-directional.  
 Licensed to operate to local sunset.  
 Operates on Central Time.  
 Operating schedule: 6:00 a.m. to sunset.

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

**General Advertising**  
 For combination rates see Mutual Broadcasting System (Southcentral Group) and Keystone Network. Rates include music copyright fees. ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	Spot
1 time.....	50.00	30.00	20.00	15.00	8.50	5.00
13 times.....	30.00	18.00	12.00	9.00	5.60	3.00
26 times.....	28.50	17.10	11.40	8.50	5.30	2.75
52 times.....	27.00	16.00	10.80	8.00	5.00	2.50
104 times.....	26.50	15.60	9.80	7.00	4.65	2.25
208 times.....	26.00	15.00	8.75	6.50	4.25	1.75
365 times.....	25.00	14.50	8.00	6.00	3.75	1.25

**"QUICKIES"**  
 Eight seconds. 25% of applicable one-minute rate.

**SPOT SATURATION PACKAGES**

Per week:			
10 spots.....	30.00	20 spots.....	50.00
15 spots.....	40.00		

**SPECIAL FEATURES**  
 News Service—UPI. Leased wire service at regular rates.  
 Time signals and weather reports at special rates.  
 Sports—Mutual Major League Baseball. "Game of the Day".

Mutual—Notre Dame Football.  
 "Rise & Shine Show" with Jim Williams—6:00 a.m. to 9:00 a.m. Monday through Saturday.  
 "Gospel Quarter Time" with Winfred Willoughby—11:15 a.m. to noon, Monday through Saturday.  
 "Gospel Melody Time" with Winfred Willoughby—4:00 p.m. to 5:00 p.m. Monday through Saturday.  
 Above programs sold only on participation basis.  
 Sporting Events—basketball, football, baseball, etc., rates on request.

**POLITICAL**  
 Regular rates apply.  
**RELIGIOUS**  
 1 hour..... 30.00 1/4 hour..... 8.75  
 1/2 hour..... 17.00  
 Rates apply on open contract basis.

**REMOTE CONTROL**  
 Mobile broadcast transmitter available at 10.00 per hour for use inside county only.  
**Closing Time**  
 24 hours in advance of broadcast.

**WSIX**

(Established 1927)



Rates effective December 1, 1957.  
 Rates received December 9, 1957.  
 Owned and operated by WSIX, Inc.

**Personnel**  
 President—Louis R. Draughon.  
 Exec. Vice-Pres. & Gen'l Mgr.—E. S. Tanner.  
 Sales Manager—Clarence L. Waggoner.  
 Program Director—Robert S. Larimer.  
 Promotion Director—William Jones.

**Representatives**  
 H-R Representatives, Inc.  
 Southern—Clarke Brown Company.  
**Mailing Instructions**  
 Business Office and Studio—Nashville Trust Bldg., Nashville 3, Tenn., Alpine 5-5431. TWX NV 80.  
 Transmitter—McGavock Pike, Nashville, Tenn.

**Wave—Power—Time**  
 Operating power—5,000 watts.  
 Frequency—980 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate full time.  
 Operates on Central Time.  
 Operating schedule: Sunday 7:00 a.m. to 12:00 midnight; week days 5:00 a.m. to 12:00 midnight.

**Agency Commission**  
 Agency commission 15% to recognized agencies; no cash discount. Bills rendered 1st of each month and due within ten days.

**General Advertising**  
 Affiliated with ABC Radio.

**CLASS "A"**  
 (6:30 a.m. to 10:00 p.m. Monday through Sunday)

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	260 tl.
1 hour.....	120.00	114.00	108.00	102.00	96.00	90.00
1/2 hour.....	72.00	68.40	64.80	61.20	57.60	54.00
1/4 hour.....	48.00	45.60	43.20	40.80	38.40	36.00
10 minutes	36.00	34.20	32.40	30.60	28.80	27.00
5 minutes	24.00	22.80	21.60	20.40	19.20	18.00
1 minute or sta. brk.	12.00	11.40	10.80	10.20	9.60	9.00

**CLASS "B"**  
 (5:00 a.m. to 6:30 a.m. and 12:00 midnight to 10:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min. or sta. brk.
1 hour.....	96.00	91.20	86.40	81.60	76.80	72.00
1/2 hour.....	50.00	47.50	45.00	42.50	40.00	37.50
1/4 hour.....	30.00	28.00	26.00	24.00	22.00	20.00
10 minutes	22.50	21.00	19.50	18.00	16.50	15.00
5 minutes	15.00	14.00	13.00	12.00	11.00	10.00
1 minute or sta. brk.	10.00	9.25	8.50	7.75	7.00	6.25

**SATURATION PLAN RATES**

Per week:	Each	Total
12 announcements.....	7.00	84.00
24 announcements.....	6.50	156.00

**SPECIAL PACKAGES**  
 Weekend Packages  
 (8:00 p.m. to midnight Saturday and Sunday)  
 Rates on request.

**DOMINANT FOR 33 YEARS WSM**

**... FIRST IN EVERY RATED QUARTER HOUR**

**... SHOWS A 6% INCREASE SINCE 1956**

**Here's what has happened in the 103 County WSMpire in the 17 months since the last Pulse Study was made:**

**MONDAY - FRIDAY**

STATION	6 AM-12 N	12 N-6 PM	6 PM-12 Mid
WSM	42	44	52
Sta. B	23	22	18
Sta. C	13	12	14
Sta. D	9	11	10
Sta. E	7	7	---
Sta. F	6	5	4

**SATURDAY**

WSM	52	50	61
Sta. B	17	14	14
Sta. C	13	13	13
Sta. D	7	9	7
Sta. E	6	7	---
Sta. F	4	7	4

**SUNDAY**

WSM	61	52
Sta. B	13	18
Sta. C	10	13
Sta. D	4	7
Sta. E	9	6
Sta. F	2	5

In the largest single survey ever undertaken Pulse finds that WSM has increased its hold on the 103 County WSMpire by 6% . . . leads in every rated quarter hour with an average of well over twice the audience of the next Nashville station.



**Clear Channel—50,000 Watts 650 K. C.**  
**Bob Cooper, General Manager**  
**JOHN BLAIR & COMPANY**  
 National Representatives

**ID ANNOUNCEMENTS**  
 (20 words, Sunday through Saturday)  
 Rates on request. Plans are not accepted between 6:30 a.m. to 8:00 a.m. and 4:30 p.m. to 6:00 p.m.  
**SPECIAL FEATURES**  
 News Service—UPI and local news.  
 Time signals, weather reports, market reports, athletic events—rates on request.  
 Stereophonic program—6:00 p.m. to 7:00 p.m. Sunday in cooperation with WFMB—rates on request.

**WSM**  
 (Established 1925)

**THE JOHN BLAIR STATION Basic NBC Affiliate**



Rates effective October 1, 1957. (Card No. 11.)  
 Rates received September 6, 1957.  
 Owned and operated by WSM, Inc.  
**Personnel**  
 President—John H. DeWitt, Jr.  
 General Manager—Bob Cooper.  
 Promotion Manager—Royal McCullough.

**Representatives**  
 John Blair & Company.  
**Mailing Instructions**  
 Business Office and Studio—National Bldg., Seventh Ave., and Union St., Nashville 3, Tenn., telephone Alpine 4-5656.  
 Transmitter—Located 12 miles in the country.

**Wave—Power—Time**  
 Operating power—50,000 watts.  
 Frequency—650 kilocycles.  
 Non-directional.  
 Licensed to operate on clear channel full time.  
 Operates on Central Standard Time.  
 Operating schedule:—

**Agency Commission**  
 15% to recognized agencies on net charges for station time and talent. No commission on line charges. No cash discount. Bills due and payable on or before the 15th of the month following that in which the broadcasting is done.

**General Advertising**  
 For combination rates see NBC Radio Network. Advertising of alcoholic beverages not accepted. No periods sold in bulk for resale. Station rates and talent charges subject to change without notice. The following rates apply to both national and local advertising.

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	420.00	275.00	180.00	115.00
52 times.....	409.50	268.13	175.50	112.13
104 times.....	399.00	261.25	171.00	109.25
156 times.....	388.50	254.38	166.50	106.38
208 times.....	387.50	240.63	157.50	100.63
260 times.....	346.50	226.88	148.50	94.88
312 or more times.....	315.00	206.25	135.00	86.25

**CLASS "B"**  
 (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)

1 time.....	210.00	137.50	90.00	57.50
52 times.....	204.75	134.06	87.75	56.06
104 times.....	199.50	130.63	85.50	54.63
156 times.....	194.25	127.19	83.25	53.19
208 times.....	183.75	120.31	78.75	50.31
260 times.....	173.25	113.44	74.25	47.44
312 or more times	157.50	103.13	67.50	43.18

**CLASS "C"**  
 (6:00 a.m. to 7:00 a.m.)

1 time.....	157.50	102.75	67.50	43.15
52 times.....	153.56	100.18	65.81	42.08
104 times.....	149.62	97.61	64.12	41.00
156 times.....	145.69	95.04	62.44	39.91
208 times.....	137.81	89.91	59.06	37.78
260 times.....	129.94	84.77	55.69	35.60
312 or more times	118.12	77.06	50.62	32.36

**CLASS "D"**  
 (11:00 p.m. to 6:00 a.m.)

1 time.....	105.00	68.50	45.00	28.75
52 times.....	102.38	66.79	43.88	28.03
104 times.....	99.75	65.08	42.75	27.31
156 times.....	97.13	63.36	41.63	26.59
208 times.....	91.88	59.94	39.38	25.16
260 times.....	86.63	56.51	37.13	23.72
312 or more times	78.75	51.38	33.75	21.56

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

	1 Station	1 Station
1 time.....	75.00	65.00
52 times.....	73.00	63.00
156 times.....	71.00	61.00

**CLASS "B"**  
 (7:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.)

1 time.....	50.00	38.00
52 times.....	48.00	36.00
156 times.....	46.00	34.00

**CLASS "C"**  
 (6:00 a.m. to 7:00 a.m.)

1 time.....	28.00	24.00
52 times.....	27.00	23.00
156 times.....	26.00	22.00

**CLASS "D"**  
 (11:00 p.m. to 6:00 a.m.)

1 time.....	19.00	17.00
52 times.....	18.00	16.00
156 times.....	17.00	15.00

**IMPACT PLANS**  
**CLASS "B"**  
 (9:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)

	1 Station	1 Station
12 announcements.....	40.00	28.00
18 announcements.....	38.00	26.00
24 announcements.....	36.00	24.00
36 announcements.....	34.00	22.00

(This listing continued on next page)



**CLASS "C"**  
(6:00 a.m. to 7:00 a.m.)

Per week:	1	Station
12 announcements.....	min.	break
18 announcements.....	23.00	19.00
24 announcements.....	22.00	18.00
36 announcements.....	21.00	17.00
	20.00	16.00

**CLASS "D"**  
(11:00 p.m. to 6:00 a.m.)

Per week:	16.00	14.00
12 announcements.....	15.00	13.00
18 announcements.....	14.00	12.00
24 announcements.....	13.00	11.00

Impact Plan announcements may be scheduled 7:00 a.m. to 9:00 a.m. at applicable rate for these periods. Since these announcements may count toward Impact Plan frequency, the balance of the schedule will be sold at pro-rata the Impact Plan rate.

**DUO-PLAN**  
For every Class "B," "C" or "D" announcement purchased, one Class "A" (6:00 p.m. to 10:30 p.m., Monday through Thursday) announcement may be purchased at Class "B" rate.

**ID's**  
50% applicable minute rate. ID's may not be combined with other broadcast service for purpose of establishing frequency discounts on either ID's or other broadcast service.

**SPECIAL FEATURES**

News Service—AP, UPI.  
Grand Ole Opry—following rates are for both time and talent and are flat, no discounts:  
Per 1/2 hour between 7:30 & 10:30 p.m. 500.00  
Per 1/2 hour between 10:30 & 11:00 p.m. 300.00  
Per 1/2 hour between 11:00 p.m. and 12:00 midnight 200.00  
Per 1/4 hour between 7:30 p.m. to 8:00 p.m. and 10:00 p.m. to 10:30 p.m. 275.00  
Per 1/4 hr. between 10:30 p.m. and 11:00 p.m. 200.00  
Per 1/4 hour between 11:00 p.m. and 12:00 midnight 150.00  
"Noontime Neighbors"—Following rates are for both time and talent and are flat—no discounts:

	1 tl.	Per Week	3 tl.	5 tl.
1/2 hour.....	200.00	525.00	800.00	
News—Monday through Friday:				
Class "A", flat per week.....		480.00		
Class "B", flat per week.....		360.00		
Class "C", flat per week.....		300.00		
Class "D", flat per week.....		240.00		

**DISCOUNTS**

Discounts allowed retroactively on the number of consecutive broadcasts given within a year. Announcements and program periods cannot be combined to earn larger discounts. The above rates are guaranteed for a period of six months from the date of first broadcast or for six months from effective date of any increase in these rates, providing advertising is actually running at the time of effective date of the increase and providing that the broadcasts continue without interruption.

**Closing Time**

Typewritten or printed copies of addresses or talks must be submitted for station's approval at least 24 hours in advance and must conform to policies of station management.

**WVOL**

(Established 1951)

**Independent Negro**

A Rounsaville Owned Station

Rates effective January 1, 1959.  
Rates received December 3, 1958.  
Owned and operated by Robert W. Rounsaville.  
Home office: 3165 Matheson Drive, Atlanta 5, Ga.

**Personnel**

Pres. & Gen'l Mgr.—Robert W. Rounsaville.  
Station Manager—Carter Jones.  
Nat'l Sales Mgr.—Harold F. Walker.

**Representatives**

Gill-Perna, Inc.  
South—Dora-Clayton Agency.

**Mailing Instructions**

Business Office and Studio—400 Davidson St., P. O. Box 1273, Nashville, Tenn.; Chapel 2-0489.  
Transmitter—Davidson St., Nashville, Tenn.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—1470 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operating schedule: 5:00 a.m. to local sunset week days; 6:00 a.m. to local sunset Sunday.

**Agency Commission**

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

**General Advertising**

Affiliated with Rounsaville Radio Stations. For combination rates see listing under Regional Networks and Groups.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Advertising of beer and wine accepted.  
The following rates apply to all hours.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	75.00	50.00	28.00	16.00	8.00
50 times.....	71.50	47.50	26.60	15.20	7.60
100 times.....	68.00	45.20	25.30	14.40	7.20
150 times.....	64.50	42.80	24.00	13.70	6.80
250 times.....	61.25	40.70	22.80	13.00	6.50
300 times.....	58.20	38.70	21.70	12.40	6.20
500 times.....	52.40	34.80	19.50	11.20	5.60
750 times.....					5.00
1000 times.....					4.50
1500 times.....					4.00
2000 times.....					3.60

ID's or "flash" announcements, 8/10 seconds, sold at 50% of the 1-minute rate and cannot be combined with the 1-minute announcements to earn lower rates.

**SPECIAL FEATURES**

News Service—AP, and local.  
5-minute news every hour, on the hour, emphasis on local.

**Participating Programs**

"Sweet Charlot" with Ed Hall—5:05 a.m. to 6:00 a.m. Monday through Friday; religious and spiritual recordings, time and weather.  
"Early Train" with Chuck Mitchell—6:05 a.m. to 8:00 a.m. Monday through Friday; rhythm, blues, time and weather.  
"A-Train" with Ed Hall—8:05 a.m. to 9:00 a.m. Monday through Friday; rhythm, blues, time and weather.  
"Peace in the Valley" with Morgan Babb—9:30 a.m. to 11:00 a.m. Monday through Friday; gospel and spiritual recordings.  
"Jack the Bear" with Ed Hall and Happy Jack—11:30 a.m. to 1:30 p.m. Monday through Friday; rhythm and blues recordings.  
"Old Ship of Zion" with Chuck Mitchell—2:05 p.m. to 3:00 p.m. Monday through Friday; gospel and spiritual recordings.  
"Red Hot & Blues" with Happy Jack—4:05 p.m. to 6:00 p.m. Monday through Saturday; rhythm and blues recordings.  
"Cool lhythms" with Chuck Arnold—6:05 p.m. to sign-off daily.  
"Sunday Show" with Ed Hall and Chuck Arnold—11:05 a.m. to 3:00 p.m.  
"Tunes for Teens" with Ivy Blair and Clarence Killcrease—4:05 p.m. to 5:00 p.m. Sunday.  
Above programs sold at regular rates for one minute participations. Also available in 1/4 hour and 1/2 hour segments.

**NEWPORT**

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

**WLIK**

(Established 1954)



Rates effective December 1, 1955.  
Rates received November 28, 1955.  
Owned and operated by WLII, Inc.

**Personnel**

Pres. and Gen'l Mgr.—Arthur Wilkerson.  
Vice-Pres., Sta. & Com'l Mgr.—Ira B. Crisp.  
Secretary—Mrs. Evelyn Wynn.

**Representatives**

None.

**Mailing Instructions**

Mailing address—P. O. Box 270, Newport, Tenn.  
Business office & Transmitter—Intersection highways 25-E and 25-W west of Newport, Tenn., telephone 3095.

**Wave—Power—Time**

Operating power—5,000 watts days.  
Frequency—1270 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:00 a.m. to local sunset week-days; 7:00 a.m. to local sunset Sunday.

**Agency Commission**

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

**General Advertising**

Affiliated with Radio stations WLII, Lenoir City, Tenn., and the Keystone Network.  
ASCAP, BMI and SESAC licenses.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	50.00	30.00	20.00	10.00	6.00
13 times.....	47.50	28.50	19.00	9.50	5.70
26 times.....	45.00	27.00	18.00	9.00	5.40
52 times.....	42.50	25.50	17.00	8.50	5.10
104 times.....	40.00	24.00	16.00	8.00	4.80
156 times.....	37.50	22.50	15.00	7.50	4.50

(\*) Spot announcements one minute or less.  
Automotive rate, flat..... 4.50

**SPECIAL FEATURES**

News Service—UPI. No extra charge.

**POLITICAL**

Regular rate discount.

**OAK RIDGE (2 AM)**

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

**WATO**

(Established 1948)



Rates effective March 1, 1958. (Card No. 3.)  
Card received March 31, 1958.

Owned and operated by WATO, Inc.

**Personnel**

Pres. & Gen'l Mgr.—Samuel P. Throver.  
Commercial Manager—Leonard M. McColg.  
Program Director—Bob Yongue, III.

**Representatives**

Bob Dore Associates.

**Mailing Instructions**

Business Office and Studio—253 Main St., E., Oak Ridge, Tenn.  
Transmitter—Oak Ridge, Tenn.

**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 not observed.  
Operating schedule: 6:00 a.m. to midnight.

**Agency Commission**

15% to recognized advertising agencies. All invoices rendered monthly; bills due when rendered. No cash discount.

**General Advertising**

For combination rates see Mutual Broadcasting System.

	1	1/2	1/4	5	(*)	(†)
	hr.	hr.	hr.	min.		
1 time.....	50.00	30.00	18.00	9.50	5.00	3.00
13 times.....	47.50	28.00	17.00	8.50		
26 times.....	42.50	26.00	16.00	8.50		
52 times.....	40.00	24.00	14.00	8.00	4.75	2.85
104 times.....	35.00	22.00	13.00	7.50	4.50	2.70
156 times.....	32.50	20.00	12.00	7.00	4.25	2.55
260 times.....	30.00	18.00	10.00	6.50	4.00	2.40
312 times.....	27.50	16.00	9.00	6.00		
365 times.....					3.75	2.25
500 times.....	25.00	14.00	8.00	5.50		
520 times.....					3.50	2.10
780 times.....					3.25	1.95
1040 times.....					3.00	1.80
1500 times.....					2.50	1.50

(\*) 1-minute, 125 words.  
(†) 30-seconds, 60 words.

**SPECIAL CONTRACT PACKAGE RATES**

(Run-of-schedule, no guaranteed times)

50 announcements per week.....	105.00
40 announcements per week.....	90.00
30 announcements per week.....	75.00
20 announcements per week.....	55.00

**SPECIAL 10-SECOND FLASH CONTRACT**

100 announcements per week.....	125.00
50 announcements per week.....	75.00
35 announcements per week.....	61.25
20 announcements per week.....	40.00

**SPECIAL FEATURES**

News Service—AP.

**POLITICAL**

1-time rates apply; payable in advance.

**TRANSCRIPTIONS**

Library Service—World.

**Closing Time**

48 hours in advance of broadcast.

**WOKE**

(Established 1951)

Rates effective November 1, 1957.  
Rates received November 5, 1957.

Owned and operated by WOKE, Inc.

**Personnel**

General Manager—Virgil K. Trimm.  
Station Manager—Hughes H. Brewer.  
Program Director—Wayne Hannah.

**Representatives**

Hill F. Best Company.

**Mailing Instructions**

Business Office, Studio and Transmitter—112 E. Eastburn Lane, Oak Ridge, Tenn.

**Wave—Power—Time**

Operating power—1,000 watts days; 500 watts nights.  
Frequency—1200 kilocycles.  
Directional nighttime only.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Operating schedule: 5:30 a.m. to midnight.

**Agency Commission**

15% to recognized agencies on station time. No cash discount. Bills rendered first of month, due 10th.

**General Advertising**

Affiliated with Keystone Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Accepts standard AAAA contract. Rate protection extended for one year.  
All program material and commercial copy is subject to the approval of the station management. No contract accepted for more than 52 consecutive weeks.

	1	1/2	1/4	5	1	30
	hr.	hr.	hr.	min.	min.	sec.
1 time.....	50.00	30.00	20.00	10.00	7.50	6.50
13 times.....	47.50	28.50	19.00	9.50	7.25	6.25
26 times.....	45.00	27.00	18.00	9.00	7.00	6.00
52 times.....	42.50	25.50	17.00	8.50	6.75	5.75
104 times.....	40.00	24.00	16.00	8.00	6.50	5.50
156 times.....	37.50	22.50	15.00	7.50	6.00	5.00
260 times.....	35.00	21.00	14.00	7.00	5.50	4.50

Automotive rate per announcement, flat..... 4.75  
Quickie or time signals (8- or 10-seconds, run-of-schedule)—50% discount from 1-minute rates of earned frequency.

**COMBINATION DISCOUNTS**

10% discount when sold with WMTS, Murfreesboro; WZYX, Cowan; WDEH, Sweetwater, Tennessee.

**SPECIAL FEATURES**

News Service—AP. Local news, complete sports coverage.

**POLITICAL**

Regular rates apply. Payable in advance.

# TENNESSEE

## PARIS

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

### WTPR

(Established 1948)



Rates effective May 1, 1957.  
Rates received May 2, 1957.  
Owned and operated by The Paris Broadcasting Co.

#### Personnel

President—A. B. Robinson.  
Station Manager—Joe P. Van Dyke.

#### Representatives

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

#### Mailing Instructions

Business Office and Studio—Davis Bldg., Paris, Tenn., telephone 1700-1.  
Transmitter—Two miles south on Chifty Road, Paris.

#### Wave—Power—Time

Operating power—250 watts days.  
Frequency—710 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Central Standard Time.

#### Agency Commission

15% to recognized agencies; no cash discount.

#### General Advertising

For regional network rates, see Dixie Network.  
Affiliated with Keystone Network.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.

	Discounts apply as earned within one year.			
	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time....	30.00	18.00	13.50	9.00
26 times..	28.50	17.00	12.75	8.50
52 times..	27.00	16.00	12.00	8.00
104 times..	25.00	15.00	11.25	7.50
156 times..	24.00	14.00	10.50	7.00
260 times..	22.50	13.00	9.75	6.50
312 times..	21.00	12.00	9.00	6.00

(\*) One minute or 100 words.  
10-second announcements—50% of earned minute rate.

#### Saturation Rates

Per week:	earned frequency less.....	10%
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%	

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.

#### Closing Time

Talent programs close one week in advance. Transcriptions, recorded programs and announcements close 24 hours in advance.

## PULASKI

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

### WKS R

(Established 1947)

Rates effective April 1, 1954.  
Card received March 26, 1954.

Owned and operated by Richland Broadcasting Co.

#### Personnel

Owner & Gen'l Mgr.—John R. Stephens.

#### Representatives

Thomas F. Clark Company, Inc.

#### Mailing Instructions

Business Office and Studio—Radio Center, Pulaski, Tenn., telephone 1066-1067, TWX 344.  
Transmitter—Pulaski, Tenn.

#### Wave—Power—Time

Operating power—1,000 watts.  
Frequency—1420 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operating schedule: 5:30 a.m. to 11:00 p.m.

#### Agency Commission

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

#### General Advertising

Affiliated with ABC Radio.  
Rates include music copyright fees.  
BMI, SESAC and ASCAP licenses.  
Programs have time preference over announcements.  
Station reserves 30 seconds at close of all programs, for local use.  
Management reserves right to cancel any program broadcast during A.B.C. Network option time, provided 30 days' notice is given sponsor.  
Management reserves the right to discontinue any program or announcement which is deemed not in public interest.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	Ann.
1 time.....	50.00	28.50	12.50	12.00	8.80	3.70
13 times....	45.00	26.50	12.00	10.50	8.25	3.45
26 times....	42.00	24.50	11.50	9.75	7.70	3.20
52 times....	39.00	22.50	11.00	9.00	7.15	2.95
104 times....	36.00	20.50	10.70	8.25	6.55	2.70
156 times....	33.00	18.50	10.20	7.75	6.05	2.55
260 times....	31.50	17.50	9.70	7.25	5.80	2.40
312 times....	30.00	16.50	9.20	7.00	5.55	2.25

Transcribed announcements, one minute maximum time.  
Oral announcements, 100 words or less.  
Station breaks, transcribed or oral, not over 30 seconds.

#### SPECIAL FEATURES

News Service—UPI and local news.  
ABC "Co-op" programs—rates on request.

#### POLITICAL

Political broadcasts payable in advance.

#### TRANSCRIPTIONS

Library Service—Thesaurus.

#### Closing Time

Copy must be received 24 hours in advance.

## RIPLEY

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

### WTRB

(Established 1954)

Rates effective January 1, 1958.  
Rates received December 10, 1957.  
Owned and operated by Lauderdale Broadcasting Co.

#### Personnel

Gen'l & Com'l Mgr.—John L. Stewart.  
Program Director—Dave Wilson.

#### Representatives

Hil F. Best Company.

#### Mailing Instructions

Business Office and Studio—P. O. Box 302, Ripley, Tenn. Telephone 1060.  
Transmitter—Alternate Hwy., 51 South, Ripley, Tenn.

#### Wave—Power—Time

Operating power—250 watts days.  
Frequency—1570 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.

#### Agency Commission

15% to recognized agencies on time only; no cash discount. Bills rendered 1st 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.  
Beer advertising accepted.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	40.00	25.00	15.00	12.50	7.50	3.50
13 times....	37.50	22.50	14.00	11.00	7.25	3.25
26 times....	34.00	20.00	13.00	10.00	7.00	3.00
52 times....	30.00	18.00	12.00	9.50	6.50	2.75
104 times....	25.00	16.00	10.00	8.50	6.00	2.50
260 times....	22.50	14.00	8.50	7.50	5.50	2.25
300 times....	20.00	12.50	7.50	6.50	5.00	2.00

#### SPECIAL FEATURES

News Service—UPI. No extra charge.  
5-minute news every hour on the hour, emphasis on local.

#### POLITICAL

Regular rates apply. Cash in advance.

#### Closing Time

24 hours in advance of broadcast.

## ROCKWOOD

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

### WRKH

(Established —)



Rates effective —.  
Rates received July 10, 1957.  
Owned and operated by Roane Broadcasting Co.

#### Personnel

President—Herman Spivey.  
Vice-Pres. & Gen'l Mgr.—Willard Wilson.  
Sec'y & Treas.—Ray Spivey.  
Program Director—Hugh L. Allen.

#### Representatives

None.

#### Mailing Instructions

Business Offices and Studio—Peterman Bldg., Rockwood Ave. at Front St., Rockwood, Tenn. telephone 347-348.  
Transmitter—Rockwood, Tenn.

#### Wave—Power—Time

Operating power—500 watts days.  
Frequency—580 kilocycles.  
Non-directional.  
Operates on Central Standard Time.  
Licensed to operate daytime only.  
Operating schedule: 5:00 a.m. to 7:00 p.m. weekdays; 6:00 a.m. to 7:00 p.m. Sundays.

#### Agency Commission

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

#### General Advertising

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
No alcoholic beverage advertising accepted.  
Contracts not accepted for periods longer than one year.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	29.50	20.00	12.50	7.50	3.00
13 times..	27.00	17.50	12.00	7.00	2.90
26 times..	25.00	17.00	10.50	6.50	2.85
52 times..	24.50	16.00	10.00	6.00	2.75
104 times..	22.50	14.50	9.50	5.75	2.65
156 times..	21.00	13.50	9.00	5.65	2.50
312 times..	20.00	12.50	8.00	5.50	2.40

#### SPECIAL FEATURES

News Service—UPI. No extra charge. Local news three times daily.  
Rates for sports, special events, store pickups and remote broadcasts on request.

#### POLITICAL

Rates on request.

#### TRANSCRIPTIONS

Library Service—Thesaurus.

Another way service-ads  
in SRDS help you . . .

They supplement your  
knowledge of media  
when you are away  
from your office

Can you always tell in advance when  
a discussion of media will come up?  
Can you ever be sure just when the  
men you do business with will want to  
review your media selections?

Wherever or whenever a discussion  
of media arises, the one source of  
information you can be sure will be  
handy is Standard Rate. The informa-  
tion contained in SRDS listings is essen-  
tial to any discussions that knuckle down  
to specific media evaluations and com-  
parisons.

SRDS publications can help you even  
more if you use the information pro-  
vided for your use in media Service-  
Ads. These informative collections of  
pertinent data can give you additional  
bases of comparison and selection.  
They are placed in SRDS by media for  
the express purpose of making media  
information available to you whenever  
and wherever you are using SRDS.

Make the most of the information fur-  
nished for your use in SRDS. Follow  
through the listing information by con-  
sulting the supplementary media data  
contained in Service-Ads.

2-3GXT458

# ROGERSVILLE

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

## WRGS

(Established 1954)

Rates effective July 15, 1956.  
Card received August 24, 1956.

Owned and operated by Rogersville Broadcasting Co.

**Personnel**  
President—John E. Beal.  
Commercial Manager—Charles W. Beal.  
General Manager—George Beal.

**Representatives**  
Hil F. Best Company.

**Mailing Instructions**  
Business Office, Studio and Transmitter—Burem Pike, Rogersville, Tenn., telephone 6491.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1370 kilocycles.  
Non-directional.  
Licensed to operate to local sunset.  
Operating schedule: 5:55 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 1st of month; payable 10th of month following broadcast.

**General Advertising**  
Accepts AAAA copyrighted contract.  
No cash rebate.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	40.00	25.00	15.00	10.00	5.00
13 times..	37.50	22.50	12.50	9.00	4.50
26 times..	35.00	20.00	12.00	8.50	4.00
52 times..	30.00	17.50	10.00	7.50	3.75
104 times..	27.50	16.00	9.00	7.00	3.50
156 times..	25.00	15.00	8.00	6.50	3.25

(\* ) 1 minute or less.  
Automotive rate, 1-minute or less..... 2.50

### SPECIAL FEATURES

News Service—UPI.  
POLITICAL  
One time rate applies.

# SEVIERVILLE

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

## WSEV

(Established 1955)



Rates effective April 1, 1955. (Card No. 1.)  
Card received September 2, 1955.

Owned and operated by Smoky Mountain Broadcasting Corp.

**Personnel**  
General Manager—Hugh E. Trotter.

**Representatives**  
None.

**Mailing Instructions**  
Business Office, Studio and Transmitter—Middlecreek Road, Sevierville, Tenn., telephone 2844.  
Other Studios—Gatlinburg, Tenn.

**Wave—Power—Time**  
Operating power—5,000 watts days.  
Frequency—930 kilocycles.  
Non-directional.  
Operates on Eastern Standard Time.  
Licensed to operate daytime only.  
Operating schedule: Sunrise to local sunset.

**Agency Commission**  
15% to recognized agencies; no cash discount. Bills rendered first of month; payable tenth of month.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Contracts not accepted for periods exceeding one year.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
No time will be sold for resale and contracts are not transferable.  
Advertising of beer and alcoholic beverages not accepted.  
Rates are for station time and include services of announcer, program and merchandising departments.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	48.00	28.00	18.00	8.00	6.00
13 times..	46.00	26.00	17.00	7.60	5.70
26 times..	43.20	25.20	16.20	7.20	5.40
52 times..	40.80	23.80	15.30	6.80	5.10
104 times..	38.40	22.40	14.40	6.40	4.80
156 times..	36.00	21.00	12.50	6.00	4.50
260 times..	33.60	19.60	11.50	5.60	4.20
312 or more times..	31.20	17.20	10.50	5.20	3.90

(\* ) One minute or less.

### SPECIAL FEATURES

News Service—UPI. No extra charge. Time signals, weather forecasts, special events and market quotations—rates on request.

Participating Programs  
"Smoky Mountain Special," "Morning Show," "WSEV Jamboree," "GM Show."

### POLITICAL

Regular rates apply.  
Closing Time  
All changes accepted and will be made if possible.

# SHELBYVILLE

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

## WHAL

(Established 1946)

Rates effective June 1, 1947. (Card No. 2.)

Owned and operated by the Shelbyville Broadcasting Company, Inc.

**Personnel**  
Vice-Pres. & Gen'l Mgr.—Charles Christian.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 241, Shelbyville, Tenn., Murray 4-1400.  
Transmitter—Lewisburg Pike, Shelbyville, Tenn.

**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.  
Actual operating schedule: 5:58 a.m. to 11:00 p.m.

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

**General Advertising**  
The following rates are for national advertising.

	1	13	26	52	104	156	200	312
	tl.	tl.	tl.	tl.	tl.	tl.	tl.	tl.
1 hr.	40.00	37.00	34.00	31.00	28.00	25.00	22.00	19.00
1/2 hr.	25.00	23.00	21.00	19.00	17.00	15.00	13.00	11.00
1/4 hr.	13.00	12.00	11.00	10.00	8.00	7.50	7.00	6.00
10 min.	10.25	9.50	8.75	8.00	7.25	6.50	5.75	5.00
5 min.	7.50	7.00	6.50	6.00	5.50	5.00	4.50	4.00

ANNOUNCEMENTS  
One minute or less and station breaks:  
Each 3.00 3.00 2.75 2.50 2.25 2.00 1.75 1.50

DISCOUNTS  
Discounts apply as earned within one year.  
Strip Rate

Rate for minimum of 13 weeks, 312 time rates apply; non-cancellable.

### SPECIAL FEATURES

News Service—UPI. No extra charge.  
POLITICAL AND RELIGIOUS  
Political time takes one time rate; cash in advance. 20% discount on station time for religious programs requiring remote facilities.

# TENNESSEE

## SOUTH PITTSBURG

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

## WEPG

(Established 1954)

Rates effective April 1, 1956.  
Rates received March 23, 1956.

Owned and operated by Eaton P. Govan, Jr. dba Marion County Broadcasting Service.

**Personnel**  
Owner-Manager, Com'l. Mgr.—Eaton P. Govan, Jr.  
Program Director—Vivette P. Govan.

**Representatives**  
None.

**Mailing Instructions**  
Business Office, Studio and Transmitter—Railroad Ave., South Pittsburg, Tenn., TE 7-6185.

**Wave—Power—Time**  
Operating power—500 watts days.  
Frequency—910 kilocycles.  
Non-directional.  
Operates on Central Standard Time.  
Licensed to operate daytime only.  
Operating schedule: 5:00 a.m. to local sunset weekdays; 6:00 a.m. to local sunset Sundays.

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

**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....	18.00	12.00	6.00	4.00	3.00
14 times..	17.10	11.40	5.70	3.80	2.85
39 times..	16.20	10.80	5.40	3.60	2.70
52 times..	15.40	10.20	4.80	3.40	2.55
78 times..	14.50	9.60	4.50	3.20	2.40
104 times..	13.60	9.00	4.20	3.00	2.30
156 times..	12.70	8.40	3.90	2.80	2.15
312 times..	11.80	7.80	3.60	2.60	2.00

**SPECIAL PACKAGE RATES**  
Announcements to be used in one month:  
1 minute announcements..... 60 tl. 100 tl.  
30 second announcements..... 3.00 2.60 2.00

**SPECIAL FEATURES**  
News Service—UPI. No extra charge.

POLITICAL  
One time rates apply; payable in advance. No frequency discount.

TRANSCRIPTIONS  
Library Service—World.

Closing Time  
24 hours in advance of broadcast.

## SPARTA

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

## WSMT

(Established 1953)

Rates effective ————  
Rates received November 11, 1957.

Owned and operated by Sparta Broadcasting Co., Inc.

**Personnel**  
President—Sam J. Albritton.  
General Manager—Martha L. Albritton.  
Commercial Manager—Van L. Slack.

**Representatives**  
Hil F. Best Company.

**Mailing Instructions**  
Business Office, Studio and Transmitter—U. S. Highway 42, Sparta, Tenn. Phones 3751 and 5571.  
TWX TT 7551-37.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1050 kc.  
Non-directional.  
Licensed to operate to local sunset.  
Operates on Central Time.  
Operating schedule: Daytime schedule.

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

**General Advertising**  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Advertising of beer and alcoholic beverages not accepted.

	1	1/2	1/4	5	1	30
	hr.	hr.	hr.	min.	min.	sec.
1 time....	50.00	25.00	10.00	5.00	2.60	1.65
13 times..	45.00	20.00	9.50	4.75	2.45	1.50
26 times..	37.50	15.00	8.00	4.50	2.30	1.40
52 times..	35.00	13.50	7.50	4.25	2.20	1.30
104 times..	30.00	12.00	7.25	4.00	2.10	1.20
156 times..	25.00	11.50	7.00	3.75	2.00	1.10
312 times..	22.50	11.00	6.75	3.50	1.90	1.00

**SPECIAL FEATURES**  
News Service—UPI. No extra charge.

TRANSCRIPTIONS  
Library Service—World.

POLITICAL AND RELIGIOUS  
Rates on request.

## SPRINGFIELD

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

## WDBL

(Established 1950)

Rates effective June 1, 1958.  
Rates received May 12, 1958.

Owned and operated by Springfield Broadcasting Co.

**Personnel**  
General Manager—W. N. Locke.

(This listing continued on next page)



# TENNESSEE

## Springfield—W D B L—Continued

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 464, Main St., Springfield, Tenn., telephone 1287.  
Transmitter—One mile south of Springfield, Tenn.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1590 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.

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

**General Advertising**  
Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Contracts will not be accepted for periods longer than one year. Programs shall hold priority over announcements.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time....	50.00	30.00	16.00	12.00	8.80	3.90	3.25
13 times..	45.00	28.50	14.00	10.50	8.25	3.75	3.00
26 times..	42.00	25.50	12.50	9.75	7.70	3.40	2.75
52 times..	39.00	22.50	11.00	9.00	7.15	2.95	2.50
104 times..	36.00	20.50	10.70	8.25	6.55	2.70	2.25
156 times..	33.00	18.50	10.20	7.75	6.05	2.55	1.75
260 times..	31.50	17.50	9.70	7.25	5.80	2.40	1.50
312 times..	30.00	16.50	9.20	7.00	5.55	2.25	1.40

**SPECIAL FEATURES**  
News Service—UPI. No extra charge.  
**POLITICAL**  
1-time rate applies.  
**TRANSCRIPTIONS**  
Library Service—World, Thesaurus.

## SWEETWATER

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

### WDEH

(Established 1955)  
Rates effective May 1, 1957.  
Rates received May 6, 1957.  
Owned and operated by WDEH, Inc.

**Personnel**  
Owners—A. D. Smith, Jr., and Frank Mullinax.  
Manager—Lewis Penuel.

**Representatives**  
Hil F. Best Company.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 182, U. S. Hwy. 11, Sweetwater, Tenn.  
Transmitter—Sweetwater, Tenn.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—800 kilocycles.  
Non-directional.  
Licensed to operate to daytime only.  
Operates on Eastern Standard Time.  
Operating schedule: local sunrise to local sunset.

**Agency Commission**  
15% to recognized agencies on net charges for station time; no cash discount. Bills rendered tenth of month; payable when rendered.

**General Advertising**  
Affiliated with Keystone Network.  
Contracts will not be accepted for periods longer than one year. No time will be sold for resale and contracts are not transferable. Programs hold priority over announcements.  
Rates quoted are for time announcers, and program and merchandising departments.

	1 hr.	1/2 hr.	10 min.	5 min.
1 hour.....	40.00	5 minutes.....	8.00	
1/2 hour.....	24.00	1 minute or less.....	4.00	
1/4 hour.....	15.00			

**PACKAGE RATES**  
Announcements—1 minute or less, consecutive weeks.  
Per week. 1 wk. 4 wks. 13 wks. 26 wks. 52 wks.

	1 wk.	4 wks.	13 wks.	26 wks.	52 wks.
6 times....	24.00	22.50	21.00	18.00	15.00
12 times..	45.00	42.00	38.00	33.00	27.00
18 times..	53.00	58.50	49.50	45.00	36.00
24 times..	78.00	72.00	60.00	54.00	42.00
30 times..	90.00	82.50	67.50	60.00	45.00

Extra discount of 10% allowed from above rates when same purchase order combines WMTS, Murfreesboro, Tenn., WDEH and WZYX, Cowan, Tenn.

**SPECIAL FEATURES**  
News Service—AP. Leased wire service available.  
No extra charge for newscasts by announcer on duty.  
Time signals, weather forecasts, etc., rates on request.

**Participating Programs**  
"Top of the Morning"—7:00 a.m. to 9:00 a.m.  
"Crossroads"—1:00 p.m. to 3:00 p.m.  
"The Lowell Blanchard Jr. Show"—3:00 p.m. to 5:00 p.m.  
"Country Hayride"—5:30 p.m. to 6:30 p.m.  
"Pushbutton Eight"—6:50 p.m. to 7:30 p.m.

**POLITICAL**  
Rates on request.  
**TRANSCRIPTIONS**  
Library Service—Thesaurus.

## TULLAHOMA

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

### WJIG

(Established 1947)  
Rates effective December 1, 1957.  
Rates received April 23, 1958.  
Owned and operated by Radio Tullahoma, Inc.

**Personnel**  
President—M. D. Smith, III.

Sec'y-Treas.—Elizabeth Jone Smith.  
Station Manager—Henry G. Beam.  
Chief Engineer—Richard Essner.

**Representatives**  
Hil F. Best Company.

**Mailing Instructions**  
Business Office and Studio—West End Drive, Tullahoma, Tenn., Glendale 5-2607, 8.  
Transmitter—Tullahoma, Tenn.

**Wave—Power—Time**  
Operating power—250 watts days.  
Frequency—740 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Daylight Saving Time not observed.  
Operating schedule: ———.

**Agency Commission**  
15% to recognized agencies. No cash discount.

**General Advertising**  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
13 week non-cancellation contracts, earn the same rate as one year contracts with cancellation clauses.  
Beer advertising accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	52.00	37.00	19.50	9.50	4.00
13 times..	49.00	33.00	18.00	9.00	3.75
26 times..	46.00	29.00	16.50	8.50	3.50
52 times..	42.00	25.00	15.50	7.50	3.25
104 times..	38.00	22.00	13.50	7.00	3.00
156 times..	35.00	19.00	11.00	6.50	2.75
260 times..	26.00	15.00	9.50	6.00	2.50

(\*) One minute or less.  
12 announcements or more per week, deduct 20% from the above rates.

**SPECIAL FEATURES**  
News Service—UPI. Regular rates apply.  
**TRANSCRIPTIONS**  
Library Service—Thesaurus.

**Closing Time**  
All talks and speeches are to be submitted to station management for approval 24 hours in advance of broadcast time.

## UNION CITY (2AM)

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

### WENK

(Established 1946)

Rates effective May 1, 1957.  
Rates received May 2, 1957.  
Owned and operated by The Union City Broadcasting Co., Inc.

**Personnel**  
Station & Sales Mgr.—E. B. Fritts.  
President—Aaron B. Robinson.  
Vice-Pres. & Gen'l Mgr.—Jack Cecil.

**Representatives**  
Venard, Bintoul & McConnell, Inc.  
Memphis—C. K. Beaver & Associates.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 287, 1st and Washington Sts., Union City, Tenn.  
Transmitter—Fulton Highway, one mile north of Union City, Tenn.

**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: 5:00 a.m. to 11:00 p.m.

**Agency Commission**  
15% 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."  
Accepts AAAA copyrighted contract.  
ASCAP, BMI and SESAC licenses.  
Rates include music copyright fees.  
Beer advertising accepted.  
Station reserves 30 seconds from each program contracted for by advertiser, so actual time of each broadcast is as follows: 59:30 minutes for one hour; 29:30 minutes for 1/2 hour; 14:30 minutes for 1/4 hour; 4:30 minutes for 5 minutes.

	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..	25.50	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.  
10-second announcements—50% of earned minute rate.  
**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%  
For additional discounts and combination rates, see The Dixie Network, Williams Bldg., Jackson, Tenn.

**SPECIAL FEATURES**  
News Service—UPI and local news.  
News—every hour on the hour. Six local newscasts daily.  
Sports—full local and regional coverage. High School & University Football & Basketball.  
Farm—4 hours daily.  
Weather forecasts, time signals, market quotations, rates on request.

**Participating Programs**  
"Farmers Bulletin Board"—5:00 a.m. to 7:00 a.m.  
"Clockwatchers"—7:00 a.m. to 8:30 a.m.  
"Melody Parade"—8:45 a.m. to 11:00 a.m. and 12:40 p.m. to 1:30 p.m.  
"Farm & Home Hours"—11:00 a.m. to 12:30 p.m.  
"Quartet Corner"—1:30 p.m. to 2:00 p.m.  
"Request Time"—2:00 p.m. to 3:30 p.m.  
"J. D.'s Jive Time"—3:30 p.m. to 5:45 p.m.  
"Nitebeat"—6:15 p.m. to sign-off.

## POLITICAL AND RELIGIOUS

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

## WTUC

(Established 1956)



Rates effective September 15, 1956.  
Rates received September 6, 1956.  
Owned and operated by Davy Crockett Broadcasting Co., Inc.

**Personnel**  
President—David J. Capps.  
Secretary & Treasurer—Don Hickman.

**Representatives**  
Continental Radio Sales.

**Mailing Instructions**  
Business Office—227 S. 2nd St., Box 402, Union City, Tenn.

**Wave—Power—Time**  
Operating power—250 watts days.  
Frequency—1580 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 only; no cash discount. All bills rendered monthly.

**General Advertising**  
Affiliated with Southeastern Key Market Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Contracts must be completed within one year.  
No cash rebates.  
Rates are for station time only; musical and dramatic talent furnished at additional cost. Sound effects and additional voices for announcements are supplied at extra charge.  
All proposals subject to prior sale at allotted time. Contracts for more than 52 weeks are not acceptable. All contracts must conform to government regulations and be subject to approval of station officials.  
Frequency discounts apply to one unit only of broadcasting time. Rates and discounts subject to change without notice.  
Beer advertising accepted.

	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time....	25.00	13.00	9.00	8.00	4.25
52 times..	19.50	10.80	8.00	7.20	3.80
104 times..	18.00	9.60	7.20	6.40	3.60
156 times..	17.00	8.40	6.50	5.50	3.25

(\*) One minute or less.  
Automotive Rate  
Per spot announcement, not retroactive 3.25.

**RELIGIOUS**  
Regular rates apply.  
**SPECIAL FEATURES**  
News Service—AP and local news.  
News Headlines—Every hour 5 minutes before the hour.  
Three sportscasts daily.  
Farm and market news coverage—regular rates apply.  
Time Signals—15 seconds, minimum of four per day, rates on request.

**POLITICAL**  
Political talks and lectures accepted by special arrangements only.  
**TRANSCRIPTIONS**  
Library Service—Lang-Worth, Thesaurus, SESAC.

## WINCHESTER

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

### WC DT

(Established 1948)  
Rates effective June 1, 1957. (Card No. 2.)  
Rates received June 10, 1957.  
Owned and operated by Franklin County Radio and Broadcasting Co., Inc.

**Personnel**  
Manager—L. M. Dawson.

**Representatives**  
None.

**Mailing Instructions**  
Business Office, Studio and Transmitter—P. O. Box 1103, Winchester, Tenn., Woodlawn 2-2201.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1340 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Central Standard Time.  
Operating schedule: 5:30 a.m. to 10:05 p.m. Monday through Saturday; Sunday 6:55 a.m. to 10:05 p.m.

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

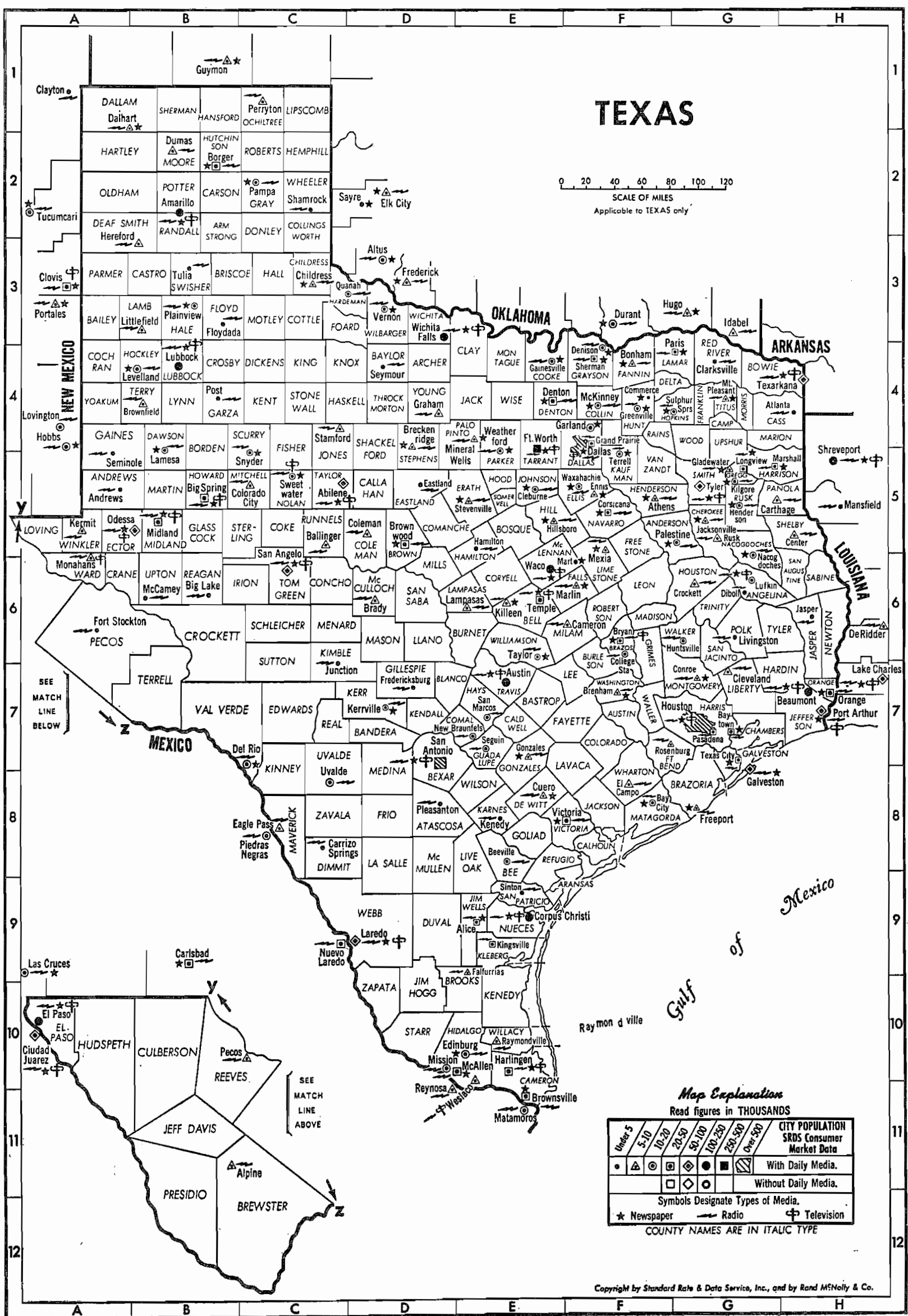
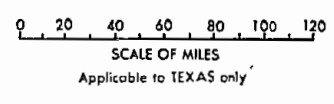
**General Advertising**  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time....	25.00	13.00	7.50	6.00	4.00	2.50
13 times..	24.00	12.50	7.25	5.85	3.90	2.25
26 times..	23.00	12.00	7.00	5.70	3.80	2.00
52 times..	21.00	11.50	6.75	5.55	3.70	1.75
104 times..	20.00	11.00	6.50	5.40	3.60	1.65
156 times..	19.00	10.50	6.25	5.25	3.50	1.50
200 times..	18.00	10.00	6.00	5.10	3.40	1.35
312 times..	17.50	9.50	5.90	5.00	3.30	1.25

(\*) Spot announcements—100 words or less; station breaks—not over 50 words.  
**SPECIAL FEATURES**  
News Service—UPI. No extra charge.  
**POLITICAL**  
Regular rates apply.  
**Closing Time**  
12 hours in advance of broadcast.



# TEXAS



**Map Explanation**  
Road figures in THOUSANDS

Under 5	5-10	10-20	20-50	50-100	100-250	250-500	Over 500	CITY POPULATION SRDS Consumer Market Data
○	◐	◑	◒	◓	◔	◕	◖	With Daily Media.
○	◐	◑	◒	◓	◔	◕	◖	Without Daily Media.

Symbols Designate Types of Media.  
 ★ Newspaper    ⚡ Radio    📺 Television

COUNTY NAMES ARE IN ITALIC TYPE

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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.

Abilene—Taylor  
Alice—Jim Wells  
Amarillo—Potter  
Austin—Travis  
Baytown—Harris

Beaumont—Jefferson  
Big Spring—Howard  
Borger—Hutchinson  
Brownsville—Cameron  
Brownwood—Brown  
Bryan—Brazos  
Corpus Christi—Nueces  
Corsicana—Navarro  
Dallas—Dallas

Denton—Denton  
El Paso—El Paso  
Fort Worth—Tarrant  
Galveston—Galveston  
Grand Prairie—Dallas  
Harlingen—Cameron  
Houston—Harris  
Kingsville—Kleberg

Laredo—Webb  
Longview—Gregg  
Lubbock—Lubbock  
McAllen—Hidalgo  
Marshall—Harrison  
Midland—Midland  
Odessa—Ector  
Orange—Orange

Paris—Lamar  
Pasadena—Harris  
Port Arthur—Jefferson  
San Angelo—Tom Green  
San Antonio—Bexar  
Sherman—Grayson  
Temple—Bell  
Texarkana—Bowie

Texas City—Galveston  
Tyler—Smith  
University Park—Dallas  
Victoria—Victoria  
Harris  
Wichita Falls—Wichita  
West University Place—  
Waco—McLennan

ESTIMATES FOR:	POPULATION	HOUSEHOLDS	C.S.I.	C.S.I.	TOTAL	RETAIL SALES BY STORE TYPE				FOR THE YEAR 7/1/57 TO 7/1/58			FARM	GROSS
STATE	7/1/58	7/1/58	7/1/57	per	RETAIL SALES	FOOD	DRUG	GENERAL	APPAREL	HOME	AUTO-	FILLING	POPULATION	FARM
COUNTY—Map Loc.	(000)	(000)	to	HOUSE-	7/1/58	(\$000)	(\$000)	MDS.	(\$000)	FURN.	MOTIVE	STATION	1/1/58	INCOME
CITY			7/1/58	hold	(\$000)			(\$000)		(\$000)	(\$000)	(\$000)	(000)	1957
Metropolitan Area			(\$000)	(\$)										(\$000)
<b>TEXAS STATE TOTALS.</b>	9,338.5	2,715.43	14,610,833	5,381	11,034,724	2,602,713	351,258	1,199,921	610,869	477,436	2,502,429	935,312	108,666	2,337,693
ANDERSON F-5	28.8	8.70	35,301	4,058	25,196	6,574	879	1,613	1,526	1,528	5,862	2,551	9.4	4,071
ANDREWS A-5	8.0	2.31	13,143	5,690	10,259	2,943	281	53	468	575	3,054	1,434	.4	457
ANGELINA G-6	40.4	12.06	46,679	3,871	35,587	9,675	1,265	2,326	2,730	1,776	8,447	4,124	6.9	2,726
ARANSAS F-9	4.1	1.30	3,379	2,599	6,133	2,373	91	208	97	238	408	759	.3	386
ARCHER D-4	6.5	1.97	7,796	3,957	6,935	1,664	151	178			2,636	871	1.4	6,454
ARMSTRONG B-2	2.2	.71	2,988	4,208	1,677	368	30	76	33	60		402	1.1	5,978
ATASCOSA D-8	20.2	5.02	19,131	3,811	14,882	2,960	385	2,062	248	326	4,394	1,599	6.6	5,985
AUSTIN F-7	12.9	4.14	12,768	3,084	15,561	4,559	335	1,727	170	201	2,725	1,606	6.9	7,598
BAILEY A-3	8.9	2.54	11,903	4,686	13,430	3,144	354	1,366	346	561	2,801	509	3.9	18,037
BANDERA D-7	4.4	1.46	4,513	3,091	3,003	1,087	149	166	83	68	161	456	1.7	2,106
BASTROP E-7	18.6	5.57	22,585	4,055	12,872	4,317	449	662	450	398	3,270	1,333	5.1	4,238
BAYLOR D-4	6.5	2.02	7,954	3,938	9,878	2,438	227	319	320	589	2,180	1,285	2.3	8,564
BEE E-8	20.2	5.54	26,632	4,807	20,006	5,377	758	1,262	859	810	3,835	2,016	3.6	5,282
BELL E-6	97.5	25.44	147,441	5,796	91,253	21,467	3,708	9,921	5,127	4,131	23,025	8,181	10.0	13,177
Temple	35.3	10.70	52,183	4,877	51,953	11,271	2,247	7,393	3,246	2,330	13,339	3,697		
BEXAR D-7	615.9	164.53	915,468	5,564	682,413	161,593	19,170	97,647	55,463	25,230	134,433	50,608	10.4	11,657
San Antonio	555.6	145.18	792,273	5,457	643,772	154,116	19,170	88,524	55,018	25,109	126,107	48,236		
San Antonio Metro														
Area	615.9	164.53	915,468	5,564	682,413	161,593	19,170	97,647	55,463	25,230	134,433	50,608		
BLANCO D-7	3.4	1.09	3,135	2,876	4,970	1,445	62	326		158	576	710	1.7	3,401
BORDEN B-4	1.0	.26	1,696	6,523	238	115						120	.7	3,317
BOSQUE E-5	9.0	3.03	7,157	2,362	11,307	2,515	675	972	192	77	2,377	1,048	4.5	5,664
BOWIE G-4	73.3	22.14	100,562	4,542	59,588	14,987	2,610	7,030	2,701	2,924	12,554	7,175	9.0	5,348
Texarkana	51.3	16.71	76,905	4,602	75,297	15,236	2,752	10,957	5,099	3,755	12,500	9,253		
Texarkana Metro														
Area	104.5	31.17	140,769	4,516	93,413	21,457	3,391	11,936	5,746	4,323	17,747	11,160		
BRAZORIA G-8	63.6	17.87	82,366	4,609	76,052	24,582	2,490	4,015	2,100	3,183	16,926	8,222	5.6	30,495
BRAZOS F-6	42.1	11.55	61,626	5,336	48,579	15,549	1,556	3,333	2,959	2,712	8,265	3,826	4.4	7,769
Bryan	30.1	9.60	44,534	4,639	44,688	14,566	904	3,171	2,853	2,386	8,265	2,992		
BREWSTER C-12	7.1	1.94	8,935	4,606	6,695	1,671	326	410	302	107	1,879	812	.4	1,942
BRISCOE B-3	3.2	.96	7,515	7,828	2,828	1,045	198	147	107	133	238	380	1.8	8,947
BROOKS E-10	11.7	2.97	13,659	4,599	7,891	2,185	325	461	154	211	1,448	1,372	1.7	2,190
BROWN D-5	31.7	10.32	45,750	4,433	30,835	9,090	1,683	2,483	1,718	1,112	6,392	2,351	4.0	5,619
Brownwood	23.3	7.66	39,391	5,142	27,237	8,405	1,486	2,126	1,688	1,048	5,634	1,760		
BURLESON F-6	9.1	2.75	8,044	2,925	8,221	2,532	294	586	354	256	625	660	5.6	7,132
BURNET E-6	10.5	3.12	10,523	3,373	7,977	1,612	274	548	75	161	2,471	1,121	3.1	4,650
CALDWELL E-7	15.4	4.41	19,628	4,451	21,028	4,388	566	1,251	692	521	7,210	3,828	4.9	5,359
CALHOUN F-8	12.2	3.70	20,624	5,574	12,162	3,533	446	339	653	428	1,918	1,371	1.4	8,556
CALLAHAN D-5	7.4	3.39	7,859	2,318	7,182	2,363	244	323	166	229	1,550	1,173	3.2	4,363
CAMERON E-10	162.6	40.73	179,689	4,412	119,568	33,069	2,991	15,871	9,140	4,415	21,310	8,704	17.3	55,377
Brownsville	48.4	12.23	55,484	4,537	42,748	11,551	850	7,006	5,189	1,772	6,439	2,246		
Brownsville Metro														
Area	162.6	40.73	179,689	4,412	119,568	33,069	2,991	15,871	9,140	4,415	21,310	8,704		
Harlingen	38.5	10.75	53,871	5,011	54,127	12,240	1,261	7,829	3,603	1,939	13,008	3,857		
CAMP G-4	7.7	2.35	7,777	3,309	7,360	1,895	120	355	359	263	2,788	850	3.0	1,006
CARSON B-2	7.4	2.19	10,913	4,983	7,090	1,307	418	57	53	125	2,419	757	1.4	7,571
CASS G-4	22.3	6.26	15,985	2,554	19,626	5,926	608	2,566	783	424	4,982	1,850	9.8	1,209
CASTRO B-3	6.2	1.73	18,130	10,480	8,232	2,229	92	434	146	121	1,119	1,240	3.7	38,941
CHAMBERS G-7	8.4	2.48	10,727	4,325	7,127	2,203	301	223	68	184	1,757	959	1.2	13,552
CHEROKEE G-5	35.7	9.67	38,039	3,934	28,917	7,042	1,233	2,499	930	1,430	8,347	2,272	10.8	7,921
CHILDRESS C-3	12.8	3.99	17,799	4,461	11,334	2,676	421	1,236	418	319	3,143	1,755	2.6	1,839
CLAY E-4	8.0	2.51	8,947	3,565	8,559	2,041	240	268	87	225	2,882	1,318	3.6	6,661
COCHRAN A-4	7.9	2.17	13,697	6,312	8,186	2,381	257	674	306	192	1,737	666	2.3	9,330
COKE C-5	3.7	1.12	6,335	5,656	4,843	1,074	359	166		149	1,686	490	1.3	2,465
COLEMAN D-5	12.0	3.88	16,036	4,133	13,469	3,686	588	579	680	931	3,249	1,321	4.3	6,104
COLLIN F-4	38.6	11.95	46,017	3,851	37,735	11,567	1,196	2,508	1,296	2,244	8,073	3,822	12.2	17,738

(2) Includes portion in Miller County, Arkansas.

# KBOR, Brownsville

## ... on BOTH SIDES of the Border

U. S. and Mexican audiences turn to KBOR for area News, Music and Sports

U. S. Audiences in 7 Texas Counties "retail" in Brownsville . . . enjoy KBOR and ABC Network Programs, respond to its influence.

Population ..... 422,750  
Cons. Spend. Inc. .... \$420 Million  
Retail Sales ..... \$282 Million

Source: SRDS Consumer Mkts. Data, May, '58

Mexican Audiences — Daily 3½ hour Spanish program "Ecos Del Valle" appeals specifically to the 75,000 over-the-border audience in neighboring Matamoros (more than 6,000 customers cross to Brownsville for daily shopping trips).



Farming Center — 2 of the highest gross farm income counties in Texas, Cameron (5th) and Hidalgo (3rd), are within the KBOR service area — a 7-county gross farm income of \$153 million yearly.

BROWNSVILLE

# KBOR

ABC RADIO

1,000 WATTS — DAY AND NIGHT

## HILL F. BEST CO.

# 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)
COLLINGSWORTH C-2.....	8.3	2.47	12,763	5,167	8,240	2,803	265	438	251	104	1,777	391	3.5	8,182
COLORADO F-7.....	17.9	5.49	21,686	3,950	24,300	4,417	428	1,813	624	685	5,537	2,393	5.0	20,047
COMAL E-7.....	20.1	5.87	26,982	4,597	24,010	4,938	513	2,801	395	640	7,575	1,636	2.2	2,524
COMANCHE D-5.....	13.0	4.29	13,212	3,080	11,646	2,307	516	947	252	201	3,376	1,155	6.5	7,338
CONCHO C-6.....	4.2	1.26	6,644	5,273	4,592	558	59	195	60	51	1,141	648	2.0	4,752
COOKE E-4.....	20.4	6.30	27,052	4,294	31,169	6,607	917	2,277	1,260	1,406	7,260	3,537	6.3	9,627
CORYELL E-6.....	13.8	4.27	10,655	2,495	14,965	3,872	508	745	432	644	4,335	1,520	5.2	3,899
COTTLE C-3.....	5.3	1.61	7,646	4,749	5,155	1,526	211	392	193	271	1,101	237	2.2	2,599
CRANE A-6.....	4.8	1.44	9,193	6,384	6,410	1,371	62	168	309	238	2,365	773	.1	319
CROCKETT B-6.....	3.8	1.07	11,275	10,537	4,716	979	177	287	68	327	1,587	453	.6	3,900
CROSBY B-4.....	9.6	2.84	14,789	5,207	13,080	2,887	199	554	262	334	4,978	1,126	3.8	29,212
CULBERSON B-10.....	2.0	.59	1,437	2,436	4,024	611	90	374	48	102	846	1,249	.2	3,623
DALLAM A-1.....	8.9	2.73	23,480	8,601	10,755	2,499	451	659	403	157	3,317	1,272	1.2	5,159
DALLAS F-5.....	860.2	266.60	1,810,473	6,791	1,405,934	283,700	41,613	180,553	87,136	47,697	336,809	86,788	12.0	10,998
Dallas.....	648.8	206.35	1,412,501	6,845	1,118,963	219,115	36,233	157,058	72,794	40,564	255,071	62,510	.....	.....
Dallas Metro Area.....	860.2	266.60	1,810,473	6,791	1,405,934	283,700	41,613	180,553	87,136	47,697	336,809	86,788	.....	.....
Grand Prairie.....	35.4	10.72	60,932	5,684	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
University Park.....	28.5	9.15	103,729	11,337	17,178	9,000	1,680	244	1,067	1,315	269	2,994	.....	.....
DAWSON B-4.....	22.7	6.26	35,109	5,608	26,412	6,154	689	2,002	611	771	8,182	3,044	4.8	24,312
DEAF SMITH A-2.....	11.9	3.50	22,659	6,474	20,486	3,730	357	970	951	587	5,210	1,884	2.5	28,239
DELTA F-4.....	6.2	1.90	5,749	3,026	5,080	1,584	71	416	158	.....	1,397	279	3.7	3,671
DENTON E-4.....	49.9	14.22	70,832	4,981	47,885	11,598	1,773	4,731	1,906	1,716	12,600	3,996	8.0	14,554
Denton.....	29.5	7.56	51,059	6,754	33,875	7,988	1,508	4,112	1,796	1,407	8,323	2,467	.....	.....
DE WITT E-8.....	21.1	6.45	24,940	3,867	27,142	5,899	822	2,166	1,030	622	6,372	2,343	6.6	8,455
DICKENS C-4.....	7.0	2.03	9,651	4,754	6,733	1,509	119	223	446	268	2,196	847	2.7	5,921
DIMMIT C-8.....	11.6	2.54	9,229	3,633	5,425	1,070	184	61	170	256	2,535	479	1.5	4,605
DONLEY C-2.....	5.4	1.72	9,883	5,746	5,932	1,529	204	224	262	113	1,516	744	2.3	5,235
DUVAL D-9.....	12.2	2.96	10,619	3,588	7,880	2,748	460	371	339	483	1,303	1,348	3.8	3,200
EASTLAND D-5.....	19.4	6.51	23,493	3,609	25,792	6,616	914	1,832	858	882	7,706	3,241	4.4	4,517
ECTOR A-5.....	92.4	28.40	201,741	7,104	124,707	30,034	3,313	10,949	8,546	7,377	28,044	11,283	.2	541
Odessa.....	80.5	25.45	183,003	7,191	118,396	29,103	3,173	9,987	8,546	7,377	28,016	10,393	.....	.....
Odessa Metro Area.....	92.4	28.40	201,741	7,104	124,707	30,034	3,313	10,949	8,546	7,377	28,044	11,283	.....	.....
EDWARDS C-7.....	2.2	.65	2,014	3,098	1,664	585	183	36	59	.....	.....	308	1.1	4,066
ELLIS F-5.....	45.3	13.57	61,778	4,553	41,110	12,595	1,352	3,009	942	1,559	9,410	4,827	12.0	12,876
EL PASO A-10.....	293.4	74.13	488,268	6,587	314,701	74,787	9,319	52,152	21,075	17,947	63,573	20,493	7.4	28,118
El Paso.....	262.7	71.19	418,925	5,885	268,293	61,720	8,452	44,846	20,577	17,150	54,701	17,991	.....	.....
El Paso Metro Area.....	293.4	74.13	488,268	6,587	314,701	74,787	9,319	52,152	21,075	17,947	63,573	20,493	.....	.....
ERATH E-5.....	15.4	5.15	19,327	3,753	19,722	4,104	569	1,207	702	713	3,484	1,517	6.1	8,760
FALLS F-6.....	20.0	5.87	20,926	3,565	20,889	5,430	668	914	1,080	1,125	3,736	1,437	10.4	13,271
FANNIN F-4.....	21.7	6.95	18,654	2,684	19,992	6,759	706	1,523	716	611	4,025	2,036	10.5	10,161
FAYETTE F-7.....	20.1	6.15	19,395	3,154	21,156	5,572	471	2,149	691	639	3,424	2,142	12.1	10,957
FISHER C-4.....	9.9	2.90	12,545	4,326	7,017	2,243	342	219	433	121	1,954	926	4.5	5,199
FLOYD B-3.....	10.9	3.35	19,396	5,790	15,532	4,263	490	520	758	646	3,536	1,156	4.0	47,374
FOARD D-3.....	3.4	1.02	4,484	4,396	2,807	657	125	173	64	133	935	190	1.5	3,722
FORT BEND F-7.....	30.7	8.02	31,009	3,866	41,268	9,869	521	1,701	1,192	1,094	12,546	3,792	9.8	25,490
FRANKLIN G-4.....	4.7	1.49	3,577	2,401	3,682	532	85	354	87	880	792	519	2.7	1,309
FREESTONE F-5.....	12.1	3.58	10,858	3,033	10,965	3,450	350	659	391	246	2,414	1,207	6.2	5,132
FRIO D-8.....	10.5	2.55	12,262	4,809	6,893	1,563	246	293	42	206	1,887	913	2.0	4,972
GAINES A-4.....	8.7	2.51	16,491	6,570	17,700	4,021	463	780	563	777	5,489	2,870	2.0	13,406
GALVESTON G-7.....	155.3	46.79	300,027	6,412	161,831	44,147	6,297	16,985	11,622	7,915	23,933	13,777	1.8	3,981
Galveston.....	77.3	23.46	163,678	6,977	94,383	22,100	3,949	9,112	9,003	6,111	11,844	7,628	.....	.....
Galveston Metro Area.....	155.3	46.79	300,027	6,412	161,831	44,147	6,297	16,985	11,622	7,915	23,933	13,777	.....	.....
Texas City.....	34.1	10.22	70,514	6,900	35,869	12,864	1,373	2,325	2,207	1,211	5,608	3,189	.....	.....
GARZA B-4.....	6.9	2.02	10,785	5,339	7,092	1,736	202	277	290	434	1,871	714	1.7	4,745
GILLESPIE D-7.....	10.9	3.43	12,677	3,696	14,741	1,935	315	1,602	493	863	2,608	1,373	4.2	6,054
GLASSCOCK B-5.....	1.1	.33	1,154	3,497	192	40	25	.....	.....	.....	.....	103	.5	1,461
GOLIAD E-8.....	4.2	1.20	4,038	3,365	4,056	1,567	68	96	245	177	482	722	2.3	3,408
GONZALES E-7.....	17.7	5.03	22,684	4,510	27,056	6,947	458	1,230	695	201	3,554	1,271	7.5	14,408
GRAY C-2.....	26.0	8.38	52,138	6,222	41,043	9,979	1,759	3,556	1,922	1,634	11,738	4,427	1.7	5,123
GRAYSON F-4.....	73.5	23.25	109,780	4,722	86,537	21,929	2,304	6,544	5,269	4,583	25,465	8,298	9.3	10,658
Sherman.....	28.9	9.69	58,707	6,059	39,309	8,993	969	3,377	2,927	2,537	12,937	2,159	.....	.....
GREGG G-5.....	76.4	23.64	106,941	4,524	106,397	19,109	3,001	8,901	6,786	4,829	30,974	8,518	3.7	934
Longview.....	43.5	13.11	66,038	5,037	55,154	10,650	1,556	6,981	4,225	2,725	12,536	4,453	.....	.....
GRIMES F-6.....	10.1	3.06	9,005	2,943	12,330	3,652	406	1,428	142	445	2,788	1,289	5.5	8,377
GUADALUPE E-7.....	26.0	7.33	25,165	3,433	42,041	5,770	2,816	1,587	735	13,435	4,455	3,910	7.4	7,402
HALE B-3.....	36.7	10.78	60,910	5,650	59,745	12,474	1,723	5,471	2,751	2,711	14,350	5,028	7.1	87,272
HALL C-3.....	9.1	2.65	13,252	5,001	7,773	2,608	386	521	349	293	1,628	861	3.7	6,714
HAMILTON E-5.....	8.7	2.94	10,315	3,509	8,908	1,561	275	593	267	168	1,852	1,681	4.3	5,209
HANSFORD B-1.....	5.4	1.63	8,950	5,491	6,799	1,396	269	259	87	364	1,707	528	1.1	7,004
HARDEMAN C-3.....	9.9	3.15	15,357	4,875	9,291	2,618	269	901	585	371	1,984	926	2.6	5,096
HARDIN H-7.....	23.1	6.66	19,942	2,994	18,487	4,441	800	1,156	599	701	4,289	3,241	4.0	1,457
HARRIS G-7.....	1,175.3	357.12	2,128,004	5,959	1,492,894	374,174	47,900	191,684	91,641	73,091	309,019	115,834	10.1	30,844
Baytown.....	40.1	12.50	80,562	6,445	56,784	19,306	1,985	6,006	2,906	2,931	12,546	3,582	.....	.....
Houston.....	897.6	278.02	1,821,790	6,553	1,308,412	311,710	41,622	180,413	85,106	65,313	276,155	93,710	.....	.....
Houston Metro Area.....	1,175.3	357.12	2,128,004	5,959	1,492,894	374,174	47,900	191,684	91,641	73,091	309,019	115,834	.....	.....
Pasadena.....	55.1	16.06	102,888	6,406	62,880	20,465	1,935	3,826	2,785	4,196	15,659	6,537	.....	.....
West University Place.....	20.5	6.30	70,655	11,215	1,933	254	.....	50	.....	.....	.....	96	.....	.....
HARRISON H-5.....	46.5	12.90	60,248	4,670	38,955	9,690	1,020	5,024	2,224	2,040	8,687	4,840	11.0	3,397
Marshall.....	27.9	8.57	54,314	6,338	33,328	7,880	927	3,665	2,152	1,925	7,438	2,907	.....	.....
HARTLEY A-2.....	2.0	.59	6,353	10,768	1,149									

# 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)				
HOCKLEY B-4.....	27.2	7.72	39,519	5,119	26,522	6,999	582	1,908	847	837	7,422	2,695	6.1	37,086	
HOOD E-5.....	4.3	1.44	6,064	4,211	6,789	1,372	124	706	31	80	2,635	718	2.3	2,517	
HOPKINS G-4.....	18.6	5.85	17,878	3,056	22,556	5,013	636	1,411	960	1,004	8,020	1,356	7.6	8,563	
HOUSTON G-6.....	17.1	4.87	12,376	2,541	16,944	4,588	485	723	868	620	3,560	1,087	9.5	6,932	
HOWARD B-5.....	31.9	9.29	55,538	5,978	52,771	11,963	1,489	4,652	2,431	1,678	14,088	6,285	2.8	7,279	
Big Spring.....	25.1	7.68	48,908	6,368	47,963	11,002	1,304	4,260	2,431	1,490	13,747	5,741	.....	.....	
HUDSPETH A-10.....	5.3	1.33	5,554	4,176	2,723	357	88	820	.....	.....	.....	698	2.6	10,855	
HUNT F-4.....	35.8	11.26	50,254	4,463	44,064	10,791	1,506	4,153	2,097	2,871	12,898	3,107	9.6	8,725	
HUTCHINSON B-2.....	42.6	12.64	75,963	6,010	42,089	11,240	1,962	2,581	2,656	3,206	11,064	4,081	.4	3,965	
Borger.....	25.4	7.93	48,343	6,096	38,585	10,388	1,472	2,581	2,512	3,042	11,064	2,771	.....	.....	
IRION C-6.....	1.5	.47	1,852	3,940	652	233	38	92	38	.....	.....	223	.5	1,824	
JACK E-4.....	6.0	1.96	8,349	4,260	7,199	1,697	193	409	198	215	1,735	1,653	2.3	2,653	
JACKSON F-8.....	14.4	4.01	14,456	3,605	15,225	3,450	538	885	718	192	3,584	1,963	4.4	12,475	
JASPER H-6.....	22.8	6.34	19,899	3,139	19,359	3,598	725	2,450	779	874	5,945	1,865	5.8	3,064	
JEFF DAVIS B-11.....	2.1	.55	2,225	4,045	664	314	23	58	.....	.....	106	151	.6	3,505	
JEFFERSON H-7.....	240.9	72.19	433,737	6,008	294,120	78,262	9,875	32,712	20,503	15,012	58,399	23,762	2.9	19,093	
Beaumont.....	117.8	35.74	217,825	6,095	171,456	41,951	5,473	21,533	12,971	8,507	37,484	12,908	.....	.....	
Beaumont-Port Arthur Metro Area.....	240.9	72.19	433,737	6,008	294,120	78,262	9,875	32,712	20,503	15,012	58,399	23,762	.....	.....	
Port Arthur.....	64.1	19.54	121,849	6,236	91,551	26,774	3,113	9,700	6,676	5,363	17,294	7,131	.....	.....	
JIM HOGG D-10.....	5.5	1.36	6,365	4,680	4,280	909	164	460	233	161	1,006	555	.6	892	
JIM WELLS E-9.....	35.2	8.89	45,486	5,117	31,694	7,581	693	2,466	931	1,707	8,547	3,249	2.9	12,829	
Alice.....	22.1	5.73	32,403	5,655	25,887	6,049	445	2,144	854	1,421	7,521	2,347	.....	.....	
JOHNSON E-5.....	33.2	10.59	45,529	4,299	29,796	7,454	899	2,199	1,338	1,578	7,518	3,164	8.3	8,096	
JONES C-5.....	21.9	6.81	24,031	3,529	24,791	6,478	762	2,408	548	830	6,449	2,837	5.7	8,611	
KARNES E-8.....	14.0	3.49	11,936	3,420	14,428	3,853	453	1,366	369	604	2,793	1,283	6.5	7,277	
KAUFMAN F-5.....	26.2	7.37	25,965	3,523	31,673	7,389	721	2,018	823	1,157	9,809	3,688	9.0	8,282	
KFNDALL D-7.....	6.1	2.01	7,478	3,720	6,210	1,237	260	538	73	296	1,700	826	2.3	2,715	
KENEDY E-10.....	.6	.13	459	3,531	77	.....	.....	52	.....	.....	.....	.....	.6	1,896	
KENT C-4.....	1.5	.45	2,375	5,278	1,125	367	30	.....	58	77	280	152	1.2	1,601	
KERR D-7.....	16.3	5.00	18,816	3,763	20,727	4,513	422	2,713	852	693	6,229	1,320	2.3	4,193	
KIMBLE C-6.....	4.3	1.35	6,522	4,831	4,732	906	38	387	184	185	671	983	1.7	3,251	
KING C-4.....	.8	.23	949	4,126	364	.....	.....	.....	.....	.....	.....	373	.6	1,337	
KINNEY C-8.....	1.8	.49	2,583	5,271	1,202	193	50	194	.....	.....	476	180	.4	2,744	
KLEBERG E-9.....	27.7	7.18	37,333	5,200	29,418	7,416	692	2,260	868	1,559	9,457	2,663	2.3	5,493	
Kingsville.....	25.5	6.70	37,183	5,550	28,963	7,295	692	2,260	868	1,397	9,457	2,470	.....	.....	
KNOX C-4.....	10.5	3.01	11,492	3,818	11,616	3,613	385	1,271	93	323	2,511	1,181	3.6	5,897	
LAMAR F-4.....	38.5	11.91	47,119	3,956	33,990	8,362	1,499	3,559	2,594	1,319	7,266	2,799	9.8	7,602	
Paris.....	24.3	8.14	41,248	5,067	30,749	7,319	1,365	3,351	2,594	1,237	6,845	2,062	.....	.....	
LAMB B-3.....	22.7	6.54	39,074	5,975	33,213	9,705	709	1,886	1,334	1,302	7,643	1,800	8.0	62,569	
LAMPASAS E-6.....	10.9	3.55	14,350	4,042	12,180	2,282	378	569	452	522	3,589	1,248	2.4	3,989	
LA SALLE D-8.....	7.4	1.86	9,195	4,944	4,381	903	106	731	55	273	1,099	443	1.1	2,408	
LAVACA F-8.....	18.7	5.69	16,728	2,940	18,245	6,881	395	1,478	415	295	3,596	1,585	10.9	9,481	
LEE F-7.....	8.2	2.42	6,500	2,686	7,633	1,415	192	654	221	264	1,710	1,054	5.4	4,181	
LEON F-6.....	7.5	2.25	6,873	3,055	6,940	2,048	256	799	118	129	618	1,581	5.6	4,664	
LIBERTY G-7.....	29.4	8.54	29,408	3,444	39,926	9,722	1,065	1,414	1,525	1,255	9,963	4,058	4.7	11,195	
LIMESTONE F-6.....	19.3	5.64	17,475	3,098	17,869	5,242	606	1,438	1,101	574	4,981	1,054	7.5	9,098	
LIPSCOMB C-1.....	3.5	1.10	5,784	5,258	4,457	780	173	147	121	.....	1,353	556	1.0	4,367	
LIVE OAK E-8.....	8.8	2.26	8,637	3,822	6,653	2,058	190	202	39	298	1,485	1,099	3.3	4,472	
LLANO D-6.....	5.0	1.70	8,134	4,785	6,903	1,205	231	1,372	147	113	1,518	677	1.4	3,130	
Loving A-5.....	.2	.06	314	5,233	59	.....	.....	.....	.....	.....	.....	.....	.1	114	
LUBBOCK B-4.....	163.9	47.25	282,858	5,986	212,749	42,052	5,783	27,072	11,101	9,996	53,446	16,044	9.7	79,555	
Lubbock.....	138.4	40.74	256,469	6,295	197,549	36,691	5,296	26,009	10,967	9,528	51,330	14,484	.....	.....	
Lubbock Metro Area.....	163.9	47.25	282,858	5,986	212,749	42,052	5,783	27,072	11,101	9,996	53,446	16,044	.....	.....	
LYNN B-4.....	9.9	2.86	14,492	1,571	11,607	2,880	268	672	471	62	4,398	699	4.8	27,660	
McCULLOCH D-6.....	10.8	3.33	15,640	4,697	11,681	2,424	379	905	392	214	3,939	1,681	2.4	3,317	
McLENNAN E-6.....	156.9	46.72	234,306	5,015	178,487	43,970	7,084	23,685	7,581	8,598	39,248	14,039	12.7	22,579	
Waco.....	109.6	32.83	189,813	5,782	157,163	37,436	6,189	22,065	7,048	8,088	35,259	11,484	.....	.....	
Waco Metro Area.....	156.9	46.72	234,306	5,015	178,487	43,970	7,084	23,685	7,581	8,598	39,248	14,039	.....	.....	
McMULLEN D-8.....	1.2	.36	1,165	3,236	225	94	43	.....	.....	.....	.....	80	.5	1,481	
MADISON F-6.....	5.0	1.54	3,981	2,585	9,485	1,783	150	375	408	225	3,868	736	4.0	3,109	
MARION G-4.....	9.3	2.61	6,219	2,383	6,631	1,669	99	704	237	171	2,231	912	2.9	359	
MARTIN B-5.....	5.4	1.44	7,439	5,166	7,771	1,506	139	89	219	157	4,163	671	3.1	10,972	
MASON D-6.....	4.7	1.55	4,905	3,165	3,999	814	150	156	163	169	560	766	1.7	4,011	
MATAGORDA F-8.....	23.4	7.00	40,030	5,719	30,544	8,100	1,354	1,349	1,207	958	7,683	3,288	4.1	18,434	
MAVERICK C-8.....	13.6	3.00	16,711	5,570	12,367	3,291	221	2,056	1,742	.....	2,014	1,039	2.1	6,516	
MEDINA D-8.....	17.3	4.67	16,655	3,566	14,038	3,831	473	1,835	296	434	3,627	1,642	5.2	3,811	
MENARD C-6.....	3.9	1.20	5,898	4,915	4,635	731	116	292	83	151	554	666	1.0	2,859	
MIDLAND B-5.....	64.7	19.75	147,451	7,466	82,103	20,289	3,178	3,353	6,924	4,181	22,771	6,692	1.3	4,344	
Midland.....	54.4	17.17	48,268	2,811	80,674	19,986	3,178	3,109	6,924	4,181	21,799	6,692	.....	.....	
Midland Metro Area.....	64.7	19.75	147,451	7,466	82,103	20,289	3,178	3,353	6,924	4,181	22,771	6,692	.....	.....	
MILAM F-6.....	16.6	5.04	12,377	2,456	22,550	7,012	524	1,462	623	581	4,633	2,406	9.8	10,074	
MILLS D-6.....	4.5	1.49	5,113	3,432	5,921	2,840	66	97	107	177	385	363	2.7	4,127	
MITCHELL C-5.....	16.3	4.75	21,892	4,609	13,115	3,936	440	1,119							



# 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 Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)				Auto- motive (\$000)
PANOLA H-5.....	16.0	4.43	19,671	4,440	13,210	3,626	418	1,202	857	518	4,282	1,741	7.7	3,503
PARKER E-5.....	22.9	7.16	33,054	4,616	22,454	4,234	515	1,024	1,116	745	8,019	2,081	6.9	12,101
PARMER A-3.....	5.9	1.75	12,554	7,174	9,595	2,252	131	154	170	257	2,046	1,072	3.3	43,338
PECOS A-6.....	11.7	3.16	17,307	5,477	12,354	2,711	414	635	648	209	2,619	2,012	1.6	13,570
POLK G-6.....	13.3	3.85	11,833	3,074	12,414	3,985	393	1,195	221	260	3,414	1,450	4.6	1,726
POTTER B-2.....	116.5	37.11	218,446	5,886	198,089	33,464	6,851	14,931	17,285	9,706	52,535	17,365	.7	7,926
Amarillo <sup>1</sup> .....	130.1	41.19	249,846	6,066	199,522	35,954	6,968	13,882	17,094	9,727	51,329	16,886	.....	.....
Amarillo Metro Area.....	135.9	42.98	261,318	6,080	214,396	37,929	7,523	16,633	17,667	9,766	54,738	19,528	.....	.....
PRESIDIO B-11.....	6.1	1.60	5,921	3,701	5,882	1,549	191	278	416	396	1,539	326	1.0	3,962
RAINS F-4.....	2.0	.61	1,291	2,116	1,464	538	72	53	.....	.....	515	79	2.1	889
RANDALL B-2.....	19.4	5.87	42,872	7,304	16,307	4,465	672	1,702	382	60	2,203	2,163	2.4	11,561
REAGAN B-6.....	4.1	1.25	5,479	4,383	5,305	1,644	242	291	241	91	1,092	877	.4	783
REAL C-7.....	2.6	.76	2,195	2,888	1,183	449	45	58	.....	100	.....	346	.6	1,191
RED RIVER G-4.....	15.3	4.58	12,325	2,691	11,508	3,642	503	1,268	480	228	2,198	1,093	8.3	5,396
REEVES B-10.....	14.9	4.15	25,432	6,128	24,226	6,175	755	2,239	983	395	3,731	2,369	2.4	44,387
REFUGIO E-8.....	9.0	2.49	12,804	5,142	11,804	2,712	370	1,067	170	290	2,092	1,679	1.3	8,320
ROBERTS C-2.....	1.0	.33	1,383	4,191	1,774	95	111	.....	.....	.....	295	352	.4	2,271
ROBERTSON F-6.....	15.9	4.58	15,227	1,141	16,947	3,441	557	1,485	273	425	6,063	1,550	6.1	8,973
ROCKWALL F-4.....	5.5	1.62	3,880	2,395	6,975	1,248	142	225	78	302	2,865	589	2.1	2,835
RUNNELS C-5.....	15.7	4.81	17,284	3,593	20,491	4,718	591	747	1,290	787	6,043	3,336	5.2	7,177
RUSK G-5.....	36.8	10.84	34,560	3,188	34,172	7,467	904	2,001	1,768	2,164	9,466	4,216	11.2	5,459
SABINE H-6.....	6.9	1.92	6,691	3,485	5,396	1,520	259	563	170	357	1,447	261	3.3	3,678
SAN AUGUSTINE H-6...	6.2	1.70	4,027	2,369	6,480	2,016	109	208	439	285	1,509	419	4.2	1,567
SAN JACINTO G-6.....	5.9	1.65	4,161	2,522	1,524	471	88	540	.....	.....	206	204	3.4	1,234
SAN PATRICK E-9.....	40.7	10.18	56,004	5,501	39,266	10,227	1,426	1,313	1,241	1,135	8,940	4,547	5.7	35,635
SAN SABA D-6.....	7.0	2.16	7,227	3,346	7,905	2,148	260	349	149	67	1,206	568	2.9	5,529
SCHLEICHER C-6.....	2.8	.85	5,275	6,206	4,068	863	255	75	126	91	1,228	615	.8	3,816
SCURRY C-4.....	32.3	9.55	80,279	8,406	27,131	8,244	981	1,392	1,305	867	7,063	3,646	4.2	4,101
SHACKELFORD D-4.....	4.1	1.34	7,283	5,435	5,338	1,460	137	117	262	253	1,850	647	1.1	2,502
SHELBY H-5.....	17.7	5.21	16,918	3,247	21,415	4,471	478	896	811	321	4,470	1,692	10.3	13,067
SHERMAN B-1.....	3.0	.90	9,641	10,712	3,754	627	406	319	20	93	730	464	.6	3,495
SMITH G-5.....	87.9	26.07	135,314	5,190	100,479	22,386	5,404	7,914	7,960	5,477	21,171	7,162	14.4	9,431
Tyler.....	56.8	17.17	112,366	6,544	87,086	19,495	4,718	7,214	7,664	5,311	20,327	5,869	.....	.....
Tyler Metro Area.....	87.9	26.07	135,314	5,190	100,479	22,386	5,404	7,914	7,960	5,477	21,171	7,162	.....	.....
SOMERVELL E-5.....	2.4	.80	1,781	2,226	1,862	699	58	36	.....	143	420	61	1.0	431
STARR D-10.....	13.9	2.97	9,124	3,072	7,694	2,042	259	1,444	116	158	1,116	696	2.2	3,211
STEPHENS D-5.....	9.5	3.18	12,448	3,914	14,439	4,372	546	763	670	639	3,949	1,152	1.4	2,621
STERLING C-5.....	1.3	.40	1,253	3,133	1,900	328	70	.....	147	185	335	284	.4	2,055
STONEWALL C-4.....	2.4	.70	3,435	4,907	2,762	901	73	98	28	67	745	456	1.7	2,835
SUTTON C-7.....	2.7	.72	6,044	8,394	5,548	1,304	156	305	165	141	930	932	.5	2,969
SWISHER B-3.....	9.8	3.00	20,554	6,851	13,902	2,680	552	538	460	230	3,682	1,150	3.5	35,610
TARRANT E-4.....	565.8	172.73	1,034,501	5,989	753,815	148,246	26,883	128,820	30,569	23,487	168,229	47,872	9.2	13,638
Fort Worth.....	379.4	119.12	754,921	6,337	601,357	116,200	25,276	115,921	29,548	21,713	135,022	39,647	.....	.....
Fort Worth Metro Area.....	565.8	172.73	1,034,501	5,989	753,815	148,246	26,883	128,820	30,569	23,487	168,229	47,872	.....	.....
TAYLOR C-5.....	81.6	24.36	147,475	6,054	104,907	23,341	3,471	11,698	7,975	6,260	25,656	9,279	3.9	4,737
Abilene.....	65.3	20.05	135,685	6,767	96,477	21,317	3,033	11,089	7,804	6,140	23,584	7,925	.....	.....
Abilene Metro Area.....	81.6	24.36	147,475	6,054	104,907	23,341	3,471	11,698	7,975	6,260	25,656	9,279	.....	.....
TERRELL B-7.....	2.5	.70	3,203	4,576	2,976	503	66	257	77	177	633	694	.5	1,818
TERRY B-4.....	15.0	4.28	19,468	4,549	23,346	5,150	460	1,607	820	581	6,945	2,134	4.0	27,471
THROCKMORTON D-4...	3.0	.98	3,993	4,074	2,439	516	113	238	119	198	536	275	1.5	3,298
TITUS G-4.....	15.3	4.69	18,431	3,930	18,077	4,982	577	894	1,244	1,047	4,223	1,589	5.1	1,494
TOM GREEN C-6.....	76.4	22.65	121,190	5,351	99,180	23,195	2,953	11,152	4,776	5,258	23,448	7,707	.....	.....
San Angelo.....	71.4	21.61	115,992	5,368	95,477	22,840	2,840	9,970	4,682	5,258	22,726	7,475	.....	.....
San Angelo Metro Area.....	76.4	22.65	121,190	5,351	99,180	23,195	2,953	11,152	4,776	5,258	23,448	7,707	.....	.....
TRAVIS E-7.....	205.1	55.77	337,222	6,047	220,697	48,826	7,414	20,457	18,353	12,498	39,815	18,195	7.3	9,203
Austin.....	188.5	51.74	317,755	6,141	214,631	48,394	7,295	19,909	18,353	12,498	38,475	17,831	.....	.....
Austin Metro Area.....	205.1	55.77	337,222	6,047	220,697	48,826	7,414	20,457	18,353	12,498	39,815	18,195	.....	.....
TRINITY G-6.....	7.3	2.23	7,944	3,562	8,124	1,891	173	444	203	362	1,762	567	2.9	1,296
TYLER H-6.....	11.2	3.15	8,367	2,656	10,340	2,141	256	1,269	224	110	2,158	1,961	4.0	2,820
UPSHUR G-4.....	17.2	5.01	13,696	2,734	14,450	4,473	311	916	773	365	3,612	1,120	7.4	2,356
UPTON B-6.....	5.1	1.59	9,741	6,126	7,488	2,117	239	627	152	310	1,443	1,391	.2	887
UVALDE C-7.....	17.3	4.80	21,437	4,466	18,527	3,727	854	2,285	736	875	3,960	1,866	2.2	9,842
VAL VERDE B-7.....	18.3	4.74	24,580	5,186	21,645	5,567	606	1,600	1,259	1,198	6,195	2,013	1.0	6,293
VAN ZANDT F-5.....	16.5	5.20	15,999	3,077	17,236	4,350	493	1,048	392	518	6,090	1,744	9.7	7,255
VICTORIA F-8.....	38.0	10.97	60,042	5,473	66,444	17,877	1,423	5,811	2,951	3,694	12,891	4,898	4.7	11,830
Victoria.....	22.6	6.73	43,468	6,459	63,765	16,369	1,293	4,912	2,951	3,511	12,891	4,516	.....	.....
WALKER G-6.....	18.3	4.50	19,745	4,388	13,630	3,699	480	1,016	612	3,510	1,698	3,510	4.0	2,703
WALLER F-7.....	13.8	3.58	17,155	4,792	13,127	2,614	352	1,080	210	173	3,358	1,555	3.3	7,566
WARD A-6.....	16.5	4.78	24,598	5,146	17,826	4,614	388	1,155	642	1,201	4,688	2,627	.6	967
WASHINGTON F-7.....	17.4	5.28	14,014	2,654	17,769	4,270	661	2,774	825	712	2,900	1,444	9.5	8,536
WEBB D-9.....	66.2	15.50	74,700	4,819	56,517	14,504	1,768	8,025	8,914	2,029	8,490	4,446	1.7	8,682
Laredo.....	63.5	14.81	70,077	4,732	55,746	14,047	1,707	8,025	8,914	1,871	8,490	4,297	.....	.....
Laredo Metro Area.....	66.2	15.50	74,700	4,819	56,517	14,504	1,768	8,025	8,914	2,029	8,490	4,446	.....	.....
WHARTON F-8.....	37.2	10.57	45,578	4,312	45,762	10,910	1,282	3,161	2,223	1,673	11,447	4,462	10.4	33,265
WHEELER C-2.....	8.8	2.63	12,702	4,830	11,107	2,697	424	757	314	347	2,664	1,499	2.9	4,466
WICHITA D-3.....	137.6	37.65	244,979	6,507	162,717	33,605	5,783	15,902	10,729	7,280	37,859	13,429	2.5	5,427
Wichita Falls.....	96.6	25.70	197,896	7,700	133,109	27,191	5,012	15,320	9,908	6,397	32,984	10,340	.....	.....
Wichita Falls Metro Area.....	137.6	37.65	244,979	6,507	162,717	33,605	5,783	15,902	10,729	7,280	37,859	13,429	.....	.....
WILBARGER D-3.....	21.2	6.48	33,737	5,206	26,694	7,743	973	2,140	1,691	1,239	6,217	2,680	4.3	9,618
WILLACY E-10.....	26.7	6.38	29,170	4,572	16,82									

TEXAS

# 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>2,715,430</b>	<b>2,612,700</b>	<b>5.3434</b>
Anderson	8,700	8,290	.0170
Andrews	2,310	2,250	.0046
Angelina	12,060	11,610	.0237
Aransas	1,300	1,240	.0025
Archer	1,970	1,910	.0039
Armstrong	710	700	.0014
Atascosa	5,020	4,730	.0097
Austin	4,140	3,950	.0081
Bailey	2,540	2,460	.0050
Bandera	1,460	1,400	.0029
Bastrop	5,570	5,250	.0107
Baylor	2,020	1,960	.0040
Bee	5,540	5,220	.0107
Bell	25,440	24,480	.0501
Bexar	164,530	158,320	.3238
Blanco	1,090	1,050	.0021
Borden	260	250	.0005
Bosque	3,030	2,950	.0060
Bowie	22,140	21,310	.0436
Brazoria	17,870	17,190	.0352
Brazos	11,550	11,000	.0225
Brewster	1,940	1,870	.0038
Briscoe	960	930	.0019
Brooks	2,970	2,770	.0057
Brown	10,320	10,040	.0205
Burleson	2,750	2,540	.0052
Burnet	3,120	3,000	.0061
Caldwell	4,410	4,200	.0086
Calhoun	3,700	3,530	.0072
Callahan	3,390	3,300	.0067
Cameron	40,730	37,990	.0777
Camp	2,350	2,220	.0045
Carson	2,190	2,150	.0044
Cass	6,260	5,900	.0121
Castro	1,730	1,680	.0034
Chambers	2,480	2,370	.0048
Cherokee	9,670	9,210	.0188
Childress	3,990	3,880	.0079
Clay	2,510	2,440	.0050
Cochran	2,170	2,110	.0043
Coke	1,120	1,080	.0022
Coleman	3,880	3,770	.0077
Collin	11,950	11,620	.0238
Collingsworth	2,470	2,380	.0049
Colorado	5,490	5,230	.0107
Comal	5,870	5,650	.0116
Comanche	4,290	4,170	.0085
Concho	1,260	1,230	.0025
Cooke	6,300	6,130	.0125
Coryell	4,270	4,150	.0085
Cottle	1,610	1,550	.0032
Crane	1,440	1,400	.0029
Crockett	1,070	1,020	.0021
Crosby	2,840	2,730	.0056
Culberson	590	560	.0011
Dallam	2,730	2,650	.0054
Dallas	266,600	259,090	.5299
Dawson	6,260	6,020	.0123
Deaf Smith	3,500	3,410	.0070
Delta	1,900	1,850	.0038
Denton	14,220	13,830	.0283
De Witt	6,450	6,150	.0126
Dickens	2,030	1,950	.0040
Dimmit	2,540	2,350	.0048
Donley	1,720	1,670	.0034
Duval	2,960	2,730	.0056
Eastland	6,510	6,320	.0129
Ector	28,400	27,610	.0565
Edwards	650	610	.0012
Ellis	13,570	13,060	.0267
El Paso	74,130	71,340	.1459
Erath	5,150	5,010	.0102
Falls	5,870	5,590	.0114
Fannin	6,950	6,760	.0138
Fayette	6,150	5,790	.0118
Fisher	2,900	2,790	.0057
Floyd	3,350	3,260	.0067
Foard	1,020	970	.0020
Fort Bend	8,020	7,640	.0156
Franklin	1,490	1,450	.0030
Freestone	3,580	3,380	.0069
Frio	2,550	2,380	.0049
Gaines	2,510	2,440	.0050
Galveston	46,790	45,480	.0930
Garza	2,020	1,960	.0040
Gillespie	3,430	3,340	.0068
Glasscock	330	300	.0006
Goliad	1,200	1,130	.0023
Gonzales	5,030	4,790	.0098
Gray	8,380	8,230	.0168
Grayson	23,250	22,600	.0462
Gregg	23,640	19,960	.0408
Grimes	3,060	2,860	.0058

County	Estimated Total Households 7-1-58	Estimated Households with Radio 7-1-58	% U.S. Total Radio Households 7-1-58
Guadalupe	7,330	6,980	.0143
Hale	10,780	10,480	.0214
Hall	2,650	2,570	.0053
Hamilton	2,940	2,860	.0058
Hansford	1,630	1,580	.0032
Hardeman	3,150	3,030	.0062
Hardin	6,660	6,340	.0130
Harris	357,120	347,150	.7104
Harrison	12,900	12,160	.0249
Hartley	590	560	.0011
Haskell	3,630	3,500	.0072
Hays	4,790	4,610	.0094
Hemphill	1,210	1,180	.0024
Henderson	5,330	5,080	.0104
Hidalgo	49,340	45,060	.0922
Hill	8,030	7,730	.0158
Hockley	7,720	7,500	.0153
Hood	1,440	1,380	.0028
Hopkins	5,850	5,690	.0116
Houston	4,870	4,600	.0094
Howard	9,290	8,940	.0183
Hudspeth	1,330	1,240	.0025
Hunt	11,260	10,950	.0224
Hutchinson	12,640	12,410	.0254
Irion	470	440	.0009
Jack	1,960	1,890	.0039
Jackson	4,010	3,860	.0079
Jasper	6,340	5,980	.0122
Jeff Davis	550	520	.0011
Jefferson	72,190	70,180	.1435
Jim Hogg	1,360	1,290	.0026
Jim Wells	8,890	8,380	.0171
Johnson	10,590	10,290	.0210
Jones	6,810	6,620	.0135
Karnes	3,490	3,290	.0067
Kaufman	7,370	7,090	.0145
Kendall	2,010	1,910	.0039
Kenedy	130	100	.0002
Kent	450	430	.0009
Kerr	5,000	4,860	.0099
Kimble	1,350	1,290	.0026
King	230	220	.0005
Kinney	490	450	.0009
Kleberg	7,180	6,830	.0140
Knox	3,010	2,900	.0059
Lamar	11,910	11,460	.0234
Lamb	6,540	6,290	.0129
Lampasas	3,550	3,420	.0070
La Salle	1,860	1,720	.0035
Lavaca	5,690	5,420	.0111
Lee	2,420	2,280	.0047
Leon	2,250	2,140	.0044
Liberty	8,540	8,050	.0165
Limestone	5,640	5,370	.0110
Lipscomb	1,100	1,060	.0022
Live Oak	2,260	2,150	.0044
Llano	1,700	1,640	.0034
Loving	60	50	.0001
Lubbock	47,250	45,930	.0939
Lynn	2,860	2,750	.0056
McCulloch	3,330	3,200	.0065
McLennan	46,720	44,960	.0920
McMullen	360	330	.0007
Madison	1,540	1,460	.0030
Marion	2,610	2,460	.0050
Martin	1,440	1,370	.0028
Mason	1,550	1,490	.0030
Matagorda	7,000	6,670	.0136
Maverick	3,000	2,800	.0057
Medina	4,670	4,400	.0090
Menard	1,200	1,160	.0024
Midland	19,750	19,200	.0393
Milam	5,040	4,800	.0098
Mills	1,490	1,450	.0030
Mitchell	4,750	4,580	.0094
Montague	4,540	4,370	.0089
Montgomery	7,780	7,330	.0150
Moore	6,020	5,850	.0120
Morris	2,360	2,270	.0046
Motley	950	910	.0019
Nacogdoches	7,320	6,970	.0143
Navarro	10,000	9,620	.0197
Newton	2,340	2,180	.0045
Nolan	6,930	6,740	.0138
Nueces	62,380	59,410	.1215
Ochiltree	2,390	2,330	.0048
Oldham	490	480	.0010
Orange	16,600	15,980	.0327
Palo Pinto	5,590	5,380	.0110
Panola	4,430	4,220	.0086
Parker	7,160	6,960	.0142
Parmer	1,750	1,700	.0035
Pecos	3,160	2,980	.0061
Polk	3,850	3,630	.0074
Potter	37,110	36,080	.0738
Presidio	1,600	1,460	.0030
Rains	610	590	.0012
Randall	5,870	5,760	.0118
Reagan	1,250	1,210	.0025
Real	760	730	.0015
Red River	4,580	4,360	.0089
Reeves	4,150	3,910	.0080
Refugio	2,490	2,380	.0049
Roberts	330	310	.0006
Robertson	4,580	4,320	.0088
Rockwall	1,620	1,540	.0032
Runnels	4,810	4,670	.0096
Rusk	10,840	10,320	.0211
Sabine	1,920	1,810	.0037
San Augustine	1,700	1,570	.0032
San Jacinto	1,650	1,490	.0030

County	Estimated Total Households 7-1-58	Estimated Households with Radio 7-1-58	% U.S. Total Radio Households 7-1-58
San Patricio	10,180	9,490	.0194
San Saba	2,160	2,100	.0043
Schleicher	850	810	.0017
Scurry	9,550	9,090	.0186
Shackelford	1,340	1,310	.0027
Shelby	5,210	4,910	.0100
Sherman	900	870	.0018
Smith	26,070	25,090	.0513
Somervell	800	780	.0016
Starr	2,970	2,710	.0055
Stephens	3,180	3,090	.0063
Sterling	400	380	.0008
Stonewall	700	660	.0014
Sutton	720	670	.0014
Swisher	3,000	2,920	.0060
Tarrant	172,730	167,900	.3434
Taylor	24,360	23,680	.0484
Terrell	700	660	.0014
Terry	4,280	4,160	.0085
Throckmorton	980	950	.0019
Titus	4,690	4,520	.0092
Tom Green	22,650	21,800	.0446
Travis	55,770	53,660	.1097
Trinity	2,230	2,080	.0043
Tyler	3,150	3,000	.0061
Upshur	5,010	4,820	.0099
Upton	1,590	1,530	.0031
Uvalde	4,800	4,580	.0094
Val Verde	4,740	4,420	.0090
Van Zandt	5,200	5,010	.0102
Victoria	10,970	10,560	.0216
Walker	4,500	4,240	.0087
Waller	3,580	3,340	.0068
Ward	4,780	4,600	.0094
Washington	5,280	4,930	.0101
Webb	15,500	14,610	.0299
Wharton	10,570	10,060	.0206
Wheeler	2,630	2,550	.0052
Wichita	37,650	36,600	.0749
Wilbarger	6,480	6,300	.0129
Willacy	6,380	5,820	.0119
Williamson	10,630	10,230	.0209
Wilson	3,210	3,020	.0062
Winkler	4,100	3,950	.0081
Wise	4,590	4,460	.0091
Wood	5,390	5,180	.0106
Yoakum	980	940	.0019
Young	5,090	4,950	.0101
Zapata</			

**Cactus State Network, The—Continued**

**Foreign Language Programs**

Spanish announcers available for spots at no extra charge. English script accepted and translated without charge into local Spanish.

**POLITICAL**

Political broadcasts are acceptable, with copy and payment in advance.

**Closing Time**

One week in advance of broadcast.

**East Texas Network, Inc.**

Rates effective May 1, 1958.

Rates received May 22, 1958.

Executive Offices and Studios—205 Austin St., Center, Tex. Lyric 8-3305.

**Personnel**

General Manager—Tom E. Foster (Center Office).  
Farm Director—Charlie Slate (Center Office).

**Representatives**

South—Clarke Brown Company.

**Comprised of:**

- KDET—Center
- KIIV—Crockett
- KSLJ—Gladewater
- KWRD—Henderson
- KEBE—Jacksonville
- KTXJ—Jasper
- KRBA—Lufkin
- KADO—Marshall
- KOFE—Nacogdoches
- KOGT—Orange
- KNET—Palestine

**Agency Commission**

15% to recognized agencies; no cash discount. Single contract, billing and payment.

**General Advertising**

Inter-connected permanent service is maintained between all stations. Frequency discounts must be earned within 1 year. Identical schedules must be ordered for the group. Rates are retroactive only when schedule is extended without interruption. Rates are for time and station facilities only; production lines and talent are extra. Only time charges are commissionable.

**PACKAGE RATES**

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time....	418.00	253.00	165.00	93.50	39.60	29.70
*Each....	38.00	23.00	15.00	8.50	3.60	2.70
13 times....	407.00	242.00	154.00	90.75	38.50	28.60
*Each....	37.00	22.00	14.00	8.25	3.50	2.60
26 times....	385.00	231.00	143.00	88.00	37.95	27.50
*Each....	35.00	21.00	13.00	8.00	3.45	2.50
52 times....	363.00	220.00	132.00	82.50	36.85	25.85
*Each....	33.00	20.00	12.00	7.50	3.35	2.35
104 times....	330.00	209.00	121.00	77.00	35.75	24.75
*Each....	30.00	19.00	11.00	7.00	3.25	2.25
156 times....	308.00	198.00	110.00	71.50	33.00	22.00
*Each....	28.00	18.00	10.00	6.50	3.00	2.00
260 times....	275.00	176.00	99.00	66.00	27.50	19.25
*Each....	25.00	16.00	9.00	6.00	2.50	1.75

(\*) Each unit.

**Minor Groups**

Any combination of 3 or more stations may be purchased at slightly higher rates. To calculate minor group rates, take the unit rate per station and add the applicable extra charge below and multiply by the number of stations to be used.

10 stations add.....	5%	6 stations add.....	9%
9 stations add.....	6%	5 stations add.....	10%
8 stations add.....	7%	4 stations add.....	12%
7 stations add.....	8%	3 stations add.....	15%

For example, the cost of a 1/4 hour on any 5 stations for 156 times is the unit rate of 10.00 plus 10% or 11.00 per station which is equal to a total of 55.00 for 5 stations.

**SPECIAL FEATURES**

Transcribed shows and special programs are available. News, sports, farm and commentary programs produced to the advertiser's desire.

**Long Radio Enterprises**

Rates effective June 1, 1949.

P. O. Box 1391, Bay City, Texas. Circle 5-4644.

**Personnel**

Managing Director—Harry L. Becker.

**Representatives**

None.

**Comprised of:**

- KIOX—Bay City, Texas.
- KVIC—Victoria, Texas.
- KTLW—Texas City, Texas.

**Agency Commission**

15% to recognized advertising agencies on station time; no cash discount. No commission on political broadcasts. Bills due and payable when rendered.

**General Advertising**

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
KIOX .....	50.00	30.00	18.00	8.00	5.50	4.00
KVIC .....	40.00	24.00	16.00	10.00	6.00	4.50
KTLW .....	40.00	24.00	16.00	10.00	6.00	4.50
Total	130.00	78.00	50.00	28.00	17.50	13.00

(\*) One minute or 100 words.

(†) 1/2 minute or 50 words.

(‡) Daytime only.

**FREQUENCY DISCOUNTS**

1 time.....	Net	104 times.....	20%
13 times.....	5%	156 times.....	25%
26 times.....	10%	260 times.....	30%
52 times.....	15%	312 times.....	35%

**GROUP DISCOUNTS**

Deductible after frequency discounts:  
1 station..... Net 3 stations..... 7-1/2%  
2 stations..... 5%

**SPECIAL FEATURES**

News: Regular time charges plus 20% of base rate. Time signals, weather, temperature and market reports available—rates on request.

**POLITICAL**

Political broadcasts subject to usual frequency discounts.

**Sombrero Texas Network**

Rates effective July 1, 1958. (Card No. 3.)  
Business Office—111 Martinez St., San Antonio 4, Texas, Capitol 6-9841.

**Personnel**

Co-Chairman—Raoul Cortez; Jack R. McVeigh.  
Executive Secretary—Nathan Safr.

Representatives East—Richard O'Connell, Inc.

Midwest—William J. Reilly.

**Agency Commission**

15% on time; no cash discount. All bills payable when rendered.

**Comprised of:**

- KCOR—San Antonio
- XELO—El Paso
- XEK—Laredo
- KGBT—Harlingen
- KUNO—Corpus Christi
- XEMJ—Eagle Pass

**General Advertising**

Network spot announcement, flat..... 38.50  
Affiliated with Sombrero California Network (see list-  
ing under California).

**Texas Broadcasting System**

Business Office—Herald Square, Dallas, Tex.

**Personnel**

General Manager—Clyde W. Rembert.

**Representatives**

None.

**BASIC GROUP**

KRLD (CBS)—Dallas KENS (CBS)—San Antonio

KTRH (CBS)—Houston

See NOTE under "General Advertising."

**Agency Commission**

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

**General Advertising**

Complete rate information and details on request.

**JOIN THE CAMPAIGN!**

**Urge media and their representatives to use more informative copy**

Your job will be made easier and more pleasant if media buyers "pass the word along" to representatives and media owners that pertinent facts and figures, minus the historic frills and fluffs of media promotion, are needed to buy "opportunities" for products.

First, a brief recapitulation of what SRDS is doing to help you. Through direct mail, salesmen, bulletins, copy service department, and Service-Ads, we are hammering hard to dispel the notion that media buyers are swayed by glittering generalities and have the time to pore through mountains of media promotion digging out needed facts.

But, we need help!

Urge the representatives to tell their bosses to use factually informative copy in Service-Ads near their listing in SRDS publications. Copy containing sufficient facts to enable you to justify your choice should it be questioned.

Many media buyers have joined hands with SRDS in this campaign to foster factually informative copy in Service-Ads. These busy media buyers urge the presentation of facts and figures in a form that is easy to use—material that they can use with as much confidence, ease, and as effectively as they use the information in the listings of SRDS publications.

Join this campaign to help you buy media intelligently. Urge the representatives, media owners, radio station managers, etc., to use copy loaded with pertinent facts in Service-Ads near their listing for your guidance and convenience.

GXF-123

# TEXAS

## Texas Quality Network



Rates effective January 1, 1958.  
Rates received September 29, 1958.  
Business Office—WFAA, 1122 Jackson St., Dallas,  
Tex. Riverside 1-9631.

### Personnel

WFAA—Norm Stewart.  
KPRC—Jack McGrew.  
WOAI—Rex Preiss.

### Representatives

Edward Petry & Company, Inc.

### Comprised of:

WFAA—(820 kc.) Dallas-Ft. Worth  
KPRC—Houston  
WOAI—San Antonio

### Agency Commission

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

### General Advertising

Texas Quality Network is composed of 3 Texas stations which offer their facilities to advertisers on a group basis with the advantages of a single rate card, single contract and single bill. These rates include a group discount.

WFAA is licensed to operate 1/2 time on cleared national channel 820 kilocycles and 1/2 time on regional channel 570 kilocycles. Rates given include those of WFAA-820 kilocycles only. WFAA (570 kc.) rates on request.

Rates guaranteed for 6 months from date of rate increase provided schedule is uninterrupted.

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.

Texas Quality Network rates apply for similar service on each station only.

### ANNOUNCEMENT

7:00 a.m. to 9:00 a.m. Monday through Friday	
1 ti.	52 ti. 156 ti. 260 ti. 312 ti.
1 minute	124.45 118.10 107.05 100.90 94.60
20 seconds	105.30 100.00 90.60 85.30 80.10
9:00 a.m. to 6:30 p.m. Monday through Friday	
1 minute	101.95 96.70 87.90 82.90 77.70
20 seconds	87.30 82.90 75.30 70.90 66.60

### Weekly Package Announcements

7:00 a.m. to 9:00 a.m. Monday through Friday	
5 ti.	10 ti. 5 ti. 10 ti.
1 minute.....	98.10 90.45 20 seconds 81.45 74.70
9:00 a.m. to 6:30 p.m. Monday through Friday	
5 ti.	10 ti. 15 ti. 20 ti.
1 minute, each.....	72.00 64.80 61.65 57.60
20 seconds, each.....	60.30 54.00 51.30 47.70
7:00 p.m. to 10:00 p.m. Monday through Friday	
10 ti.	15 ti. 20 ti.
1 minute.....	40.05 38.50 36.00

Regular frequency rate announcements can be counted toward weekly packages, but not vice versa.  
Program time rates on request.

## Texas Spanish Language Network

Rates effective August 1, 1958. (Card No. 5.)

Card received July 11, 1958.  
Business Office—National Times Sales, 370 Lexington Ave., New York 17, N. Y., MU 5-1300.

### Representatives

New York and Chicago—National Time Sales.  
Los Angeles and San Francisco—Harlan G. Oakes & Associates.

### Comprised of:

KIWW—San Antonio XEJ—El Paso  
KLVL—Houston XEO—Brownsville  
XEOR—McAllen KCCT—Corpus Christi

### Agency Commission

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

### General Advertising

Rates cover station time and station facilities; talent, special announcers and production are extra. No per inquiry advertising accepted.

One minute or less:

1 time.....	32.86	156 times.....	26.53
26 times.....	31.54	260 times.....	25.18
52 times.....	29.42	312 times.....	23.37
104 times.....	27.91		

### PROGRAMS

Rates on request.

### SPECIAL FEATURES

Complete facilities for producing Spanish language jingles and programs.  
Spanish language serial stories available.

## Texas State Network, Inc.

Rates received September 28, 1954.  
4801 W. Freeway, Fort Worth, Tex., Pershing 7-6631.

### Personnel

Pres. & Gen'l Mgr.—Gene L. Cagle.  
Nat'l. Sales Mgr.—Dale Drake.

### Comprised of:

Interconnected Stations  
KRBC—Abilene KCMC—Texarkana  
KBST—Big Spring KCRS—Midland  
WRR—Dallas KGKL—San Angelo  
KFJZ—Fort Worth KTBB—Tyler  
KFRO—Longview

### Supplemental Stations (Interconnected on order)

KFDA—Amarillo KRIO—McAllen  
KBWD—Brownwood KPLT—Paris  
KGVL—Greenville KENS—San Antonio  
KNOW—Austin KRRV—Sherman  
KTRH—Houston WACO—Waco

### Agency Commission

15% to recognized agencies on net charges for station time. No commission on talent. No cash discount.

### General Advertising

ASCAP and BMI licenses

### PROGRAMS

Rates on request.

## Texas Triangle, The

## The Texas Triangle



### The McLendon Stations

Rates effective March 1, 1958.  
Rates received January 31, 1958.

Send all transcriptions and commercial copy to individual stations.

### Personnel

National Sales Dir.—Bill Morgan.  
2104 Jackson St., Dallas 1, Tex. Riverside 2-7121.

### Representatives

John Blair & Company.

### Comprised of:

KLIF—Dallas  
KFJZ—Fort Worth  
KILT—Houston  
KAKI—San Antonio

### Agency Commission

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

### General Advertising

Rates guaranteed for 6 months from date of 1st broadcast or for 6 months from effective date of any increase in rates, providing advertising is actually running at 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)

1-minute or less:	Each	Per wk.
6 per station weekly, staggered, 1 per day per station.....	115.00	690.00
Less than 6 per station weekly, staggered.....	131.00	.....
Specified position, 1 per station (6:00 a.m. to 9:00 a.m. only).....	157.00	.....

(This listing continued on next page)



# delivering 9 out of 10 Texas Radio Families

For POWER-IMPACT in Texas, your TQN stations deliver 92% of Texas Radio Families, according to A. C. Nielsen! And — for LESS MONEY!

Yes, group discounts do apply when you order TQN with one contract, one bill for the QUALITY STATIONS in Texas!

## WFAA DALLAS-FT. WORTH

50,000 watts 820 KC NBC

## KPRC HOUSTON

5,000 watts 950 KC NBC

## WOAI SAN ANTONIO

50,000 watts 1200 KC NBC

# TQN

TEXAS QUALITY NETWORK

Main Business Offices:  
WFAA, 1122 Jackson,  
Dallas, Texas

Edward Petry & Co.  
National Representatives



**Texas Triangle, The—Continued**

(9:00 a.m. to 4:00 p.m. Monday through Saturday)

6 per station weekly, 1 per day per station	Flat	Each	Per wk.
Less than 6 per station weekly	97.00	582.00	

(After 7:00 p.m. Monday through all day Sunday)

6 per station weekly, 1 per day per station	64.00	384.00
Less than 6 per station weekly	71.00	

**IMPACT PLANS**

(9:00 a.m. to 4:00 p.m. Monday through Saturday)

12 announcements weekly	90.00	1,080.00
24 announcements weekly	86.00	2,064.00
48 announcements weekly	83.00	3,984.00
96 announcements weekly	75.00	7,200.00

(After 7:00 p.m. Monday through all day Sunday)

1-minute or less:		
12 announcements weekly	60.00	720.00
24 announcements weekly	56.00	1,344.00
48 announcements weekly	52.00	2,496.00
96 announcements weekly	45.00	1,320.00

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 rates for these periods. Since these announcements may count toward Impact Plan frequency, the balance of the schedule will be sold at pro-rata the Impact Plan rate.

**ID's**

50% of applicable 1-minute rate. ID's may not be combined with other broadcast service for the purposes of establishing frequency discounts on either the ID's or the other broadcast service.

**5-MINUTE NEWSCASTS**

(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday)

6 per station weekly, 1 per day per station	Flat	Each	Per wk.
Less than 6 per station weekly	175.00	1,050.00	
	194.00		

(9:00 a.m. to 4:00 p.m. Monday through Saturday)

6 per station weekly, 1 per day per station	139.00	834.00
Less than 6 per station weekly	157.00	

(After 7:00 p.m. Monday through all day Sunday)

6 per station weekly, 1 per day per station	90.00	540.00
Less than 6 per station weekly	107.00	

**POLITICAL**

Regular rates and discounts apply.

**IT'S A FACT!**  
They can't all be wrong!

**THE PULSE, November 1957:**

Station	6 AM to 12 N	12 N to 5:45 PM
KNIT	37%	42%
Station A	41	38
Station B	16	14
Other	6	6

**VERIFAK, August 1958:**

Station	6 AM to 12 N	12 N to 6 PM
KNIT	42.2%	45.4%
Station A	32.1	26.7
Station B	19.1	20.3
Other	6.6	7.6

**CONLAN, September 1958:**

Station	6 AM to 12 N	12 N to 6 PM
KNIT	40.7%	46.4%
Station A	35.6	28.6
Station B	17.5	19.4
Other	6.2	5.6

That's the story, June 15, 1957 thru October 4, 1958.

YOU can't be wrong with

**KNIT**

for the Abilene, Texas market.

**ABILENE (3 AM)**

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

**KNIT**

(Established 1957)

Rates effective January 15, 1958.  
Rates received March 3, 1958.  
Owned and operated by Key City Broadcasters.

**Personnel**  
General Manager—Howard Barrett.  
Assistant General Manager—Bro Mingus.  
Sales Manager—Forest Lane.

**Representatives**  
John E. Pearson Company.

**Mailing Instructions**  
Business Office and Studio—P.O. Box 383, Abilene, Tex., Orchard 4-7211.

**Transmitter**—E. South 7th & Henderson Sts., Abilene, Tex.

**Wave—Power—Time**  
Operating power—500 watts days.  
Frequency—1280 kilocycles.  
Non-directional.  
Operating schedule: 5:30 a.m. to sunset.

**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Bills due and payable in 10 days.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising is not accepted.  
All program matter and commercial copy subject to the approval of station management.  
All contracts subject to cancellation of either party on 14 days written notice.  
All programs subject to change of time on 28 days notice.

**Length of commercial copy:**

Programs	News
5 minutes.....	1:45 1:30
10 minutes.....	2:00
15 minutes.....	2:30
25 minutes.....	2:45
30 minutes.....	3:00
60 minutes.....	6:00

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time.....	55.00	33.00	22.00	16.50	11.00	8.00	5.35
13 times.....	52.25	31.35	20.90	15.68	10.45	7.60	5.08
26 times.....	49.50	29.70	19.80	14.85	9.90	7.20	4.82
52 times.....	46.75	28.05	18.70	14.03	9.34	6.80	4.55
104 times.....	44.00	26.40	17.60	13.20	8.80	6.40	4.29
156 times.....	41.25	24.75	16.50	12.08	8.25	6.00	4.02
260 times.....	38.50	23.10	15.40	11.55	7.70	5.20	3.54
312 times.....	35.75	21.45	14.30	10.73	7.15	4.40	3.00
365 times.....	33.00	19.80	13.20	9.90	6.60	4.00	2.73

**SATURATION PACKAGES**

30 spots in 3 consecutive days.....	1 min.	30 sec.
40 spots in 7 consecutive days.....	135.00	90.00
70 spots in 7 consecutive days.....	176.00	117.00
May not be combined with other schedules for frequency discounts.	294.00	196.00

**SPECIAL FEATURES**  
News Service—AP and local news coverage.  
News every hour on the hour; weather every hour on the half-hour.

**Participating Programs**  
"Music with Sylvia", "Music with Valorie", "Music with Marilyn", "Music with Linda" and "The Slim Willet Show".

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

**KRBC**

(Established 1936)



Rates effective May 1, 1955.  
Rates received March 28, 1955.  
Owned and operated by Abilene Radio & Television Company.

**Personnel**  
Pres. & Gen'l Mgr.—Dale Ackers.  
Station Manager—Bill Fox.

**Representatives**  
Paul H. Raymer Company.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 178, 4510 S. 14th St., Abilene, Tex., Owen 2-4242, TWX AE-10.  
Transmitter—Old Anson Road, Abilene, Tex.

**Wave—Power—Time**  
Operating power—5,000 watts days; 1,000 watts night.  
Frequency—1470 kilocycles.  
Directional—nighttime only.

Licensed to operate full time on regional channel.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to 12:00 midnight.

**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Commission not paid on political. Bills rendered monthly unless otherwise requested.

**General Advertising**  
For combination rates see ABC Radio and Texas State Network.  
Accepts AAAA copyrighted contract.  
Advertising of alcoholic beverages not accepted.  
Rates include music copyright fees, as licensed.  
BMI, ASCAP and SESAC licenses.

Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.  
Retroactive discounts allowed only when contract is extended without interruption. No cash discount.

**Length of commercial copy:**

Programs	News
5 minutes.....	1:45 min. 1:30 min.
15 minutes.....	2:30 min. 2:15 min.
30 minutes.....	4:00 min.
60 minutes.....	7:00 min.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	70.00	42.00	28.00	14.00
13 times.....	66.50	39.90	26.60	13.30
26 times.....	63.00	37.80	25.20	12.60
52 times.....	59.50	35.70	23.80	11.90
104 times.....	56.00	33.60	22.40	11.20
156 times.....	52.50	31.50	21.00	10.50

**TEXAS**

	1 hr.	1/2 hr.	1/4 hr.	5 min.
260 times.....	49.00	29.40	19.60	9.80
312 times.....	45.00	27.30	18.20	9.10
520 times.....				8.19

**ANNOUNCEMENT RATES**

One minute or less:		
1 time.....	10.00	156 times..... 7.50
13 times.....	9.50	260 times..... 6.50
26 times.....	9.00	312 times..... 6.00
52 times.....	8.50	520 times..... 5.50
104 times.....	8.00	1000 times..... 5.00

15-word shorties—50% of one minute rate.

**SPECIAL SATURATION PACKAGES**

20 announcements.....	170.00
40 announcements.....	320.00
60 announcements.....	450.00

May not be combined with regular schedules for frequency discount.

**Weekend Packages**

**Per weekend:**

One minute or less:	
10 announcements.....	75.00
20 announcements.....	120.00
30 announcements.....	165.00
40 announcements.....	200.00

**SPECIAL FEATURES**

News Service—AP and local news. Regular rates plus 20%.

Mobile Unit Remotes—Rates and details on request.

**POLITICAL**

Commercial political program broadcasts are acceptable with payment and copy to be furnished 48 hours in advance. Regular rates apply.

**TRANSCRIPTIONS**

Instantaneous reference recordings: 15 minutes, 5.00; 30 minutes, 8.00.

**KWKC**

(Established 1948)



Rates effective March 1, 1948.  
Owned and operated by Citizens Broadcasting Co.

**Personnel**  
General Manager—A. C. Etter.

**Representatives**  
Venard, Rintoul & McConnell, Inc.  
Southwestern—Clyde Melville Company.

**Mailing Instructions**  
Business Office and Studio—25th & Butternut Sts., Abilene, Tex., Orchard 3-2545.

**Transmitter**—25th & Butternut Sts., Abilene, Tex.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1340 kilocycles.  
Non-directional.

Licensed to operate full time.  
Operates on Central Standard Time.  
Operating schedule: 24 hours weekdays; 6:00 a.m. to midnight Sunday.

**Agency Commission**  
15% to recognized advertising agencies on station time; no cash discount. No commission on political. Statement rendered monthly; payable in 10 days.

**General Advertising**  
For combination rates see Mutual Broadcasting System.  
Accepts AAAA copyrighted contract.  
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	30.00	20.00	12.00	6.50
26 times.....	48.75	29.25	19.50	11.70	6.34
52 times.....	47.50	28.50	19.00	11.40	6.18
104 times.....	45.00	27.00	18.00	10.80	5.85
156 times.....	42.50	25.50	17.00	10.20	5.53
260 times.....	40.00	24.00	16.00	9.60	5.20
312 or more times.....	37.50	22.50	15.00	9.00	4.88

**SPECIAL FEATURES**  
News Service—AP.

**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.

**ALICE**

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

**KOPY**

(Established 1947)



Rates effective July 1, 1957.  
Rates received June 3, 1957.  
Owned and operated by the Alice Broadcasting Corp.

**Personnel**  
Station Manager—Eston R. Pace.

**Representatives**  
Stars National, Inc.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 731, Alice, Tex. Mohawk 4-4324.  
Transmitter—Two miles N. on U. S. Highway 281, Alice, Tex.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1070 kilocycles.  
Directional—nighttime only.

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 Sunday.

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

(This listing continued on next page)

# TEXAS

## Alice-KOPY-Continued

**General Advertising**  
 The following rates are for national advertising and include music copyright fees. All contracts accepted subject to two weeks' cancellation notice. Discounts allowed retroactively on number of broadcasts given within one year from date of first broadcast providing no lapse of time occurs between contracts and actual time on air. Announcements and programs of five minutes or more cannot be combined to earn larger discounts. All program units 30 seconds less than indicated.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time	80.00	48.00	32.00	16.00	10.00
26 times	76.00	45.60	30.40	15.20	9.50
52 times	72.00	43.20	28.80	14.40	9.00
104 times	68.00	40.80	27.20	13.60	8.50
156 times	64.00	38.40	25.60	12.80	8.00
260 times	60.00	36.00	24.00	12.00	7.50

20-seconds—1-minute rates less 25%.  
 ID's—1-minute rates less 50%.

### SATURATION RATES

Per week:  
 5 announcements, earned frequency less..... 5%  
 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%

### COMBINATION RATES

In combination with KTRN, Wichita Falls—10% off both stations.

### SPECIAL FEATURES

News Service—AP, local, sports wire, 3 mobile news units, 48 newscasts per day. Merchandising: minimum of 5% of advertiser's budget used in promotion, mailings, cab signs, point of purchase display.

### POLITICAL

Regular rates apply, orders must be placed a minimum of 24 hours in advance.

## KFDA

(Established 1933)

Rates effective February 1, 1958. (Card No. 17.)  
 Card received January 6, 1958.  
 Owned and operated by Lone Star Broadcasting Company.

### Personnel

President—Charles Jordan.  
 General Manager—Robert R. Zellermyer.  
 Program Director—Bill Rogers.  
 Business Manager—Jim McCormick.

### Representatives

Paul H. Raymer Company, Inc.

### Mailing Instructions

Business Office, Studios and Transmitter—P. O. Box 128, Amarillo, Tex. Dr 4-1637.

### Wave—Power—Time

Operating power—5,000 watts days; 1,000 watts nights. Frequency—1440 kilocycles. Directional—nighttime only. Licensed to operate unlimited 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% to recognized agencies on net time charges. No cash discount. Bills due and payable when rendered.

### General Advertising

Affiliated with ABC Radio and Texas State Network. Accepts AAAA copyrighted contract. The following rates are for national advertising and include music copyright fees. BMI, ASCAP and SESAC licenses. Schedules must be completed within 12 months to earn rates below. Rates are guaranteed for 6 months from effective date of any increase, providing advertising is actually running at the time of the increase, and providing the broadcasts continue without interruption.

### CLASS "A"

(7:00 a.m. to 9:00 a.m. and 4:00 p.m. to 6:00 p.m. Monday through Saturday)  
 1-minute rotating participations,  
 weekly: Each Per wk.  
 6 times..... 9.00 54.00  
 12 times..... 8.50 102.00  
 18 times..... 8.00 144.00  
 24 times..... 7.50 180.00  
 Less than 6 announcements, per week, each 10.00.

### CLASS "B"

(All other times)

	1 min.	30 sec.
1 time	9.00	7.50
52 times	8.50	7.00
156 times	8.00	7.00
260 times	7.50	6.50

### IMPACT SATURATION PLANS

### CLASS "B"

1-minute or 30-second announcements  
 weekly: Each Per wk.  
 6 times..... 7.50 45.00  
 12 times..... 7.00 84.00  
 18 times..... 6.50 117.00  
 24 times..... 6.00 144.00  
 48 times..... 5.50 264.00

### NIGHT PLAN

(1 minute or 30 second announcements after 7:00 p.m.)

	Each	Per wk.	Each	Per wk.
6 times	5.00	30.00	4.00	96.00
12 times	4.67	60.00	3.67	176.00
18 times	4.33	78.00		

Announcements in Class "A" time may be used to establish weekly frequency for Class "B" or Impact Plans.

10-second Quickies—50% of applicable 1-minute rates.

### PROGRAMS

Rates on request.

### 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—AP.  
 5-Minute Newscasts  
 1 per day, Monday through Saturday: Each Per wk.  
 Class "A"..... 21.50 129.00  
 Class "B"..... 17.50 105.00  
 Newscasts on the hour every hour.  
 News headlines every hour on the half hour take earned minute rate.  
 Weather forecasts and temperature reports every hour on the half-hour. Rates on request.

### Participating Programs

"Sports Parade" with John Heetland—6:00 p.m. to 6:05 p.m. Monday through Friday. Live. Minute participations at Class "A" rate if available. Program sponsorship rates on request.

### Closing Time

Closing time for programs, one week in advance; for announcements, 24 hours in advance.

## KGNC

(Established 1922)

## NBC Radio Network



Rates effective April 1, 1958. (Card No. 9-G.)  
 Card received February 28, 1958.

Owned and operated by Plains Radio Broadcasting Company, a subsidiary of the Globe News Publishing Company.

### Personnel

General Manager—Jack D. Liston.  
 Station Manager—Bill Lane.  
 Business Manager—Calvin Handy.

### Representatives

The Katz Agency, Inc.

### Mailing Instructions

Business Office and Studio—2000 N. Polk St., P. O. Box 751, Amarillo, Tex., Evergreen 3-3321.

Transmitter—Fritch Highway.

### Wave—Power—Time

Operating power—10,000 watts. Frequency—710 kilocycles. Directional—separate patterns, day and night. Licensed to operate full time on regional channel. Operates on Central Time. Operating schedule: 5:00 a.m. to midnight.

### FM Facilities

Effective radiated power—14,500 watts. Frequency—93.1 megacycles; channel 226. Antenna height—460 feet above average terrain. Operating schedule: 6:00 a.m. to midnight Monday through Saturday; 7:00 a.m. to midnight Sunday.

### Agency Commission

15% to recognized agencies on time and talent; no cash discount. Bills for gross charges rendered monthly and payable within 15 days.

### General Advertising

For combination rates see NBC Radio Network. Accepts AAAA copyrighted contract with certain exceptions; modified contract forms available. Rates include music copyright fees. BMI, ASCAP and SESAC licenses. Advertising of alcoholic beverages, other than beer and wine, not accepted. Announcements appearing at time breaks take the higher adjacent rate. Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate. Programs 10 minutes or less and announcements are subject to removal by programs of 15 minutes or more. Rates are guaranteed for a period of one year from the date of rate revision, with or without interruption, provided a schedule of 26 times or more is broadcast. No contract to exceed one year's duration. Announcements and programs cannot be combined to earn larger discounts. Two or more program units of 15 minutes or more broadcast on the same day for the same sponsor within the same time bracket may be combined to earn the 1/2 hour or the one hour rate, whichever applies. All programs so combined may schedule contiguously at the station's option on 28 days notice to agency or advertiser. Discounts allowed retroactively on total number of broadcasts within one year. Station reserves the right to change its rates effective such date as it may announce. Rate increases will not apply for 6 months from effective date of increase to advertisers who have established a contractual year prior to effective date of rate increase.

### CLASS "A"

(6:00 a.m. to 9:30 a.m. and noon to 1:00 p.m. Monday through Saturday)

	1 hr.	52 ti.	104 ti.	156 ti.	260 ti.	312 ti.
1 hour	130.00	123.50	117.00	110.50	104.00	97.50
1/2 hour	78.00	74.10	70.20	66.30	62.40	58.50
1/4 hour	52.00	49.50	46.80	44.20	41.60	39.00
10 minutes	39.00	37.05	35.10	33.15	31.20	29.25
5 minutes	32.50	30.90	29.25	27.65	26.00	24.40
1 minute	20.00	19.00	18.00	17.00	16.00	15.00
20 seconds	15.00	14.25	13.50	12.75	12.00	11.25
10 seconds	10.00	9.50	9.00	8.50	8.00	7.50

### CLASS "B"

(All other times)

	1 hr.	52 ti.	104 ti.	156 ti.	260 ti.	312 ti.
1 hour	100.00	95.00	90.00	85.00	80.00	75.00
1/2 hour	60.00	57.00	54.00	51.00	48.00	45.00
1/4 hour	40.00	38.00	36.00	34.00	32.00	30.00
10 minutes	30.00	28.50	27.00	25.50	24.00	22.50
5 minutes	25.00	23.75	22.50	21.25	20.00	18.75
1 minute	15.00	14.25	13.50	12.75	12.00	11.25
20 seconds	11.00	10.50	10.00	9.50	9.00	8.50
10 seconds	7.50	7.15	6.75	6.40	6.00	5.65

### MULTI-SPOT PLAN

(Fixed, but pre-emptible)

	—Class "A"—		—Class "B"—	
	Each	Per wk.	Each	Per wk.
1-minute:				
6 times per week	16.00	96.00	12.00	72.00
12 times per week	14.50	174.00	11.00	132.00
18 times per week	13.00	234.00	10.00	180.00
24 times per week	11.50	276.00	9.00	216.00
30 times per week	10.00	300.00	8.00	240.00
20-seconds:				
6 times per week	12.00	72.00	9.00	54.00
12 times per week	11.00	132.00	8.25	99.00
18 times per week	10.00	180.00	7.50	135.00
24 times per week	9.00	216.00	6.75	162.00
30 times per week	8.00	240.00	6.00	180.00
• 10-seconds:				
6 times per week	8.00	48.00	6.00	36.00
12 times per week	7.25	87.00	5.50	66.00
18 times per week	6.50	117.00	5.00	90.00
24 times per week	5.75	138.00	4.50	108.00
30 times per week	5.00	150.00	4.00	120.00

(This listing continued on next page)

## ALPINE

Brewster County—Map Location C-12  
 See SRDS consumer market map and data at beginning of the State.

## KVLF

(Established 1947)

Rates effective August 28, 1958.  
 Rates received August 28, 1958.  
 Owned and operated by Big Bend Broadcasters, Inc.

### Personnel

President—Gene Hendryx.

### Representatives

Dallas—Weed Radio Corporation.

### Mailing Instructions

Business Office and Studio—P. O. Box 779, Alpine, Texas.

Transmitter—Alpine, Tex.

### Wave—Power—Time

Operating power—250 watts. Frequency—1240 kilocycles. Non-directional. Licensed to operate full time on local channel. Operates on Central Time. Daylight Saving Time not observed. Operating schedule: \_\_\_\_\_.

### Agency Commission

15% to recognized advertising agencies on station time; no cash discount. Invoices mailed 1st of month.

### General Advertising

Affiliated with NBC Radio Network. Accepts AAAA copyrighted contract. BMI, SESAC and ASCAP licenses. Beer and wine advertising accepted.

	1/4 hr.	5 min.	1 min.
1 time	10.00	3.00	2.50
13 times	9.00	2.80	2.00
26 times	8.00	2.50	1.80
52 times	7.00	2.30	1.70
104 times	6.00	2.25	1.60
312 times	5.00	2.00	1.50

### SPECIAL FEATURES

News Service—UPI.  
 Foreign Language Programs  
 Spanish—Two hour program.

### POLITICAL

Regular rates apply.

### TRANSCRIPTIONS

Library Service—Thesaurus.

### Closing Time

One week prior to broadcast.

## AMARILLO (6 AM; 1 FM)

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

## KAMQ

(Established 1947)



Rates effective May 1, 1957.  
 Rates received April 30, 1957.  
 Owned and operated by Top of Texas Broadcasting Co.

### Personnel

Manager—Robert D. Houck.  
 Commercial Manager—Bob Hughes.

### Representatives

Yenard, Rintoul & McConnell, Inc.  
 Southern—Clyde Melville Company.

### Mailing Instructions

Business Office and Studio—1301 Polk St., Amarillo, Tex., Drake 2-6243.

Transmitter—Amarillo, Tex.

### Wave—Power—Time

Operating power—5,000 watts days, 500 watts nights. Frequency—1010 kilocycles. Directional—nighttime only. Licensed to operate full time. Operates on Central Time. Operating schedule: 24 hours daily.

### Agency Commission

15% to recognized advertising agencies on net time charges; no cash discount. Bills due and payable when rendered.

**Amarillo—K G N C—Continued**

Minutes, 20-second and 10-second announcements may be cross-combined for frequency discounts and Multi-Spot Plans.  
Plan announcements may be combined with non-Plan announcements for frequency discounts on non-Plan announcements.

**SPECIAL FEATURES**

News Service—AP, and local.  
1/4 hour newscast, per broadcast, commissionable, 10.00; 10-minute newscast, per broadcast, commissionable, 8.00; 5-minute newscast, per broadcast, commissionable, 6.25.  
Noon hour news strip, 1/4 hour, 6 days per week, 52 weeks, 240.00 per week, fully commissionable.

**Participating Programs**

"Farm Round-up" with Cotton John Smith, Hal Mayfield and Burl McClelland—5:00 a.m. to 7:00 a.m. and noon to 12:30 p.m. Monday through Saturday. Live and transcribed interviews. Participations at card "A" rate, plus talent, commissionable.  
"Platter Palace" with Weldon Bright—7:50 a.m. to 9:00 a.m. Monday through Saturday. Pop music. Card "A" rate.  
"A.M. Show"—Bob Jackson, 9:00 a.m. to 11:00 a.m. Pop and novelty music.  
"Pat Denton's Garden Fence"—11:30 a.m. to noon and 3:05 p.m. to 3:30 p.m. Monday through Friday. 1-minute participations at card "B" rate.  
"RFD 710" with Hal Mayfield—12:45 p.m. to 1:30 p.m. Monday through Friday; 12:45 p.m. to 1:00 p.m. Saturday. Class "A" and "B" rate plus talent.  
"Weldon Bright Show"—2:30 p.m. to 3:00 p.m. Monday through Friday. Card "B" rate.  
"Woman's World" with Diek Williams—3:30 p.m. to 4:30 p.m. Monday through Friday. Class "B" rate.  
"Calling All Cars"—4:30 p.m. to 6:00 p.m. Monday through Friday. Time, temperature, weather, local news. 1-minute participations at card "B" rate.  
"Melodies for Moonlight—KGNC, KGNC-FM Stereo"—10:00 p.m. to midnight. Semi-classical and mood music.

**KLYN**

(Established 1947)

Rates effective May 1, 1958. (Card No. 3.)  
Card received March 31, 1958.  
Owned and operated by Nichols-Whitney Broadcasters.

**Personnel**  
Co-owners—Boyd Whitney and Leroy Nichols.  
Station Manager—Joe Ramay.  
Sales Manager—Ford Robertson.  
**Representatives**  
Bob Dore Associates.  
Clarke Brown Company.

**Mailing Instructions**  
Business Office and Studio—P.O. Box 2387, 112 W. 5th St., Amarillo, Tex. Drake 2-6773.  
Transmitter—Southeast of Amarillo, Tex.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—940 kilocycles.  
Directional—same pattern, all hours.  
Licensed to operate full time.  
Operates on Central Time.  
Operating schedule: 5:00 a.m. to 1:00 a.m.

**Agency Commission**  
15% to recognized advertising agencies on station time, talent charges and news premiums, no cash discount. No commission on political broadcasts. Bills due and payable when rendered.

**General Advertising**  
Accepts AAAA copyrighted contract.  
BMI, ASCAP and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time...	60.00	38.00	22.00	15.00	9.00
52 times...	57.00	36.10	20.90	14.25	8.50
156 times...	54.00	34.20	19.80	13.50	8.00
260 times...	51.00	32.30	18.70	12.75	7.50
312 times...	48.00	30.40	17.60	12.00	7.00

**SATURATION RATES**

	1 ti.	13 ti.	26 ti.	52 ti.
5 times per week...	6.65	6.32	6.15	6.00
10 times per week...	6.30	5.98	5.83	5.66
15 times per week...	5.95	5.65	5.51	5.38
20 times per week...	5.60	5.04	4.54	4.09
25 times per week...	5.25	4.72	4.25	3.82

**SPECIAL FEATURES**

News Service—AP. No extra charge.  
News and weather rates on request.  
**POLITICAL**  
Regular rates and discounts apply; payable in advance.

**KRAY**

(Established 1955)

Rates effective May 15, 1956. (Card No. 1.)  
Card received September 11, 1956.  
Owned and operated by Raymond D. Hollingsworth.

**Personnel**  
Dir. & Com'l Mgr.—Raymond D. Hollingsworth.  
**Representatives**  
Dallas—Clyde Melville Company,  
W. S. Grant Company, Inc.

**Mailing Instructions**  
Business Office and Studio—233 Paramount Bldg. P. O. Box 1816, Amarillo, Tex., Drake 4-5235.  
Transmitter—Beverly & Iroquois Sts., Amarillo, Tex.

**Wave—Power—Time**  
Operating power—500 watts days.  
Frequency—1360 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Central Standard Time.  
Operating schedule: 6:00 a.m. to sunset.

**Agency Commission**  
15% to recognized agencies; no cash discount. Bills rendered 1st of month; payable 10 days.

**General Advertising**  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

	1	1/2	1/4	5	1	30
	hr.	hr.	hr.	min.	min.	sec.
1 time.....	55.00	33.00	22.00	11.00	5.50	4.50
26 times.....	52.25	31.25	20.90	10.45	5.25	4.25
52 times.....	49.10	29.70	19.80	9.90	5.00	4.00
104 times.....	46.75	28.00	18.70	9.35	4.75	3.75
156 times.....	44.00	26.40	17.60	8.80	4.50	3.50
260 times.....	41.25	24.75	16.50	8.25	4.25	3.25
312 times.....	38.50	23.00	15.60	7.70	3.75	2.75
624 times.....	35.75	22.25	14.25	7.00	3.00	2.50
1,248 times.....	33.00	21.00	13.00	6.00	2.75	2.25

**SATURATION SPOT PACKAGES**

25 announcements per week.....	1 min.	30 sec.
	93.75	68.75
50 announcements per week.....	150.00	125.00
100 announcements per week.....	275.00	225.00

**SPECIAL FEATURES**

News Service—AP. No extra charge.  
Popular music and news programming.

**POLITICAL**

Regular rates and discounts apply. Payable in advance.  
**Closing Time**  
24 hours in advance of broadcast.

**KZIP**

(Established 1955)

Rates effective November 1, 1958. (Card No. 2.)  
Rates received October 21, 1958.  
Owned and operated by Panhandle Broadcasting Co.

**Personnel**  
Co-owner—Dave Pinkston.  
Co-owner & Gen'l Mgr.—Ray Winkler.  
**Representatives**  
Richard O'Connell, Inc.  
Midwest—William J. Reilly.  
**Mailing Instructions**  
Business Office, Studio and Transmitter—808 Charlotte Street, Amarillo, Texas.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1310 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 only; no cash discount. Bills rendered monthly and payable within 10 days.

**General Advertising**  
For combination rates see Great Plains Trio.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Rates on time signals and long term contracts quoted on request.

	1/2 hr.	1/4 hr.	5 min.	1 min.
Flat .....	45.00	30.00	15.00	8.00

**ANNOUNCEMENTS**

Per week: Each	Total	Each	Total
5 times.. 7.50	37.50	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 or 30-second spots—75% applicable minute rate.  
8 or 10-second IDs—50% of applicable minute rate.

**SPECIAL FEATURES**

News Service—AP.  
**NEWSCASTS**  
(5 minute newscasts or sportscast package)  
Per week: Each Total Each Total  
3 times.. 14.00 42.00 6 times..... 12.00 72.00  
5 times.. 13.00 65.00

**POLITICAL**

Rates on request. Cash in advance.

**ANDREWS**

Andrews County—Map Location A-5  
See SRDS consumer market map and data at beginning of the State.

**KACT**

(Established 1955)

Rates effective November 1, 1957. (Card No. 2.)  
Card received October 3, 1957.  
Owned and operated by Joseph E. Young.

**Personnel**  
Owner and Manager—Joseph E. Young.  
Promotion Manager—Jacqueline Young.  
**Representatives**  
None.  
**Mailing Instructions**  
Business Office, Studio and Transmitter—P. O. Box 638, Seminole Hwy., Andrews, Tex., Lambert 3-2845 or 3-2293.

**Wave—Power—Time**  
Operating power—1000 watts.  
Frequency—1360 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Central Standard Time.  
Operating schedule: 6:00 a.m. to local sunset Monday through Saturday; 8:00 a.m. to local sunset Sundays.

**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Bills rendered first of month; payable 10th of month.

**General Advertising**  
Affiliated with Keystone Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

	1	1/2	1/4	5	1	30
	hr.	hr.	hr.	min.	min.	sec.
1 time.....	60.00	45.00	25.00	15.00	5.50	4.50
28 times.....	55.00	40.00	22.50	12.50	5.25	4.25
52 times.....	50.00	35.00	20.00	10.00	5.00	4.00
156 times.....	45.00	30.00	17.50	9.25	4.50	3.50
260 times.....	40.00	25.00	15.00	8.75	4.25	3.25
312 times.....	35.00	20.00	12.50	8.00	4.00	3.00

**SPECIAL FEATURES**

News Service—AP; no extra charge.  
**POLITICAL**  
One time rates apply.

**TRANSCRIPTIONS**  
Library Service—World.  
**Closing Time**  
24 hours in advance of broadcast.

**ATHENS**

Henderson County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

**KBUD**

(Established 1948)

Rates effective March 1, 1955.  
Rates received June 13, 1955.  
Owned and operated by J. B. McNutt, Jr., dba The Henderson County Broadcasting Co.

**Personnel**  
General Manager—J. B. McNutt, Jr.  
**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 309, Highway 19, one mile south of Athens, Tex., telephone 2277.  
Transmitter—Highway 19, one mile south of Athens, Tex.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1410 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
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 station time only; no cash discount. Bills rendered 1st of month; payable 10th of month.

**General Advertising**  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
No per inquiry accounts accepted.

	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	20.00	7.50	4.00	3.50
13 times.....	19.00	7.12	3.80	3.33
26 times.....	18.00	6.75	3.60	3.15
52 times.....	17.00	6.37	3.40	2.98
104 times.....	16.00	6.00	3.20	2.80
260 times.....	15.00	5.62	3.00	2.63

**SPECIAL FEATURES**

News Service—UPI. No extra charge.  
**POLITICAL**

One time rates apply. Cash in advance.

**Closing Time**  
Two weeks in advance of broadcast.

**ATLANTA**

Cass County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

**KALT**

(Established 1950)



Rates received January 31, 1951.  
Owned and operated by Ark-La-Tex Broadcasting Co.

**Personnel**  
General Manager—David A. Womack.  
Commercial Manager—Alvis Dowd  
Program Director—George Womack.

**Representatives**  
Hil F. Best Company.  
**Mailing Instructions**  
Business Office and Studio—Bivins Highway, Box 289, Atlanta, Texas, phone 900.  
Transmitter—Bivins Highway, Atlanta, Tex.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—900 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:45 a.m. to local sunset. (November, 5:15 p.m.)

**Agency Commission**  
Agency commission 15%; no cash discount. Bills rendered first day of month; payable by the 10th of month.

**General Advertising**  
Rates include music copyright fees.  
ASCAP, BMI and SESAC blanket licenses.  
In order to earn net rates quoted contracts must be completed within 12 months.  
The following rates are for national and local advertising.

	1/2	1/4	5	1	30
	hr.	hr.	min.	min.	sec.
1 time.....	15.00	8.75	5.50	3.75	3.00
26 times.....	14.25	8.25	5.25	3.50	2.75
52 times.....	13.75	8.00	5.00	3.25	2.50
65 times.....	13.50	7.75	4.75	3.00	2.35
120 times.....	13.00	7.50	4.50	2.75	2.25
156 times.....	12.75	7.25	4.25	2.50	2.15
260 times.....	12.00	7.00	4.00	2.25	2.00

**SPECIAL FEATURES**

News Service—AP.  
**Participating Programs**  
"Music With A Silver Lining"—2:00 to 3:00 p.m. Sold in quarter hour segments, each 8.75, per week, 43.75. Audience participation program.

**POLITICAL**  
Regular rates apply.

**TRANSCRIPTIONS**  
Library Service—World.

**Closing Time**  
24 hours in advance of broadcast.

**TEXAS**

**AUSTIN (4 AM; 1 FM)**

Travis County—Map Location E-7  
See SRDS consumer market map and date at beginning of the State.

**KAZZ**

— FM —  
(Established 1957)

Rates effective March 1, 1958.  
Rates received August 4, 1958.  
Owned and operated by Audio Land Broadcasting Corp.

**Personnel**  
President—J. E. Moore, Jr.  
Station Manager—Max Gardner.  
**Representatives**  
None.  
**Mailing Instructions**  
Business Office and Studio—3006 Guadalupe St., Austin 5, Texas, Gr 6-2642.  
Transmitter—Same as business address.  
**Wave—Power—Time**  
Effective radiated power—1,350 watts.  
Frequency—95.5 megacycles.  
Non-Directional.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Antenna height—ft. above average terrain.  
Operating schedule: 6:00 a.m. to midnight Monday through Friday; noon to midnight Saturday and Sunday.

**Agency Commission**  
15% on time only; no cash discount. Bills payable 10th of following month.

**General Advertising**  
Accepts AAAA copyright contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
National and local rates are the same.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time...	18.00	10.00	5.50	4.50	3.25
13 times...	16.00	9.00	5.00	4.00	3.00
26 times...	14.50	8.00	4.50	3.50	2.75
52 times...	13.00	7.00	4.00	3.00	2.50
100 times...	.....	.....	.....	.....	2.25
250 times...	.....	.....	.....	.....	2.00

**PACKAGE RATES**  
12 spots and 12 time signals within 3 days 36.00  
20 spots and 20 time signals within 1 week 56.00  
100 spots and 100 time signals within 1 month 225.00  
30 time signals within 1 week 25.00  
100 time signals within 1 month 75.00

**WEEKLY NEWS RATES**

	Week	Month	Year
5 minute news, 20 times weekly.....	55.00	50.00	45.00
1 minute capsule, 20 times weekly.....	40.00	35.00	30.00

**SPECIAL FEATURES**

News Service—AP and local.  
Closing Time  
48 hours in advance of broadcast.

**KNOW**

(Established 1927)



Rates effective January 1, 1957. (Card No. 14.)  
Card received December 31, 1956.  
Owned and operated by Pioneer Broadcasting Co.

**Personnel**  
President—Wendell Mayes,  
Vice-Pres. & Gen'l Mgr.—Louis R. Cook.  
**Representatives**  
John E. Pearson Company.  
**Mailing Instructions**  
Business Office and Studio—Capital National Bank Bldg., Austin, Texas, Greenwood 2-6213.  
Transmitter—Fifth and Tillery Sts., Austin, Texas.  
**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 midnight.

**Agency Commission**  
Agency commission 15% allowed to recognized advertising agencies only on station time provided payment is made before the 15th of the month following broadcast. No cash discount. Invoices rendered monthly payable at face when rendered. Short rates billed where frequency rates is not earned.

**General Advertising**  
For combination rates see ABC Radio and Texas State Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.

	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	30.00	20.00	12.00	6.00
26 times.....	29.00	19.00	11.50	5.75
52 times.....	27.00	18.00	11.00	5.50
104 times.....	26.00	17.50	10.50	5.25
156 times.....	25.00	17.00	10.00	5.00
260 times.....	24.00	16.00	9.50	4.75
312 times.....	23.00	15.00	9.00	4.50

**SATURATION PACKAGES**

(Run-of-schedule)  
One minute or less; no further discount:  
10 announcements per week..... 45.00  
15 announcements per week..... 63.75  
20 announcements per week..... 80.00  
Talent fees, premium rates or service charges may apply on network co-op programs, certain local programs, certain participating program announcements, news and sports programs—rates on request.

**DISCOUNTS**

Continuous frequency discounts apply on renewals of contracts broadcast without interruption for 52 or more weeks provided that advertiser has maintained same schedule for 52 weeks and further provided that advertiser continues to maintain same schedule without lapse or decrease.

**SPECIAL FEATURES**

News Service—AP. Rates on request.  
Sporting Events: Rates on request.

**POLITICAL AND RELIGIOUS**

No commission paid on political broadcasts; frequency discounts apply. Transcribed religious broadcasts accepted provided copy does not solicit funds and program meets approval of station management.

**Closing Time**

Programs close one week in advance of broadcast. Talks, programs, continuities, etc., must be submitted at least one week in advance for review by program director.

**KOKE**

(Established 1948)

Rates effective October 1, 1958. (Card No. 1.)  
Card received September 29, 1958.  
Owned and operated by Radio KOKE, Inc.

**Personnel**  
President—Giles E. Miller.  
Vice-President—Jay J. G. Schatz.  
Exec. Vice-Pres. & Gen'l Mgr.—Joe Roddy, Jr.  
Program Director—Dick Laine.  
**Representatives**  
McGavren-Quinn Co.  
Southwest—Clyde Melville Company.  
**Mailing Instructions**  
Business Office and Studio—1211 E. 6th St., P. O. Box 1102, Austin, Tex. Greenwood 6-6974.  
Transmitter—West Lake Drive and Bee Cave Road, Austin, Texas.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1370 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Central Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:00 a.m. to local sunset.

**Agency Commission**  
15% to recognized agencies on time or talent; no cash discount. Bills for gross charges rendered monthly and payable within 10 days. All contracts must be completed in one year from date.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Announcements and programs cannot be combined to earn larger discounts.  
6 1-minute spots, weekly, each..... 10.00  
Less than 6 weekly, each..... 12.00  
Specified position, each..... 15.00  
(9:00 a.m. to 4:00 p.m.)

Per week:  
6 spots..... 8.00 Less than 6..... 9.00

**IMPACT PLAN**

12 times..... 7.00 48 times..... 5.00  
24 times..... 6.00 96 times..... 4.00

**KTBC**

(Established 1939)

Rates effective February 1, 1955. (Card No. 6-G.)  
Card received January 3, 1955.  
Owned and operated by The L B J Company.

**Personnel**  
General Manager—J. C. Kellam.  
Sales Manager—O. P. (Bob) Bobbitt.  
News Director—Paul Bolton.  
**Representatives**  
Paul H. Raymer Company, Inc.  
**Mailing Instructions**  
Mailing address: P. O. Box 1155, Austin 63, Tex.  
Business Office and Studio—Driskill Hotel, 6th and Brazos Sts., Austin, Tex., Greenwood 2-2424.  
Transmitter—five miles south of Austin on Manchaca Road.

**Wave—Power—Time**  
Operating power—5,000 watts days; 1,000 watts nights.  
Frequency—590 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time on regional channel.  
Operates on Central Standard Time.  
Daylight Saving Time not 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. Bills for gross charges rendered monthly and payable within 15 days.

**General Advertising**  
For combination rates see CBS Radio Network (Southwestern Group).  
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.  
Advertising of alcoholic beverages other than beer and light wines not accepted.

Live announcement rates include one announcer on duty. Programs of 10 minutes or less and announcements are subject to removal by programs of 15 minutes or more. Rates are guaranteed for a period of six months from date of the first broadcast, with or without interruption, provided a schedule of 26 times or more is broadcast.

Announcements and programs cannot be combined to earn larger discounts. Two or more program units of 15 minutes or more broadcast on the same day for the same sponsor within the same time bracket may be combined to earn the 1/2 hour rate or one hour rate, whichever applies. All programs so combined may be scheduled continuously at the station option on 28 days notice to agencies or advertiser.  
Length of commercial copy:  
—Programs—  
—News—

	Day	Evening	Day	Evening
5 minutes..	1:30 min.	1:15 min.	1:15 min.	1:00 min.
10 minutes..	2:30 min.	1:45 min.	2:00 min.	1:30 min.
15 minutes..	3:00 min.	2:30 min.	2:30 min.	2:00 min.
25 minutes..	4:15 min.	2:45 min.		
30 minutes..	4:30 min.	3:00 min.		
60 minutes..	9:00 min.	6:00 min.		

Length of program is 30 seconds less than total length of broadcast in all cases.

	(6:00 a.m. to midnight)			
	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time....	90.00	50.00	30.00	20.00
26 times..	87.75	48.75	29.25	19.50
52 times..	85.50	47.50	28.50	19.00
104 times..	81.50	45.00	27.00	18.00
156 times..	76.50	42.50	25.50	17.00
260 times..	72.00	40.00	24.00	16.00
312 times..	67.50	37.50	22.50	15.00

(\* One minute or station break.  
(midnight to 6:00 a.m.)  
50% of rates shown above.

**MULTI-IMPACT PLAN**

(Run-of-schedule, all times except 7:00 a.m. to 9:00 a.m. and 4:30 p.m. to 6:00 p.m. Monday through Saturday)

One minute or 20-second station break:  
10 announcements per week..... 75.00  
15 announcements per week..... 105.00  
20 announcements per week..... 130.00  
11-14 ann. per week pro rata to 10 ann. rate.  
16-19 ann. per week pro rata to 15 ann. rate.  
21 or more ann. per week pro rata to 20 ann. rate.

**NOTE:** Regularly scheduled announcements may be counted toward required totals in Multi-Impact Plan, but will not themselves receive other than normally earned frequency discounts. Discount on announcements purchased under Multi-Impact Plan is in lieu of frequency discount and such announcements may not be counted for purpose of earning or qualifying for any other frequency or combination discount. This Package Plan applies only to single products in the case of a parent company with multiproducts. Any times selected under this Plan are subject to preemption by spots purchased at regular rates. Rates are commissionable.

**DISCOUNTS**

Continuous frequency discounts apply on renewals of contracts broadcast without interruption for 52 or more weeks provided that advertiser has maintained same schedule for 52 weeks and further provided that advertiser continues to maintain same schedule without lapse or decrease.

**SPECIAL FEATURES**

News Service—UPI and local, correspondents in Central Texas. Mobile unit ("Red Rover") available for remote newscasts. Rates on request.

**POLITICAL AND RELIGIOUS**

No commission paid on political broadcasts. Transcribed religious broadcasts accepted provided copy does not solicit funds and program meets approval of station management.

**TRANSCRIPTIONS**

Library service charge, gross:  
5 minutes..... 1.50 30 minutes..... 4.00  
15 minutes..... 2.50 60 minutes..... 7.00  
Instantaneous reference recordings:  
Station will make one reference recording for each 13 unit cycle. Additional recordings—announcements each 2.50; 15 minute programs, each 5.00; 30 minute programs, each 7.50.

**KVET**

(Established 1946)



Rates effective July 1, 1955.  
Rates received June 27, 1955.  
Owned and operated by Austin Broadcasting Company.

**Personnel**  
Pres. & Gen'l Mgr.—Willard Deason.  
**Representatives**  
Forjoe & Company, Inc.  
Southern—Clarke Brown Company.  
**Mailing Instructions**  
Mailing Address—P. O. Box 1116, Austin 66, Tex.  
Business Office and Studio—113 W. Eighth St., Austin, Texas, Greenwood 8-8521.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1300 kilocycles.  
Directional—nighttime only.  
Licensed to operate unlimited time.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to 1:00 a.m.

**Agency Commission**  
15% to recognized advertising agencies on station time; no cash discount. No commission on political broadcasts.

**General Advertising**  
For combination rates see Mutual Broadcasting System.  
Accepts AAAA copyrighted contract.  
Announcements and programs of five minutes or more cannot be combined to earn larger discounts. Discounts allowed retroactively on the number of broadcasts given within a year. All contracts must be completed within, but shall not extend beyond one year's duration.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	70.00	40.00	24.00	16.00	8.00
26 times.....	66.50	38.00	22.80	15.20	7.60
52 times.....	63.00	36.00	21.60	14.40	7.20
104 times.....	59.50	34.00	20.40	13.60	6.80
260 times.....	56.00	32.00	19.20	12.80	6.40
520 times.....	52.50	30.00	18.00	12.00	6.00
1,040 times.....	49.00	28.00	16.80	11.20	5.60

(\* One minute or station break.

**SPECIAL FEATURES**

Time signals and sports—rates on request.

**POLITICAL**

Regular rates apply. Cash in advance.

(Call letters not received)

(C. P. 970 kc.; 1,000 w. days)  
Austin Radio Co.  
c/o Jacob A. Nowborn  
P. O. Box 1191  
Austin, Tex.



# BALLINGER

Runnels County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

## KRUN

(Established 1947)



Rates effective August 1, 1958.  
Rates received July 23, 1958.  
Owned and operated by Central West Broadcasting Co., Inc.  
**Personnel**  
President—M. M. Rochester.  
Vice-Pres. & Gen'l Mgr.—R. F. McGarvey.  
**Representatives**  
Clyde Melville Company.  
**Mailing Instructions**  
Business Office—P. O. Box 351, Ballinger, Tex.  
Phone 3151-21131.  
Studio and Transmitter—South Ballinger, Tex.  
**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.  
Operates on Central Standard Time.  
Licensed to operate full time.  
Operating schedule: 6:00 a.m. to 7:00 p.m.  
**Agency Commission**  
15% to recognized agencies.  
**General Advertising**  
No per inquiry advertising accepted.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Advertising of alcoholic beverages not accepted.  
**ANNOUNCEMENTS**  
1 minute or less, each..... 2.00  
**PACKAGE RATES**  
1 minute or less:  
25 or more times in 30 days, each..... 1.76  
40 or more times in 30 days, each..... 1.47  
100 or more times in 30 days, each..... 1.18  
1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min.  
Flat rate.. 18.82 11.76 7.06 5.88 4.12  
**SPECIAL FEATURES**  
News Service—AP and local news. Regular rates apply.  
Foreign Language Programs  
Spanish programs: Rates as above plus 10% talent.  
**POLITICAL**  
Regular rates apply.

# BAY CITY

Matagorda County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.

## KIOX

(Established 1946)

Rates effective August 1, 1958.  
Rates received September 11, 1958.  
Owned and operated by Bay City Broadcasting Co.  
**Personnel**  
General Manager—Harry L. Becker.  
Commercial Manager—Don Rhea.  
Program Director—Chuck Farkas.  
**Representatives**  
None.  
**Mailing Instructions**  
Business Office and Studio—P. O. Box 1301, Bay City, Tex., telephone Circle 5-4642, Circle 5-4643.  
Transmitter—Two miles east of Bay City on Highway 35.  
**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1270 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Central Standard Time.  
Operating schedule: 6:00 a.m. to 11:00 p.m.  
**Agency Commission**  
15% to recognized advertising agencies on station time; no cash discount. Bills rendered 1st of each month, payable on 10th.  
**General Advertising**  
Affiliated with Mutual Broadcasting System.  
For combination rates see Long Radio Enterprises.  
Beer advertising is acceptable.  
1 hr. 1/2 hr. 1/4 hr. 5 min.  
1 time..... 50.00 30.00 18.00 8.00  
13 times..... 47.50 28.50 17.10 7.60  
26 times..... 45.00 27.00 16.20 7.20  
52 times..... 42.50 25.50 15.30 6.80  
104 times..... 40.00 24.00 14.40 6.40  
156 times..... 37.50 23.50 13.50 6.00  
260 times..... 35.00 22.00 12.60 5.60  
312 times..... 32.50 20.50 11.70 5.20  
**ANNOUNCEMENTS**  
1 min. 30 sec. 20 sec. 10 sec.  
1 time..... 5.50 4.00 3.00 .....  
13 times..... 5.25 3.80 2.85 .....  
26 times..... 5.00 3.60 2.70 2.00  
52 times..... 4.75 3.40 2.55 1.90  
104 times..... 4.50 3.20 2.40 1.80  
156 times..... 4.25 3.00 2.25 1.70  
260 times..... 4.00 2.80 2.10 1.60  
312 times..... 3.75 2.60 1.95 1.50  
1,000 times..... 3.00 2.08 1.57 1.40  
**SPECIAL FEATURES**  
News Service—UPI; regular rates apply.  
**POLITICAL**  
Political broadcasts receive usual frequency discount.  
**Closing Time**  
Announcements 24 hours in advance. Programs one week in advance.

# BAYTOWN

Harris County—Map Location G-7  
See SRDS consumer market map and data at beginning of the State.

See Houston

# BEAUMONT (4 AM; 1 PM)

Jefferson County—Map Location H-7  
See SRDS consumer market map and data at beginning of the State.

## KFDM

(Established 1924)

# ABC Radio Network



Rates effective September 1, 1956. (Card No. 8 G.)  
Card received August 27, 1956.  
Operated by Beaumont Broadcasting Corporation.  
**Personnel**  
President—D. A. Cannon.  
General Manager—C. B. Locke.  
Sales Manager—Ed E. Carroll.  
Program and News—Dick McAdoo.  
Promotion Manager—H. F. Caldwell.  
**Representatives**  
Peters, Griffin, Woodward, Inc.  
**Mailing Instructions**  
Business Office and Studio—P. O. Box 2050, 1420 Calder Ave., Beaumont, Tex., Te 8-4731.  
Transmitter—Bridge City, Tex.  
**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—560 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time on regional channel.  
Operates on Central Time.  
Daylight Saving Time not observed.  
Actual operating schedule: 6:00 a.m. to 11:00 p.m.  
**Agency Commission**  
15% to recognized agencies on time and talent; no cash discount. Bills rendered monthly; payable in 10 days.  
**General Advertising**  
For combination rates see ABC Radio.  
Accepts AAAA copyrighted contract with certain exceptions; modified contract forms available.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Advertising of alcoholic beverages other than beer and light wine not accepted.  
Advertisers received 12 months rate protection beyond the effective date of a new rate card.  
Rates shown after the deduction of all applicable discounts. Announcements and programs cannot be combined to earn larger discounts but two or more program units of 15 minutes or more, broadcast on the same day for the same sponsor within the same time bracket may be combined to earn the 1/2 hour or one hour rate. All programs so combined may be scheduled contiguously at station's option on 28 days notice to agency or advertiser.  
Time may be contracted for 30 days in advance of starting date. Contracts for more than 52 weeks duration not accepted. After first year advertiser may continue at the same discount until schedule is reduced or interrupted. Schedule is not subject to short rate. Under the continuing discount policy the advertiser must begin a new contract period for quantity discount purposes when the schedule is reduced or resumed.  
Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.  
Length of commercial copy:  
—Programs— —News—  
Day Evening Day Evening  
5 minutes 1:45 min. 1:45 min. 1:30 min. 1:30 min.  
15 minutes 2:30 min. 2:30 min. 2:15 min. 2:15 min.  
30 minutes 3:00 min. 3:00 min.  
60 minutes 6:00 min. 6:00 min.  
**TIME RATES**  
**CLASS "A"**  
(6:30 a.m. to 8:00 p.m.)  
1 1/2 5 1 20  
hr. hr. hr. min. min. sec.  
1 time.. 100.00 60.00 40.00 25.00 15.00 10.00  
26 times 95.00 57.00 38.00 23.75 14.25 9.50  
52 times 90.00 54.00 36.00 22.50 13.50 9.00  
156 times 85.00 51.00 34.00 21.25 12.75 8.50  
260 times 80.00 48.00 32.00 20.00 12.00 8.00  
520 times 75.00 45.00 30.00 18.75 11.25 7.50  
1,000 times 70.00 42.00 28.00 17.50 10.50 7.00  
**CLASS "B"**  
(All other times)  
1 time.. 60.00 36.00 24.00 15.00 12.00 8.00  
26 times 57.00 34.20 22.80 14.25 11.40 7.60  
52 times 54.00 32.40 21.60 13.50 10.80 7.20  
156 times 51.00 30.60 20.40 12.75 10.20 6.80  
260 times 48.00 28.80 19.20 12.00 9.60 6.40  
520 times 45.00 27.00 18.00 11.25 9.00 6.00  
1,000 times 42.00 25.20 16.80 10.50 8.40 5.60  
**SPECIAL PACKAGE RATES**  
Announcements Only  
Discount off 1-time rate.  
6 per week..... 25% 12 per week..... 45%  
9 per week..... 35% 18 per week..... 55%  
ID's—50% of 20-second rate.  
**SPECIAL FEATURES**  
News Service—UPI.  
Regular rates apply to announcements in participation programs.  
Time signals and weather reports—rates on request  
News—1/4 hour all inclusive. Class "A" flat, 30.00.  
Class "B" flat, 20.00.  
**POLITICAL AND RELIGIOUS**  
Political—Regular rates apply.  
Religious—Rates and details on request.  
**Participating Programs**  
"Hal Norman Show"—6:00 a.m. to 9:00 a.m. and 10:00 a.m. to noon weekdays.  
"Tom Overton Show"—1:00 p.m. to 4:00 p.m. weekdays.  
"Dick McAdoo Show"—4:00 p.m. to 5:45 p.m. weekdays.  
**TRANSCRIPTIONS**  
Library Service—Lang-Worth.  
Instantaneous reference recordings—Reasonable requests for air checks, no charge; others available at 7.50 per 15 minute program.  
**Closing Time**  
Depends on type of programs. Ten days required to make printed program schedules.

# TEXAS

## KJET

(Established 1947)

# Independent Negro



Rates effective December 1, 1954. (Card No. 2.)  
Card received December 2, 1954.  
Owned and operated by KP'X Broadcasting Co., Inc.  
**Personnel**  
Vice-Pres., Gen'l & Com'l Mgr.—Walter L. Rubens.  
**Representatives**  
Forjoe & Company, Inc.  
Southwest—Clyde Melville Company.  
**Mailing Instructions**  
Business Office—P. O. Box 2673, Beaumont, Tex., Terminal 2-0201.  
Transmitter—4945 Fannett Road; Beaumont, Tex.  
**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1380 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Central Time.  
Operating schedule: 4:05 a.m. to local sunset.  
**Agency Commission**  
15% to recognized agencies on time and talent; no cash discount. Bills rendered monthly; payable within ten days.  
**General Advertising**  
Accepts AAAA copyrighted contract.  
Time rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
**PROGRAM RATES**  
1 hr. 50.00 26.00 52.00 104.00  
1/2 hr. 30.00 28.50 27.00 25.50  
1/4 hr. 20.00 19.00 18.00 17.00  
10 minutes 15.00 14.25 13.50 12.75  
5 minutes 10.00 9.50 9.00 8.50  
**ANNOUNCEMENTS**  
One minute:  
1 time..... 7.00 260 times..... 5.25  
26 times..... 6.85 312 times..... 4.90  
52 times..... 6.30 520 times..... 4.55  
104 times..... 5.95 1,040 times..... 4.20  
156 times..... 5.60  
30 seconds or less:  
1 time..... 5.00 260 times..... 3.75  
26 times..... 4.75 312 times..... 3.50  
52 times..... 4.50 520 times..... 3.25  
104 times..... 4.25 1,040 times..... 3.00  
156 times..... 4.00  
**ANNOUNCEMENT PACKAGES**  
1 minute announcements: Fixed position.  
12 announcements per week..... 52.80  
20 announcements per week..... 84.00  
30 announcements per week..... 120.00  
60 announcements per week..... 210.00  
Radio Quickies—15 words live or 10 seconds transcribed: 50% of 1 minute announcement rate.  
Run-of-schedule—15% off earned frequency.  
**WEEKLY DISCOUNTS**  
Per week  
3 tl. 5 tl. 6 tl.  
1 hour..... 135.00 212.50 240.00  
1/2 hour..... 71.00 127.50 144.00  
1/4 hour..... 54.00 85.00 96.00  
10 minutes..... 40.50 63.75 72.00  
5 minutes..... 27.00 42.50 48.00  
3, 5, and 6 times per week schedules are subject to following discounts for continuous use:  
13 weeks..... 10%  
26 weeks..... 15%  
52 weeks..... 20%  
**DISCOUNTS**  
Discounts allowed retroactively on the number of broadcasts within one year. They need not be consecutive. Announcements and program periods of five minutes or more cannot be combined to earn greater discounts.  
**SPECIAL FEATURES**  
News Service—UPI. Rates on request.  
Participating Programs  
All programs directed to the Negro market.  
"Spiritual Sunbeams" with Whitney Nelson—5:30 a.m. to 7:00 a.m. Monday through Saturday. Gospel and spiritual music.  
"Sterling Yale Show"—7:00 a.m. to 10:00 a.m. Monday through Saturday. Rhythm and blues by Negro artists.  
"Moments of Meditation" with Whitney Nelson—10:00 a.m. to noon. Monday through Saturday. Gospel and spiritual music.  
"Sterling Yale Show"—noon to 3:00 p.m. Monday through Saturday. Rhythm and blues by Negro artists.  
"Bon Ton Show" with C. J. Garlow—3:00 p.m. to sign-off. Monday through Saturday. Rhythm and blues by Negro artists.  
**Closing Time**  
All contracts should be closed as far in advance of initial program as possible to facilitate production. Copy must be in the hands of station 24 hours in advance of initial broadcast.  
**KRIC**  
(Established 1938)  
Rates effective February 1, 1953. (Card No. 9.)  
Rates received February 4, 1953.  
Owned and operated by The Enterprise Company.  
**Personnel**  
Gen'l & Com'l Mgr.—Frank Dusenbury.  
Sales Mgr. & Sports Dir.—Ed. Dittert.  
Assistant Manager—Jay Elson.  
**Representatives**  
The Branham Company.  
**Mailing Instructions**  
Business Office and Studio—3130 Blanchette St., P. O. Box 870, Beaumont, Tex., Terminal 3-9421.  
Transmitter—3130 Blanchette St., Beaumont, Tex.  
(This listing continued on next page)

# TEXAS

## Beaumont—KRIC—Continued

**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: 6:00 a.m. to 12:00 midnight week days; 7:00 a.m. to 11:00 p.m. Sunday.

**F M Facilities**  
 Effective radiated power—9,000 watts.  
 Frequency—97.5 megacycles; channel 248.  
 Antenna height—380 feet above average terrain.  
 Operating schedule: 7:00 a.m. to 11:00 p.m. daily.

**Agency Commission**  
 Agency commission 15% to recognized advertising agencies on time only. No cash discount. Bills due and payable when rendered.

**General Advertising**  
 FM programming separate from AM.  
 Rates include music copyright fees as licensed.  
 BMI, ASCAP and SESAC licenses.  
 All rates guaranteed for one year from date of first broadcast. Maximum length of contract one year.

	1 hr.	1/2 hr.	15 min.	5 min.
1 time.....	45.00	27.00	18.00	9.00
13 times.....	42.75	25.65	16.93	8.47
26 times.....	40.61	24.37	16.08	8.04
52 times.....	38.58	23.15	15.28	7.64
104 times.....	36.65	21.99	14.51	7.25
156 times.....	34.82	20.89	13.79	6.90
260 times.....	33.08	19.85	13.10	6.55
312 times.....	31.42	18.85	12.44	6.22

### ANNOUNCEMENTS

One minute or less:			
1 time.....	6.00	104 times.....	4.80
13 times.....	5.70	156 times.....	4.50
26 times.....	5.40	260 times.....	4.20
52 times.....	5.10	312 times.....	3.90

### PACKAGE PLAN

Per week:	(*)	(†)
10 times.....	36.00	30.00
15 times.....	49.50	41.25
20 times.....	60.00	50.00

(\*) 60 seconds.  
 (†) 30 seconds.

### SPECIAL FEATURES

News Service—AP and Local.  
 News on the hour. Headlines and weather on the half hour. On the spot news coverage from KRIC Newscruiser.  
 Sports—Lamar College and local high school football and basketball.  
 Negro Programming—7:00 p.m. to midnight with "Cool Daddy" Harris. Rhythm and blues, spirituals.

### POLITICAL

Regular rates apply.

### TRANSCRIPTIONS

Library Service—World.

## KTRM

(Established 1947)



Rates effective January 1, 1959. (Card No. 9 A.)  
 Card received December 3, 1958.  
 Owned and operated by KTRM, Inc.

**Personnel**  
 President—Jack Nell.  
 Manager—Roy D. Shotts.

**Representatives**  
 New York—Richard O'Connell, Inc.  
 Chicago—William J. Reilly, Inc.  
 West Coast—Tracy Moore and Associates, Inc.

**Mailing Instructions**  
 Business Office and Studio—230 Orleans South Coast Life Insurance Bldg., Beaumont, Tex., Terminal 2-8478.  
 News desk: Terminal 2-0092.  
 Transmitter—Beaumont, Tex.

**Wave—Power—Time**  
 Operating power—1,000 watts.  
 Frequency—990 kilocycles.  
 Directional—same pattern, all hours.  
 Licensed to operate unlimited time.  
 Operates on Central Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 5:00 a.m. to 12:00 midnight.

**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.  
 The following rates are for national advertising.  
 Announcements and programs cannot be combined to earn larger discount.  
 Continuing discounts extended to advertisers, provided there is no lapse in service and no reduction in schedule.

	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	44.00	28.00	20.00	15.00	9.00

### ANNOUNCEMENTS

(1-minute—Run-of-schedule)

Per week:	Each	Total	Per week:	Each	Total
5 times.....	8.50	42.50	20 times.....	6.50	130.00
10 times.....	8.00	80.00	30 times.....	6.00	180.00
15 times.....	7.00	105.00	50 times.....	5.00	250.00

ID's—50% of applicable 1-minute rate.

### SPECIAL FEATURES NEWSCAST PACKAGES

Per week:  
 3 times..... 14.00 6 times..... 12.00  
 5 times..... 13.00

### POLITICAL

Regular rates apply as follows: All candidates to receive frequency discounts.

## BEEVILLE

Bee County—Map Location E-8  
 See SRDS consumer market map and data at beginning of the State.

## KIBL

(Established 1949)



Rates effective November 1, 1949. (Card No. 2.)  
 Owned and operated by Bee Broadcasting Co.

**Personnel**  
 Co-owner & Gen'l Mgr.—John D. Rossi.  
 Program Director—James M. Goodman.  
 Assistant Manager—James Rossi.  
 Spanish Program Director—Alfred Velazquez.

**Representatives**  
 None.

**Mailing Instructions**  
 Business Office and Studio—State Highway No. 202, P. O. Box 650, Beeville, Tex., telephone 1490.  
 Transmitter—State Highway No. 202, Beeville, Tex.

**Wave—Power—Time** Operating power—250 watts.  
 Frequency—1490 kilocycles.  
 Non-directional.  
 Licensed to operate unlimited time.  
 Operates on Central Time.  
 Operating schedule: 6:30 a.m. to 10:30 p.m. week days; 7:30 a.m. to 10:30 p.m. Sundays.

**Agency Commission**  
 15% to recognized agencies on time only; no cash discount. Bills rendered 1st of month; payable 10th of month.

**General Advertising**  
 Rates are for station time and include music copyright fees.  
 ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	1/2 min.
1 time.....	40.40	24.48	16.32	10.20	5.10	3.83
13 times.....	38.76	23.25	15.50	9.69	4.85	3.64
26 times.....	36.72	22.03	14.68	9.18	4.59	3.45
52 times.....	34.62	20.80	13.87	8.67	4.34	3.26
104 times.....	32.64	19.58	13.05	8.16	4.08	3.06
156 times.....	30.60	18.36	12.24	7.65	3.83	2.87
260 times.....	28.56	17.13	11.42	7.13	3.57	2.68
312 or more times.....	26.51	15.91	10.57	6.63	3.32	2.49

### SPECIAL FEATURES

News Service—AP.  
 Special features—rates on request.  
 Foreign Language Programs  
 Spanish—3-1/2 hours daily, regular rates apply.

### POLITICAL

Regular rates apply with frequency discount.

## BIG LAKE

Reagan County—Map Location B-6  
 See SRDS consumer market map and data at beginning of the State.

## KBLT

(Established 1958)



Rates effective May 1, 1958.  
 Rates received May 1, 1958.  
 Owned and operated by Big Lake Broadcasting Co.

**Personnel**  
 General Manager—Donald Boston.  
 Station Manager—James Parr.  
 Program Director—Ricky Darling.

**Representatives**  
 Continental Radio Sales.

**Mailing Instructions**  
 Business Office, Studio and Transmitter—P. O. Box 276, 1st and Florida Sts., Big Lake, Tex.

**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—1290 kilocycles.  
 Nondirectional.  
 Operates on Central Standard Time.  
 Operating schedule: local sunrise to sunset.

**Agency Commission**  
 15% on time only; no cash discount. Bills rendered 1st, payable 10th 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.
1 time.....	36.00	24.00	14.00	7.00	4.00
26 times.....	34.00	22.00	13.00	6.65	3.80
52 times.....	32.00	20.00	12.00	6.30	3.60
104 times.....	28.00	17.00	10.00	5.60	3.40
156 times.....	25.00	14.00	8.00	4.50	3.20
Flat automotive rate.....					3.20

### Special Rates

10 spots, per day..... 25.00

### Combination Rates

10% discount when bought in combination with KCMR, McCamey, Tex.

### SPECIAL FEATURES

News Service—UPI and local.

**Closing Time**  
 48 hours in advance of broadcast.

## BIG SPRING (3 AM)

Howard County—Map Location B-5  
 See SRDS consumer market map and data at beginning of the State.

## KBST

(Established 1936)

Rates effective February 1, 1949.  
 Owned and operated by Big Spring Broadcasting Company.

**Personnel**  
 Manager—J. N. Young, Jr.

**Representatives**  
 John E. Pearson Company.

**Mailing Instructions**  
 Business Office and Studio—702 Johnson St., Big Spring, Texas, telephone 4-6391.  
 Transmitter—Northeast of Big Spring.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1490 kilocycles.  
 Non-directional.  
 Licensed to operate full time.  
 Operates on Central Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 6:00 a.m. to 12:00 midnight.

**Agency Commission**  
 15% to recognized agencies on announcements and time only; no cash discount; commission not payable on political. Bills rendered monthly unless otherwise requested.

**General Advertising**  
 All contracts subject to cancellations by either party upon 14 days written notice. Advertiser must assume any sale or excise tax that may be placed into effect. All programs are subject to prior booking of time and to change of time upon 28 days notice.  
 Rates include music copyright fees.  
 BMI, SESAC and ASCAP licenses.  
 Advertising of alcoholic beverages other than beer and wine not acceptable.

Length of commercial copy:	Programs	
	Day	Evening
5 minutes.....	1:15 min.	1:00 min.
15 minutes.....	2:10 min.	2:00 min.
30 minutes.....	4:00 min.	3:00 min.
60 minutes.....	7:00 min.	6:00 min.

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.....	45.00	27.00	18.00	9.00	5.00
13 times.....	42.75	25.65	17.10	8.55	4.75
26 times.....	40.50	24.30	16.20	8.10	4.50
52 times.....	38.25	22.95	15.30	7.65	4.25
104 times.....	36.00	21.60	14.40	7.20	4.00
156 times.....	33.75	20.25	13.50	6.75	3.75
260 times.....	31.50	18.90	12.60	6.30	3.25
312 times.....	29.25	17.55	11.70	5.85	3.00

(\*) One minute or less.

### DISCOUNTS

Retroactive discounts allowed only when contract is extended without interruption.

### SPECIAL FEATURES

News Service—AP and local news.  
 POLITICAL  
 Copy and payment must be submitted 48 hours in advance of broadcast. Rates on request.

### TRANSCRIPTIONS

Instantaneous recordings: 5.00 per 15 minute program; 7.50 per 30 minute program.

## KBYG

(Formerly KTXC)

(Established 1949)

Rates effective February 1, 1952.  
 Rates received March 31, 1952.  
 Owned and operated by Grady Franklin Maples & R. B. McAllister dba Maples-McAllister Broadcasting Co.

**Personnel**  
 Co-Owner—Grady Franklin Maples.  
 General Manager—Jim Richardson.

**Representatives**  
 Hill F. Best Company.

**Mailing Instructions**  
 Business Office and Studio—P. O. Box 1366, 117 Park Rd., Big Spring City Park, Big Spring, Tex. Amherst 4-4326.  
 Transmitter—Big Spring City Park, Big Spring, Tex.

**Wave—Power—Time**  
 Operating power—100 watts.  
 Frequency—1400 kilocycles.  
 Non-directional.  
 Licensed to operate unlimited time.  
 Operates on Central Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 24 hours daily.

**Agency Commission**  
 15% to recognized agencies; no cash discount. All statements for station charges are rendered monthly.

**General Advertising**  
 Affiliated with Keystone Network.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 All contracts subject to short term rate if cancelled before expiration date. 2 weeks notice of cancellation required. Contract renewals subject to rates in effect at time of renewal.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	35.00	21.00	14.00	7.00	3.50	1.75
13 times.....	34.00	20.40	13.60	6.80	3.40	1.70
26 times.....	33.00	19.80	13.20	6.60	3.30	1.65
52 times.....	32.00	19.20	12.80	6.40	3.20	1.60
104 times.....	31.00	18.60	12.40	6.20	3.10	1.55
260 times.....	30.00	18.00	12.00	6.00	3.00	1.50
312 times.....	29.00	17.40	11.60	5.80	2.90	1.45

(\*) One minute or 30 seconds.  
 (†) 10-second or 18-word announcements.

### PACKAGE PLANS

100 1-minute or 30-second announcements in a 30-day period, 250.00.

### SPECIAL FEATURES

News Service—AP and local.  
 5-minute newscasts every hour on the hour daily.  
 Weathercasts and news headlines every hour on the 1/2 hour daily.  
 Sports and musical features—rates on request.

### POLITICAL

Rates on request.

**Closing Time**  
 12 hours before broadcast.

(Big Spring continued on next page)

Big Spring—Continued

KHEM

(Established 1956)

Rates effective July 1, 1956. (Card No. 1.)  
Rates received September 21, 1956.  
Owned and operated by Elm Broadcasting Corp.

Personnel

Owner-General Manager—Homer McKinley.  
Station Manager—Walt Lawson.

Representatives

Thomas F. Clark Company, Inc.  
Regional—Clyde Melville Company.

Mailing Instructions

Business Office and Studios—Settles Hotel, Big Spring, Tex., Amherst 4-2524.

Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1270 kilocycles.  
Non-directional.  
Licensed to operate to local sunset.  
Operates on Central Standard Time.  
Operating schedule: 5:45 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

Rates include music copyright fees.  
Rates are for station time only.

	1	1/2	1/4	10	5	1	1/2
	hr.	hr.	hr.	min.	min.	min.	min.
1 time...	35.30	23.53	17.65	14.12	9.41	3.82	3.41
13 times...	34.12	22.35	16.47	12.94	9.12	3.65	3.29
26 times...	32.94	21.18	15.30	11.77	8.53	3.53	3.18
52 times...	31.77	20.00	14.12	10.59	7.94	3.41	3.06
104 times...	30.59	18.82	12.94	9.41	7.35	3.29	2.94
156 times...	29.41	17.65	11.77	8.24	7.06	3.18	2.82
260 times...	28.24	16.47	10.59	7.06	6.47	3.06	2.71
312 times...	27.06	15.30	9.41	6.77	5.88	2.82	2.53
364 times...	25.88	14.12	8.24	6.47	5.29	2.65	2.35

SPECIAL FEATURES

News Service—AP. No extra charge.

Closing Time

Program and commercial copy must be submitted 24 hours in advance of broadcast.

BONHAM

Fannin County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

KFYN

(Established 1948)

Rates effective July 1, 1954.  
Card received September 20, 1954.  
Owned and operated by Charles L. Cain and Jessie Mae Cain.

Personnel

Manager—Charles L. Cain.  
Assistant Manager—Jessie Mae Cain.  
Traffic—Tommy Grishom.

Representatives

None.

Mailing Instructions

Business Office and Studio—903 E. Fourth St., Bonham, Tex., Justice 3-3151.  
Transmitter—903 E. Fourth St., Bonham, Tex.

Wave—Power—Time

Operating power—250 watts days.  
Frequency—1420 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 station time only; no cash discount. Bills rendered 1st of month; payable within 10 days.

General Advertising

BMI, ASCAP and SESAC licenses.

	1	13	25	52	104	156	260
	tl.	tl.	tl.	tl.	tl.	tl.	tl.
1 hour.....	19.00	18.90	18.60	18.30	18.00	17.70	17.30
1/2 hour.....	15.00	14.00	12.00	11.20	11.00	10.70	10.60
1/4 hour.....	9.90	8.70	8.50	8.00	7.50	7.15	7.10
5 minutes	4.25	3.80	3.50	3.40	3.30	3.20	3.10
1 minute...	2.90	2.80	2.70	2.20	2.15	2.10	1.80
25-50 words	2.10	2.00	1.95	1.90	1.70	1.40	1.35

Times indicate the number of times a program or announcement will be carried during a 12-month period.

PACKAGE RATES

12 30-second spots per day, 15.00; 30 day minimum.

SPECIAL FEATURES

News Service—UPI. No extra charge.  
"Parade of Western Hits"—3:00 p.m. to 5:00 p.m.  
"Chuck Wagon Melodies"—11:00 p.m. to 12:00 noon.  
"Breakfast Club"—6:00 a.m. to 9:00 a.m.  
"Dollars for Listening"—1:00 p.m. to 2:30 p.m.  
"Musical Bank"—9:15 a.m. to 10:15 a.m.

POLITICAL

Regular rates apply. Cash in advance.

Closing Time

24 hours in advance of broadcast.

BORGER (2 AM)

Hutchinson County—Map Location B-2  
See SRDS consumer market map and data at beginning of the State.

KBBB

(Established 1957)



Rates effective February 1, 1958. (Card No. 2.)  
Card received February 12, 1958.

Owned and operated by R. L. McAllister.

Personnel

General Manager—R. L. McAllister.  
Commercial Manager—Bill Koffroth.  
Program Director—James C. Dixon.  
News Director—Weldon Lewis.

Representatives

John E. Pearson Company.

Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box 1478, Hwy. 136, Borger, Tex. Br 3-7575.

Wave—Power—Time

Operating power—500 watts days.  
Frequency—1600 kilocycles.  
Non-directional.  
Operates on Central Standard Time.  
Operating schedule: 6:00 a.m. to local sunset.

Agency Commission

15% on time only; no cash discount. Bills rendered 1st of month; payable 10th.

General Advertising

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contracts.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Rates guaranteed for 1 year from date of rate increase provided schedule is uninterrupted. Discounts allowed retroactively on total number of broadcasts within 1 year. Point of sale merchandising and promotion available.

	1 tl.	52 tl.	104 tl.	312 tl.
1/2 hour.....	30.00	25.00	20.00	17.00
1/4 hour.....	16.00	14.00	12.00	10.00
5 minutes.....	10.00	9.00	8.00	7.00
1 minute.....	3.70	3.30	3.00	2.70
30 seconds.....	2.50	2.20	1.90	1.70
10 seconds.....	1.50	1.30	1.10	1.00

Special campaigns and greater volume contracts—rates on request.

SPECIAL FEATURES

New Service—AP and local.  
Two mobile units. Rates on request.  
Newscasts—5-minute news at :25 on the hour; 2-minute headlines at :55 from 6:55 a.m. to 10:55 a.m.  
Weather—1-minute weathercast at half past the hour, rates on request.

Participating Programs

Personality participating music and news format, except 6:00 a.m. to noon Sunday.  
"Jim Diken Show"—6:00 a.m. to 9:00 a.m.  
"Barney Grovan Show"—9:00 a.m. to noon.  
"Dottie Knight Show"—Noon to 3:00 p.m.  
"Jim Fletcher Show"—3:00 p.m. to sign-off.  
"KBBB Top 40 Preview"—9:00 a.m. to noon Saturday.

Closing Time

12 hours in advance of broadcast.

KHUZ

(Established 1946)

Rates effective October 1, 1955.  
Rates received July 29, 1955.  
Owned and operated by KHUZ, Inc.

Personnel

President—R. G. Hughes.  
Manager—Jack Roberts.

Representatives

None.

Mailing Instructions

Business Office and Studios—Borger, Texas.  
Transmitter—Borger, Texas.

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: Week day 6:30 a.m. to 10:30 p.m.; Sundays 8:00 a.m. to 10:30 p.m.

Agency Commission

Agency commission 15%; no cash discount. Bills due and payable when rendered.

General Advertising

For combination rates see Mutual Broadcasting System. Station charges include cost of music from ASCAP, BMI and SESAC.  
Discounts allowed retroactively on total number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts, but two or more program units of 15 minutes or more broadcast on the same day for the same sponsor and within the same time bracket may be combined to earn the 1/2 hour or hour rate. All programs so combined may be scheduled contiguously at the station's option on 28 days' written notice to agency or advertiser.

	1	1/2	1/4	5	1	1/2
	hr.	hr.	hr.	min.	min.	min.
1 time.....	40.00	25.00	17.65	11.76	4.70	2.94
13 times.....	38.00	23.75	16.76	11.18	4.47	2.79
26 times.....	36.00	22.50	15.88	10.59	4.23	2.65
52 times.....	34.00	21.25	15.00	10.00	4.00	2.49
104 times.....	32.00	20.00	14.12	9.41	3.76	2.35
156 times.....	30.00	18.75	13.23	8.82	3.53	2.20
260 times.....	28.00	17.50	12.35	8.23	3.29	2.06
312 times.....	24.00	16.25	11.47	7.65	3.06	1.90

SPECIAL FEATURES

News broadcast—Regular time changes.  
Time signals, weather, temperature and market reports available—Rates on request.

BRADY

McCulloch County—Map Location D-6  
See SRDS consumer market map and data at beginning of the State.

KNEL

(Established 1933)



Rates effective April 1, 1958.  
Rates received May 26, 1958.  
Owned and operated by Gene M. Burns.

Personnel

Owner & Gen'l Mgr.—Gene M. Burns.  
News Director—Larry Branum.  
Program Director—Joe McMurry.

Representatives

Hil F. Best Company

Mailing Instructions

Business Office and Studio—509 S. Bridge, Brady, Texas. Lyrick 7-7777.  
Transmitter—End of East 6th, Brady, Texas.

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.

Agency Commission

15% to recognized agencies on net charges for station time; no cash discount. Bills due and payable by the 10th of each month.

General Advertising

For combination rates see Keystone Network.  
Rates include charges by owners of music copyrights.

	1 tl.	13 tl.	26 tl.	52 tl.
1 hour.....	50.00	47.50	45.00	42.50
1/2 hour.....	25.00	22.75	22.50	21.25
1/4 hour.....	15.00	14.25	13.50	12.75
5 minutes.....	6.00	5.70	5.40	5.10

ANNOUNCEMENTS

Announcements are not to exceed 100 words in length. The same rate applies to 25, 50, 75 and 100 word announcements.

	1 tl.	15 tl.	26 tl.	52 tl.	101 tl.	501 tl.
Per announcement.....	3.00	2.70	2.55	2.40	2.25	2.10

BRECKENRIDGE

Stephens County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

KSTB

(Established 1947)

Rates effective April 1, 1957.  
Rates received March 7, 1957.  
Owned and operated by Hugh M. McBeath d/b KSTB.

Personnel

Gen'l & Com'l Mgr.—Hugh M. McBeath.  
Program Director—Jay Thompson.

Representatives

Hil F. Best Company.

Mailing Instructions

Business Office and Studio—Miller Bldg., Breckenridge, Tex., HI 9-3331.  
Transmitter—Old Albany Road, Breckenridge, Tex.

Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1430 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Central Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to local sunset.

Agency Commission

15% to recognized agencies on station time only; provided payment is made before 1st of month following broadcast. No cash discount. Invoice rendered monthly, payable at face when rendered.

General Advertising

Beer advertising accepted.  
All contracts subject to 15 day cancellation notice by either party.  
In order to earn frequency discount, contracts must be fulfilled within one year from date of first broadcast.

	1	1/2	1/4	5	(*)	(†)
	hr.	hr.	hr.	min.	min.	min.
1 time.....	48.00	28.80	17.95	9.60	4.80	3.60
26 times.....	46.80	28.10	17.80	9.35	4.70	3.55
52 times.....	45.50	27.30	17.60	9.19	4.55	3.40
104 times.....	43.20	25.90	17.30	8.65	4.30	3.25
156 times.....	41.05	24.60	16.45	8.20	4.10	3.10
260 times.....	36.95	22.20	14.75	7.40	3.70	2.75
312 times.....	35.10	21.05	14.05	7.05	3.55	2.65

(\*) One minute or 100 word announcements.  
(†) 30 seconds or 50 word announcements.

DISCOUNTS

(Within a 7 day period)

50 spot announcements.....	10%
100 spot announcements.....	20%

SPECIAL FEATURES

News Service—UPI. 10% additional charge on newscasts.  
News on the hour and headlines and weather on the half hour.  
Merchandising—rates on request.

POLITICAL

Regular rates apply. Payable in advance.  
Closing Time  
Programs close one week in advance of broadcast. Talks, programs, continuities etc., must be submitted at least one week in advance for review by program director.



TEXAS

BRENHAM

Washington County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

KWHI
(Established 1947)



Rates effective April 15, 1947. (Card No. 1.)
Owned and operated by Tom S. Whitehead.

Personnel
Manager—Tom S. Whitehead.
Representatives
None.

Mailing Instructions
Business Office and Studio—108-1/2 Main St., Brenham, Tex.
Transmitter—Highway 36, two miles north of Brenham, Tex.

Wave—Power—Time
Operating power—1,000 watts.
Frequency—1280 kilocycles.
Non-directional.
Licensed to operate sunrise to sunset.
Operates on Central Time.
Operating schedule: 6:00 a.m. to local sunset.

Agency Commission
15% allowed to recognized agencies only on station time, provided payment is made before the 15th of month following broadcast. No cash discount. Short rate billed where frequency rate is not earned.

General Advertising table with columns for time (1, 2, 13, 26, 52, 104, 156, 260, 312, 1000 or more) and rates in hr., 1/2 hr., 1/4 hr., min., and (\*) (†).

(\*) 100 words or one minute announcement.
(†) 50 words or 1/2 minute or less announcement.

STATION BREAKS

Sold at guaranteed fixed position only six or seven days weekly. Individual station breaks may be bought subject to move in event an advertiser buying six or seven days weekly, fixed position requires any spot sold individually. Copy limited to 50 words. In order to earn net rates quoted, contracts must be completed within 12 months.

SPECIAL FEATURES

News services, sporting events—rates on request.
POLITICAL
Rates on request. Cash and copy in advance.
Closing Time
Programs close one week before broadcast. Talks, programs, continuities, etc., must be submitted at least one week in advance for review and placement.

BROWNFIELD

Terry County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

KTFY
(Established 1949)



Rates received March 26, 1954.
Owned and operated by Terry County Broadcasting Co.

Personnel
Owner & Manager—Mike A. Barrett.
Ass't Mgr. & Prog. Dir.—E. Crawford Taylor.

Representatives
Hil F. Best Company.
Mailing Instructions
Business Office, Studio and Transmitter—P. O. Drawer 1032, Tahoka Road, Brownfield, Tex., telephone 2111.

Wave—Power—Time
Operating power—1,000 watts days.
Frequency—1300 kilocycles.
Non-directional.
Licensed to operate daytime.
Operates on Central Standard Time.
Daylight Saving Time not observed.
Operating schedule: 5:00 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 10% transcription and music copyright fees.
ASCAP, BMI and SESAC licenses.
Advertising for beer, light wines and other alcoholic beverages not accepted.
All announcements are to be broadcast at best available times. Special rates are applicable when advertiser designates specific time for broadcasts.

General Advertising table with columns for time (1, 26, 52, 156, 312) and rates in hr., 1/2 hr., 1/4 hr., min., 5 min., 1 min. or less.

SPECIAL FEATURES

News Service—AP. News premium of 10% included in rates.
Foreign Language Programs
Spanish: spots and programs; rates and details on request.
POLITICAL
One time rates apply. Cash in advance.
TRANSCRIPTIONS
Library Service—Standard.
Closing Time
24 hours in advance of broadcast.

BROWNSVILLE AREA (2 AM)

Cameron County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

KBOR
BROWNSVILLE

(Established 1949)

Rates effective September 1, 1953. (Card No. 4.)
Rates received August 5, 1953.
Card received March 1, 1954.
Owned and operated by Brownsville Broadcasting Co.

Personnel
General Manager—Minor J. Wilson.
Commercial Manager—Vance C. Wilson.

Representatives
Hil F. Best Company.
Dallas—Weed Radio Corporation.

Mailing Instructions
Business Office and Studio—P. O. Box 472, Brownsville, Tex., Lincoln 2-5677. TWX, Brownsville 017.
Transmitter—Brownsville, Tex.

Wave—Power—Time
Operating power—1,000 watts.
Frequency—1600 kilocycles.
Directional—separate patterns, day and night.
Licensed to operate full time.
Operates on Central Time.
Operating schedule: 6:00 a.m. to midnight.

Agency Commission
15% to recognized agencies on time only; no cash discount. Bills rendered monthly; payable on the 10th of following month.

General Advertising
Affiliated with ABC Radio.
Accepts AAAA copyrighted contract.
Rates include music copyright fees.
ASCAP, BMI and SESAC licenses.
Beer advertising accepted.
No cash rebates.
Per Inquiry business not accepted.
Contracts must be completed within 12 month of first broadcast.

The following rates are for national advertising.
Length of commercial copy:
5 minutes.....1-1/2 minutes
15 minutes.....3 minutes
30 minutes.....5 minutes
60 minutes.....7-1/2 minutes

General Advertising table with columns for time (1, 13, 26, 52, 104, 156, 260, 312, 500) and rates in hr., 1/2 hr., 1/4 hr., min., 5 min., 1 min., sec.

KRIO-KBOR COMBINATION RATES
The following rates apply for national spot, advertising using KBOR, Brownsville and KRIO, McAllen, in combination.

Table with columns for time (1, 13, 26, 52, 104, 156, 260, 312, 500) and rates in hr., 1/2 hr., 1/4 hr., min., 5 min., 1 min., sec.

SPECIAL FEATURES

News Service—AP. No extra charge.
Sponsorship or participation in network co-op newscasts subject to network co-op fee over and above regular rates.
Foreign Language Broadcasts
Spanish language programs and announcements at regular rates.
POLITICAL
Political talks and announcements accepted at regular rates. Subject to payment in advance.
TRANSCRIPTIONS
Library Service—World.

XEO

MATAMOROS, MEX.

(Established 1946)

Texas Spanish Language Network

Rates effective April 1, 1953.
Rates received February 9, 1953.
Owned and operated by Radiodifusoras El Gallo, S. A. Stateside business under exclusive contract to General Broadcasting Company, Inc.

Personnel
President—Robert N. Pinkerton.
General Manager—Severo Garza.

Representatives
New York and Chicago—National Time Sales.
West Coast—Harlan G. Oakes & Associates.
San Antonio—Joe Harry, 600 Insurance Bldg., Capitol 6-4868.

Mailing Instructions
Business Office—127 W. Levee St., Brownsville, Tex., Lincoln 6-6620.
Studios—Matamoros, Tamps, Mex.
Transmitter—Matamoros, Tamps, Mex.

Wave—Power—Time
Operating power—1,000 watts.
Frequency—970 kilocycles.
Non-directional.

Licensed to operate full time.
Operates on Central Standard time.
Operating schedule: 5:00 a.m. to midnight weekdays-5:00 a.m. to 11:00 p.m. Sunday.

Agency Commission
15% to recognized agencies; 2% cash discount.
General Advertising
Affiliated with the Texas Spanish Language Network. Entire schedule is broadcast in Spanish. Also sold in combination with XEOR (McAllen). See rates below.
Accepts AAAA copyrighted contract.
Rates include all music copyright fees.
Discounts apply to total number of broadcasts within one year under original or renewed contracts. All rates guaranteed for one year from date of first broadcast with or without interruption, when covered by duly signed and accepted contract.

XEO SPONSORED PROGRAMS

Table with columns for time (1, 26, 52, 104, 156, 260, 312) and rates in hr., 1/2 hr., 1/4 hr., 5 min., (\*).

XEO-XEOR COMBINATION RATES

Table with columns for time (1, 26, 52, 104, 156, 260, 312) and rates in hr., 1/2 hr., 1/4 hr., 5 min., (\*).

SPECIAL FEATURES

News Service—UPI. One time rate; no frequency discount.
Participating Programs
"Juana Maria Show"—3:00 p.m. to 3:45 p.m. Monday through Friday, one time rate for XEO and XEOR combined applies.
"Miscelanea"—9:00 a.m. to 10:00 a.m., Monday through Saturday, 1-time rate for XEO and XEOR combined applies.
POLITICAL AND RELIGIOUS
Not accepted.

BROWNWOOD (2 AM)

Brown County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KBWD

(Established 1941)



Rates effective May 1, 1956.
Revisions (eff. date, & 300-time rate) rec'd Oct. 8, 1956.

Owned and operated by Brown County Broadcasting Co.
Personnel
President—Wendell Mayes.
Station Manager—Bill Jamar.
Commercial Manager—J. Fred Perry.

Representatives
Avery-Knodel, Inc.
Mailing Instructions
Business Office and Studio—800 Hawkins, Brownwood, Texas, phone 2401.
Transmitter—Approximately one mile northeast of Brownwood, Texas.

Wave—Power—Time
Operating power—1,000 watts.
Frequency—1380 kilocycles.
Non-directional.
Licensed to operate full time on regional channel.
Operates on Central Time.
Operating schedule: Sundays 7:00 a.m. to 11:00 p.m. Week days 6:00 a.m. to 11:00 p.m.

Agency Commission
15% to recognized agencies on station time only; no cash discount. Bills rendered and due on first of month.

General Advertising
For combination rates see Mutual Broadcasting System, Texas State Network.
Accepts AAAA copyrighted contract.
The following rates are for national advertising.
In order to earn net rates quoted, contracts must be completed within 12 months.

General Advertising table with columns for time (1/2, 1, 1/4, 5, 1/2) and rates in tt., 26 tt., 52 tt., 104 tt., 210 tt., (\*).

(\* 300 or more times.
Package rates on request.

SPECIAL FEATURES

News Service—AP and local news.
Sports—Regular rate plus line, announcer, technicians' costs and fees to schools.
Time signals and weather reports—rates on request.
News—Regular rates plus news costs.
Participating Programs
"Wake up and Live"—6:00 a.m. to 6:30 a.m. Monday through Saturday.
"Coffee Caravan"—8:15 a.m. to 9:00 a.m. Monday through Friday.
"Homey Housewives"—9:00 a.m. to 10:00 a.m. Monday through Friday.
"11th Hour Melodies"—11:00 a.m. to noon Monday through Friday.
"Baseball"—1:00 p.m. to 3:00 p.m. Monday through Friday.
"Night Time"—7:00 p.m. to 8:00 p.m. Monday through Friday.
"Night Time"—9:30 p.m. to 10:00 p.m. Monday through Friday.

POLITICAL AND RELIGIOUS PROGRAMS

Rates on request.
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.
(Brownwood continued on next page)



**Brownwood—Continued**

**KEAN**

(Established 1953)

Rates effective November 22, 1953. (Card No. 1.)  
Card received January 27, 1954.

Owned and operated by KEAN Radio Corporation.

**Personnel**

President—J. H. Childs.  
Manager—Eddy Farren.  
Program Director—Cile Farren.

**Representatives**

Hil F. Best Company.

**Mailing Instructions**

Business Office, Studio and Transmitter—2220 Flisk Ave., Brownwood, Tex. Telephone 4372.  
Mailing Address—P. O. Box 666, Brownwood, Tex.

**Wave—Power—Time**

Operating power—100 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. daily;  
7:00 p.m. to 10:00 p.m. Sunday.

**Agency Commission**

15% to recognized agencies on time; no cash discount. Bills rendered 1st of month, payable when rendered.

**General Advertising**

Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Liquor advertising not accepted. To earn frequency discounts, contracts must be fulfilled within one year. Programs and spot announcements may not be combined to earn larger discount.

	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time....	22.50	12.50	7.50	4.75	2.50
13 times...	22.00	10.50	7.25	4.60	2.40
26 times...	21.50	10.00	7.00	4.40	2.35
52 times...	21.00	9.50	6.75	4.20	2.25
156 times...	19.50	9.00	5.75	4.00	2.20
260 times...	19.00	8.50	5.50	3.60	2.10
300 or more times.....	18.50	8.00	5.00	3.40	2.00

(\*) 60 seconds or 125 words.  
(†) 30 seconds or 65 words.

Package rates on request.

**SPECIAL FEATURES**

News Service—AP. Full leased wire, plus local news coverage by station staff. Time plus 20%.

**Participating Programs**

"Inspiration Time"—8:00 a.m. to 8:30 a.m. Monday through Friday.  
"Gospel Hour"—3:00 p.m. to 4:00 p.m. Monday through Friday.  
"Radio Ranch Party"—4:00 p.m. to 5:00 p.m. Monday through Friday.  
"Coast to Coast in the Groove"—7:00 p.m. to 7:30 p.m. Monday, Wednesday and Friday. Negro disc jockey show.  
"Anything Goes"—Musical request 7:30 p.m. to 9:30 p.m. Monday, Wednesday and Friday. 8:00 p.m. to 9:30 p.m. Tuesday, Thursday, Saturday and Sunday.

**POLITICAL**

One time rate applies, no discount. Cash and copy in advance.

**TRANSCRIPTIONS**

Library Service—Lang-Worth, no additional cost.

**Closing Time**

Details on request.

**BRYAN (2 AM)**

Brazos County—Map Location F-6

See SRDS consumer market map and data at beginning of the State.

**KORA**

(Established 1947)

Rates effective April 1, 1957.

Rates received March 4, 1957.

Owned and operated by Bryan Broadcasting Co.

**Personnel**

Co-Owner—David C. Jones, Jr.  
CAO—Owner & Mgr.—David G. Haines.  
Sales Manager—J. B. Christian.  
Traffic Manager—Cora Garth.

**Representatives**

Hil F. Best Company.

**Mailing Instructions**

Business Office and Studio—310 East 25th St., Bryan, Tex., Taylor 3-1240.  
Transmitter—Villa Maria Road between Bryan and College Station, Tex.

**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: Monday through Saturday 6:00 a.m. to 12:00 midnight; Sunday 7:00 a.m. to 12:00 midnight.

**Agency Commission**

15% to recognized advertising agencies on time only; no cash discount. Bills rendered monthly. Payable when rendered.

**General Advertising**

For combination rates see Mutual Broadcasting System. To earn discounts contracts must be fulfilled within one year from date of first broadcast. Short rate earned is billed if contract is cancelled before expiration date.  
No cash rebates.

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....	45.00	27.00	16.20	9.70	6.75	4.05
13 times....	42.75	26.65	15.40	9.20	6.40	3.80
26 times....	40.60	24.35	14.60	8.70	6.05	3.65
39 times....	38.50	23.15	13.90	8.30	5.80	3.45
52 times....	36.65	22.00	13.20	7.90	5.50	3.30
105 times....	34.80	20.95	12.05	7.55	5.20	3.15
156 times....	33.00	19.85	11.75	7.15	4.95	2.95
260 times....	31.40	18.85	10.80	6.80	4.70	2.75
300 or more times....	29.85	17.90	10.50	6.45	4.45	2.60
Automotive rate.....	34.80	20.95	12.05	7.55	5.20	3.15

**SPECIAL FEATURES**

News Service—UP.  
**POLITICAL AND RELIGIOUS**

Regular rates apply.

**Closing Time**

24 hours in advance of broadcast.

**WTAW**

(Established 1922)

Rates effective March 1, 1951.

Rates received March 2, 1951.

Owned and operated by WTAW Broadcasting Corporation.

**Personnel**

Manager—Arthur H. Holt.  
Program Manager—Ron Ruth.

**Representatives**

Weed Radio Corporation.

**Mailing Instructions**

Business Office and Studio—3703 South College Ave., Bryan, Tex. Victor 6-7788.

**Wave—Power—Time**

Operating power—1,000 watts.  
Frequency—1150 kilocycles.  
Non-directional.  
Licensed to operate to local sunset.  
Operates on Central Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to local sunset.

**Agency Commission**

15% to recognized advertising agencies on station time and talent; no cash discount. Bills for gross charges rendered monthly and payable within 20 days.

**General Advertising**

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
The following rates are for national advertising. Discounts allowed retroactively on total number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts; but two or more programs units of 15 minutes or more, broadcast on the same day for the same sponsor and within the same time bracket, may be combined to earn the 1/2 hour or one hour rate. All programs so combined may be scheduled contiguously at the station's option on 28 days' notice to agency or advertiser. All rates guaranteed for one year from date of first broadcast, with or without interruption.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	1/2 min.
1 time....	40.00	25.00	18.00	10.00	5.00	3.75
13 times....	38.00	23.00	17.00	9.50	4.50	3.50
26 times....	36.00	22.00	16.00	9.00	4.25	3.25
52 times....	34.00	21.00	15.00	8.50	4.00	3.00
104 times....	32.00	20.00	14.00	8.00	3.75	2.75
156 times....	30.00	19.00	13.00	7.50	3.50	2.50
260 times....	28.00	18.00	12.00	7.00	3.25	2.25
300 times....	26.00	16.00	11.00	5.00	3.00	2.00

**SPECIAL FEATURES**

News Service—AP.  
Broadcast of Texas Aggie athletic events. Available for sponsorship.

**Participating Programs**

"Ron Ruth Show"—6:00 a.m. to 9:00 a.m. weekdays.  
"A. J. Winn Show"—9:00 a.m. to noon weekdays.  
"Don Friedrich Show"—noon to 3:00 p.m. weekdays.  
"Roy Fulkerson Show"—3:00 p.m. to 6:00 p.m. weekdays.  
"Johnny Barger Show"—6:00 p.m. to sign-off weekdays.

**POLITICAL**

Regular rates apply, cash in advance.

**Closing Time**

Contracts must be in our office and signed 40 hours before broadcast time.

**CAMERON**

Milam County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

**KMIL**

(Established —.)

Rates effective January 1, 1958.

Rates received February 27, 1958.

Owned and operated by Milam Broadcasters, Ltd.

**Personnel**

Partner & Manager—Milton F. Brown, Jr.

**Representatives**

None.

**Mailing Instructions**

Business Office and Studio—P. O. Box 832, Cameron, Tex.

**Wave—Power—Time**

Operating power—500 watts days.  
Frequency—1330 kilocycles.  
Nondirectional.  
Licensed to operate on Central Standard Time.  
Operating schedule: 5:15 a.m. to local sunset.

**Agency Commission**

15%; no cash discount.

**General Advertising**

Contracts must be completed in 12 months from beginning date.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time....	26.80	16.90	10.40	9.10	7.80
52 times....	18.20	14.95	9.10	7.80	6.50
78 times....	15.60	12.35	7.80	6.50	5.20
156 times....	13.00	10.40	6.50	5.20	3.95
312 times....	10.40	7.80	5.20	4.25	3.30

**TEXAS**

**ANNOUNCEMENTS**

	1 min.	30 sec.
1 time.....	2.95	2.34
52 times.....	2.60	2.08
78 times.....	2.20	1.82
156 times.....	1.95	1.56
312 times.....	1.65	1.30

**SPECIAL FEATURES**

News Service—AP and local. Rates on request.

**POLITICAL AND RELIGIOUS**

Regular rates apply; payable in advance.

**TRANSCRIPTIONS**

Library Service—World.

**CARRIZO SPRINGS**

Dimmit County—Map Location C-8  
See SRDS consumer market map and data at beginning of the State.

**KBEN**

(Established 1955)

Rates effective July 17, 1955.

Rates received August 23, 1958.

Owned and operated by Walter H. Herbolt, Jr.

**Personnel**

General Manager—Walter H. Herbolt, Jr.  
Program Director—Mrs. W. H. Herbolt, Jr.  
Spanish Director—Ramon Montemayor.

**Representatives**

None.

**Mailing Instructions**

Business Office and Studio—104 S. Fifth St., Carrizo Springs, Tex. Tremont 6-2210—6-2697.  
Transmitter—104 S. Fourth St., Carrizo Springs, Tex.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Operates on Central Standard Time.  
Licensed to operate unlimited time.  
Operating schedule: 6:00 a.m. to 10:00 p.m.

**Agency Commission**

15% to recognized agencies on time and talent; 2% cash discount. Bills rendered first of month; payable when rendered.

**General Advertising**

Rates include music copyright fees. ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	1 min.	50 wds.
1 time....	30.00	25.00	13.00	5.00	2.75
13 times....	26.00	22.00	11.00	4.50	2.50
26 times....	24.00	20.00	10.50	4.00	2.25
52 times....	22.00	18.00	10.00	3.50	2.00
104 times....	20.00	16.00	9.50	3.00	1.75
156 times....	18.00	14.00	9.00	2.50	1.50
260 times....	16.00	12.00	8.50	2.00	1.25
312 times....	14.00	11.00	8.00	1.50	1.00

**SPECIAL FEATURES**

News Service—AP. No extra charge.

**POLITICAL**

Regular rates apply.

**Closing Time**

3 days in advance of broadcast.

**CARTHAGE**

Panola County—Map Location H-5  
See SRDS consumer market map and data at beginning of the State.

**KGAS**

(Established 1955)



Card received June 21, 1956.

Owned and operated by Carthage Broadcasting Company.

**Personnel**  
Manager—Bev E. Brown.

**Representatives**  
George T. Hopewell, Inc.

**Mailing Instructions**

Business Office, Studio and Transmitter—P. O. Box 955, First State Bank Bldg., Carthage, Tex. Phone 876.

**Wave—Power—Time**

Operating power—1000 watts.  
Frequency—1590 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Central Time.  
Operating schedule: 6:00 a.m. to local sunset.

**Agency Commission**

15% on time only; 2% cash discount. Bills due and payable 10 days.

**General Advertising**

ASCAP, BMI and SESAC licenses. Affiliated with Keystone Network. No PI's accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	3 min.	1 min.
1 time....	60.00	36.00	24.00	14.00	9.00	6.00
13 times....	50.00	30.00	20.00	12.00	8.00	5.00
26 times....	48.00	29.00	19.00	11.00	7.75	4.75
52 times....	46.00	28.00	18.00	10.50	7.50	4.50
104 times....	44.00	27.00	17.00	10.25	7.25	4.25
156 times....	42.00	26.00	16.00	10.00	7.00	4.00
260 times....	40.00					

# TEXAS

## CENTER

Shelby County—Map Location H-5  
See SRDS consumer market map and data at beginning of the State.

### KDET

(Established 1949)

Rates received April 29, 1955.  
Owned and operated by Center Broadcasting Co.  
**Personnel**  
Manager—Tom E. Foster.  
Farm Director—Charlie Slat.  
Program Director—Charles Hancock.  
Women's Editor—Mrs. B. Payne.  
**Representatives**  
South—Clarke Brown Company.  
**Mailing Instructions**  
Business Office and Studio—205 Austin St., Center, Tex., telephone 1199.  
Transmitter—Center, Texas.  
**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—930 kilocycles.  
Non-directional.  
Licensed to operate daytime on clear regional channel.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to local sunset.  
**Agency Commission**  
15% to recognized agencies; no cash discount.  
**General Advertising**  
Affiliated with East Texas Network.  
Accepts AAAA copyrighted contract.  
BMI, ASCAP and SESAC licenses.  
Contracts must be fulfilled within one year from date of first broadcast to earn frequency discounts.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	1/2 min.
1 time.....	60.00	36.00	24.00	14.00	6.00	4.50
13 times.....	50.00	30.00	20.00	12.00	5.50	4.25
26 times.....	48.00	29.00	19.00	11.00	5.25	4.00
52 times.....	46.00	28.00	18.00	10.50	5.00	3.75
104 times.....	44.00	27.00	17.00	10.25	4.75	3.50
156 times.....	42.00	26.00	16.00	10.00	4.50	3.25
260 or more times.....	40.00	25.00	15.00	9.75	4.00	3.00

**SPECIAL FEATURES**  
News Service—UPI and local news—10% extra.  
**POLITICAL AND RELIGIOUS**  
Rates on request.  
**TRANSCRIPTIONS**  
Library Service—World.

## CHILDRESS

Childress County—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.

### KCTX



(Established 1947)

Rates effective June 1, 1956. (Card No. 1, Rev. No. 2.)  
Card received June 29, 1956.  
Owned and operated by Golden West Broadcasting Co., Inc.  
**Personnel**  
President—R. Malone Hagan.  
General Manager—George E. Morey.  
**Representatives**  
Hil F. Best Company.  
**Mailing Instructions**  
Business Office—200 Main St., Childress, Tex., Webster 7-2563.  
Studio and Transmitter—Intersection of Highway 83 and Farm Road 94, Childress, Tex.  
**Wave—Power—Time**  
Operating power—250 watts days.  
Frequency—1510 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Central Standard Time.  
**Agency Commission**  
15% to recognized advertising agencies; no cash discount. All bills are due and payable on or before 10th of month rendered.  
**General Advertising**  
No cash rebates.  
Affiliated with Keystone Network.  
BMI, ASCAP and SESAC licenses.  
Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.  
Length of commercial copy:

	Programs	News
5 minutes.....	1:45 min.	1:45 min.
10 minutes.....	2:00 min.	2:15 min.
15 minutes.....	3:00 min.	3:00 min.
30 minutes.....	4:00 min.	4:00 min.
60 minutes.....	7:00 min.	7:00 min.

1 hr. 1/2 hr. 1/4 hr. 5 min.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	35.00	21.00	14.00	7.00
26 times.....	33.25	19.95	13.30	6.65
52 times.....	31.50	18.90	12.60	6.30
65 times.....	29.75	17.85	11.90	5.95
130 times.....	26.25	15.75	10.50	5.25
156 times.....	24.50	14.70	9.80	4.90

Announcements—100 words live, or 60 seconds or less transcribed:

	1 time.....	65 times.....	2.80
1 time.....	3.50	65 times.....	2.80
13 times.....	3.33	130 times.....	2.63
26 times.....	3.15	156 times.....	2.45
52 times.....	2.98		

Automotive rate..... 2.45  
**SPECIAL FEATURES**  
News Service—AP. 10% extra.  
Local news—10% extra.  
Time signals—rates on request.  
**POLITICAL**  
Commercial political broadcasts are acceptable. Rates on request. Copy of program to be submitted 24 hours in advance and payment made in advance.  
**TRANSCRIPTIONS**  
Library Service—World. No extra charge.

# CLARKSVILLE

Red River County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

### KCAR

(Established 1955)

Rates effective April 1, 1955. (Card No. 1)  
Card received June 29, 1955.  
Owned and operated by KCAR, Inc.  
**Personnel**  
Gen'l & Com'l Mgr.—Paul H. Daniels.  
Program Director—Jerry Mac Varley.  
**Representatives**  
Hil F. Best Company.  
**Mailing Instructions**  
Business Office—Highway 114, P. O. Box 609, Clarksville, Tex., telephone 58.  
Studio and Transmitter—Highway 114, Clarksville Texas.  
**Wave—Power—Time**  
Operating power—500 watts days.  
Frequency—1350 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; no cash discount. All bills are due and payable on or before 10th of month rendered.  
**General Advertising**  
Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
ASCAP, BMI and SESAC licenses.  
Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.  
No beer advertising accepted.  
No per inquiry business accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	35.00	21.00	14.00	7.00
26 times.....	33.25	19.95	13.30	6.65
52 times.....	31.50	18.90	12.60	6.30
65 times.....	29.75	17.85	11.90	5.95
130 times.....	26.25	15.75	10.50	5.25
260 times.....	24.50	14.70	9.80	4.90
312 or more times.....	21.00	12.60	7.50	4.00

**SPOT ANNOUNCEMENTS**  
Station breaks—50 words live or 25 seconds transcribed:

	1 time.....	130 times.....	1.83
1 time.....	2.50	130 times.....	1.83
13 times.....	2.38	260 times.....	1.75
26 times.....	2.25	312 times.....	1.63
52 times.....	2.13	468 times.....	1.50
65 times.....	2.00	624 or more times.....	1.35

Announcements—100 words live or 60 seconds transcribed:

	1 time.....	130 times.....	2.63
1 time.....	3.50	130 times.....	2.63
13 times.....	3.33	260 times.....	2.45
26 times.....	3.15	312 times.....	2.28
52 times.....	2.98	468 times.....	2.10
65 times.....	2.80	624 or more times.....	1.93

**SPECIAL FEATURES**  
News Service—AP. No extra charge.  
Time signals—rates on request.  
**POLITICAL**  
Commercial political broadcasts are acceptable. Rates on request. Copy of programs to be submitted 24 hours in advance and payment made in advance.  
**Closing Time**  
Contracts close 1 week before 1st broadcast.  
Announcement copy, transcriptions, and talks close 24 hours in advance.

## CLEBURNE

Johnson County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

### KCLE

(Established 1947)

Rates effective October 1, 1949. (Card No. 3.)  
Card received September 6, 1949.  
Owned and operated by Marti, Inc.  
**Personnel**  
Manager—George W. Marti.  
**Representatives**  
Hil F. Best Company.  
**Mailing Instructions**  
Business Office and Studio—919 North Main, Cleburne, Tex., telephone 5-6643.  
Transmitter—Route 3, Cleburne, Texas.  
**Wave—Power—Time**  
Operating power—250 watts days.  
Frequency—1120 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: Sunrise to local sunset.  
**F M Facilities**  
Operating power—325 watts.  
Frequency—94.3 megacycles; channel 232.  
Operating schedule: 6:00 a.m. to 10:00 p.m.  
**Agency Commission**  
15% to recognized agencies; no cash discount. No commission paid on remote control or talent charges. All program, talent, and announcement charges are billed in accordance with credit arrangements approved by managing director of station, and are due and payable upon receipt of statement.  
**General Advertising**  
Accepts AAAA copyrighted contract.  
FM is daytime bonus but takes 1/2 of regular rate after AM sign-off.  
The following rates are for national advertising. For local advertising consult station management.  
No beer advertising accepted.  
No Per Inquiry business accepted.  
Rates include charge by owners of music copyrights.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	100 wds.	50 wds.
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	13.50	9.00	5.40	3.60
52 times.....	34.00	21.25	12.75	8.50	5.10	3.40
104 times.....	32.00	20.00	12.00	8.00	4.80	3.20
156 times.....	30.00	18.75	11.25	7.50	4.50	3.00
260 times.....	28.00	17.50	10.50	7.00	4.20	2.80
312 times.....	26.00	16.25	9.75	6.50	3.90	2.60

One minute transcriptions take 100 word rate.  
30 second transcriptions take 50 word rate.

### SPECIAL FEATURES

News Service—AP.  
Sports events—rates and details on request.  
**POLITICAL**  
Regular rates apply. Cash and copy in advance.

### ADVERTISEMENT

## KLIF—Dallas

KLIF has primary interest in Cleburne, Texas . . . serving this market with 2 mv/m, daytime. Its 50,000-watt power extends to provide 0.5 mv/m coverage of 72 Texas counties . . . popular, independent program appeal.  
See KLIF in Dallas section.

## CLEVELAND

Liberty County—Map Location G-7  
See SRDS consumer market map and data at beginning of the State.

### KVLB

(Established 1954)

Rates effective February 5, 1954. (Card No. 1.)  
Card received March 30, 1955.  
Owned and operated by Harvard C. Balles dba Cleveland Broadcasting Co.  
**Personnel**  
Owner—Harvard C. Balles.  
Program Director—Glen Dodson.  
Sales Manager—H. C. Balles.  
**Representatives**  
None.  
**Mailing Instructions**  
Business Office, Studio and Transmitter—Plum Grove Rd., P. O. Box 487, Cleveland, Tex., Lyric 2-3535.  
**Wave—Power—Time**  
Operating power—500 watts.  
Frequency—1410 kilocycles.  
Directional.  
Operates on Central Standard Time.  
Licensed to operate unlimited time.  
Operating schedule: 7:00 a.m. to 11:00 p.m. Sunday; 6:30 a.m. to 11:00 p.m. Monday through Saturday.  
**Agency Commission**  
15% to recognized agencies; no cash discount. Bills rendered first of month; payable 10 days.  
**General Advertising**  
Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees, talent and remote facilities extra.  
ASCAP, BMI and SESAC licenses.

### PROGRAMS

	1 hr.	1/2 hr.	1/4 hr.	5 min.	104	156	260
1 hour.....	40.00	37.60	35.20	32.80	30.40	28.00	26.60
1/2 hour.....	25.00	23.50	22.00	20.50	18.00	16.50	15.00
1/4 hour.....	15.00	14.10	13.20	12.30	11.40	10.50	9.60
5 minutes.....	7.50	7.05	6.60	6.15	5.70	5.25	4.80

### SPOT ANNOUNCEMENTS

	(*)	(†)	(*)	(†)
1 time.....	4.00	2.50	180 times.....	3.00
13 times.....	3.75	2.35	360 times.....	2.75
30 times.....	3.50	2.20	720 times.....	2.50
90 times.....	3.25	2.05	1000 or more times.....	2.25

(\*) One minute transcribed or 100 words live.  
(†) 1/2 minute transcribed or 50 words live.

### SPECIAL FEATURES

News Service—AP. No extra charge.  
Prices for special features on request.  
**POLITICAL**  
Regular rates apply; payable in advance.  
**TRANSCRIPTIONS**  
Library Service—World.

### Closing Time

24 hours in advance.

## COLEMAN

Coleman County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

### KSTA

(Established 1947)

Rates effective August 1, 1952.  
Rates received September 8, 1952.  
Owned and operated by Coleman County Broadcasting Co.  
**Personnel**  
Manager—Floyd Shelton.  
Commercial Manager—Paul Johnson.  
**Representatives**  
Southwest—Clyde Melville Company.  
**Mailing Instructions**  
Business Office and Studio—P. O. Box 432, Coleman, Tex., telephone 8406.  
Transmitter—Abilene Highway, Coleman, Tex.  
**Wave—Power—Time**  
Operating power—250 watts days.  
Frequency—1000 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: Sunrise to local sunset.  
**Agency Commission**  
15% to recognized agencies; no cash discount. Bills due and payable 1st of month.  
(This listing continued on next page)

**Coleman—K S T A—Continued**

**General Advertising**  
 Affiliated with Keystone Network.  
 If contract is not completed within one year, the earned rate will apply. All contracts subject to conditions of NAB Standards of Practice.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	30.00	24.00	18.00	9.00	5.00	3.00
13 times.....	28.50	22.80	17.10	8.55	4.75	2.85
26 times.....	27.00	21.60	16.20	8.10	4.50	2.70
52 times.....	25.50	20.40	15.30	7.65	4.25	2.55
104 times.....	24.00	19.20	14.40	7.20	4.00	2.40
156 times.....	22.50	18.00	13.50	6.75	3.75	2.25
260 times.....	21.00	16.80	12.60	6.30	3.50	2.10
312 times.....	19.50	15.60	11.70	5.85	3.25	1.95
520 or more times.....	18.00	14.40	10.80	5.40	3.00	1.80

**SPECIAL FEATURES**  
 News Service—AP. No extra charge.  
 Time signals—one-half of 50 word rate.  
**POLITICAL**  
 Regular rates apply; cash and copy in advance. No agency discount allowed.  
**TRANSCRIPTIONS**  
 Library Service—World. Regular rates apply.

**COLLEGE STATION**

Brazos County—Map Location F-6  
 See SRDS consumer market map and data at beginning of the State.

**WTAW**

The license of this station has been modified to specify location of main studio as Bryan, Texas. The transmitter is located in College Station. See listing under Bryan, Texas.

**COLORADO CITY**

Mitchell County—Map Location C-5  
 See SRDS consumer market map and data at beginning of the State.

**KVMC**

(Established 1950)



Rates effective June 1, 1955.  
 Owned and operated by Colorado City Broadcasting Co.

**Personnel**

General Manager—Eldon Mahon.  
 Commercial Manager—Lyle Shuman.  
 Station Manager—Porter Richardson.

**Representatives**

Hil F. Best Company.  
 Dallas—Clyde Melville Company.

**Mailing Instructions**

Business Office and Studio—P. O. Box 990, Colorado City, Tex., Randolph 8-3320.  
 Transmitter—One mile west of city limits, Colorado City, Tex.

**Wave—Power—Time**

Operating power—1,000 watts days.  
 Frequency—1320 kilocycles.

Non-directional.  
 Licensed to operate sunrise to sunset.  
 Operates on Central Time.

**Agency Commission**

15% to recognized agencies on time; no cash discount. Bills rendered first of month; payable within 10 days. No commission paid on remote control or talent charges. All program, talent, and announcement charges billed in accordance with credit arrangements approved by manager of station, and are due and payable upon receipt of statement.

**General Advertising**

No cash rebates.  
 Rates include music copyright fees.  
 ASCAP, SESAC and BMI licenses.  
 Contracts must be completed within a year.  
 The following rates are for national advertising.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	45.00	24.00	14.25	6.75	4.75	3.75
13 times.....	42.00	22.50	13.25	6.40	4.50	3.50
26 times.....	39.00	21.00	12.00	6.00	4.25	3.25
52 times.....	36.00	19.50	11.00	5.70	4.00	3.00
104 times.....	34.00	18.00	9.50	5.25	3.75	2.75
156 times.....	31.00	16.50	9.25	5.00	3.50	2.50
312 times.....	27.50	14.25	8.25	4.75	3.25	2.25

(\*) One minute transcription or 100 words live.  
 (†) One-half minute transcription or 50 words live.  
 Automotive rate..... 3.50

**PACKAGE RATES**

Rates on request.  
**SPECIAL FEATURES**

News Service—AP.  
 Sports—local play-by-play events available in season.

**POLITICAL**  
 Regular rates apply. Cash in advance.

**TRANSCRIPTIONS**  
 Library Service—World, Keystone.

**CONROE**

Montgomery County—Map Location G-7  
 See SRDS consumer market map and data at beginning of the State.

**KMCO**

(Established 1950)

Rates effective February 1, 1951. (Card No. 1.)  
 Card received April 16, 1951.

Owned and operated by Montgomery County Broadcasting Co., Inc.

**Personnel**

President—Reagan Smith.  
 General Manager—David L. Oglesby.  
 Program Manager—Lee C. Meredith.

**LOOKING FOR A FARM AUDIENCE?**

**HITCH YOUR WAGON TO A BUCK...**

the brightest star on the Texas Farm Front! Leading Farm Reporter

**BUCK BUCHANAN**

now gets bucks for your products on Corpus Christi's only 50,000 Watt station

**KATR**

covering the fabulous Texas Gold Coast.  
 Ask how you can tie-in to KATR Farm Director Buck Buchanan's huge farm audience!

**KATR**

covering Texas' Gold Coast with 50,000 Watts

**Represented Nationally by WEED RADIO CORPORATION**

**Representative**

Hil F. Best Company.

**Mailing Instructions**

Business Office and Studio—324-1/2 N. Main St., Conroe, Tex., Pl 6-4466.  
 Transmitter—Conroe, Tex.

**Wave—Power—Time**

Operating power—500 watts days.  
 Frequency—900 kilocycles.

Directional antenna.  
 Licensed to operate to local sunset.  
 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 1st of month; payable 10th of month.

**General Advertising**

Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	40.00	25.00	15.00	7.50
13 times.....	37.50	23.50	14.10	7.05
26 times.....	35.20	22.00	13.20	6.60
52 times.....	32.80	20.50	12.80	6.15
104 times.....	30.40	18.00	11.40	5.70
156 times.....	28.00	16.50	10.50	5.25
260 times.....	26.60	15.00	9.60	4.80

**ANNOUNCEMENTS**

	(*)	(†)	(*)	(†)
1 time.....	4.00	2.50	180 times..	3.00
13 times.....	3.75	2.35	300 times..	2.75
30 times.....	3.50	2.20	720 times..	2.50
90 times.....	3.25	2.05	1,000 times..	2.25

(\*) 100 words or one minute transcriptions.  
 (†) 50 words or 30 second transcription.  
 Rates include station time and facilities, copyright fees, service and announcing staff, continuity and program departments. Rates do not include talent or expenses for remote facilities. These rates quoted on request.

**SPECIAL FEATURES**

News Service—AP. No extra charge.  
 Rates for special features quoted on request.

**POLITICAL**

Regular rates apply; cash in advance.

**TRANSCRIPTIONS**

Library Service—Standard.  
 Closing Time  
 48 hours in advance of broadcast.

**CORPUS CHRISTI (6 AM)**

Nueces County—Map Location E-9  
 See SRDS consumer market map and data at beginning of the State.

**KATR**

(Established 1943)

Rates effective July 1, 1957. (Card No. 3.)  
 Card received July 19, 1957.

Owned and operated by Broadcasters, Inc.

**Personnel**

President—Glenn Alexander.  
 General Manager—W. M. Lightfoot.

**Representatives**

Weed Radio Corporation.

**Mailing Instructions**

Business Office and Studio—402 S. Chaparral, Box 898, Corpus Christi, Tex., Tulp 4-5258.  
 Transmitter—Gregory, 12 miles northeast of Corpus Christi, Texas.

**Wave—Power—Time**

Operating power—50,000 watts days.  
 Frequency—1030 kilocycles.

Non-directional.  
 Licensed to operate from Boston sunrise to local sunset.  
 Operates on Central Standard Time.

**Agency Commission**

15% on net station time to recognized agencies; no cash discount. Bills rendered monthly and payable within 20 days.

**General Advertising**

Accepts AAAA copyrighted contract with certain exceptions; modified contract forms available.  
 In order to earn the discounts quoted, required number of broadcasts must be within one year from date of first broadcast. Rates are for station time only, and include music copyright fees.  
 Advertising of alcoholic beverages accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	125.00	75.00	50.00	25.00	15.00
13 times.....	118.75	71.25	47.50	23.75	14.25
26 times.....	112.50	67.50	45.00	22.50	13.50
52 times.....	106.25	63.75	42.50	21.25	12.75
104 times.....	100.00	60.00	40.00	20.00	12.00
156 times.....	93.75	56.25	37.50	18.75	11.25
260 times.....	87.50	52.20	35.00	17.50	10.50
312 times.....	81.25	48.75	32.50	16.25	9.75

**WEEKLY ANNOUNCEMENT PACKAGES**

One-minute announcements, each, per week:

	1 week	6 weeks	13 weeks
10 times.....	9.00	8.50	8.00
15 times.....	8.75	8.25	7.75
20 times.....	8.50	8.00	7.50
25 times.....	8.25	7.75	7.25
30 times.....	8.00	7.50	7.00
50 or more times.....	7.50	7.00	6.50

**SPECIAL FEATURES**

**Participating Programs**

"Jimmy Boll Show", "Buck Buchanan R.F.D.", "Chuck Brewer Show", "Russ Moore Show", "Boat-mobile-News Mobile", "Air Mobile-Farm Mobile."

**POLITICAL**

Regular rates and discounts apply—commissionable.

(Corpus Christi continued on next page)



TEXAS

Corpus Christi—Continued

KCCT

(Established 1954)

Rates effective May 6, 1954. Rates received March 1, 1954.

Owned and operated by International Radio Company.

Personnel: President—Manuel Ramirez, Vice-President—C. V. Guzman, General Manager—Dr. H. P. Garcia.

Representatives: National Time Sales, West Coast—Harlan G. Oakes & Associates.

Mailing Instructions: Business Office and Studio—P. O. Box 5206, 403 S. Staples, Corpus Christi, Tex., Tulip 4-2426-2-2427.

Wave—Power—Time: Operating power—1,000 watts days. Frequency—1150 kilocycles. Directional antenna. Licensed to operate daytime only. Operating schedule: Sunrise to sunset.

Agency Commission: 15% to recognized agencies; no cash discount.

General Advertising: Affiliated with the National Spanish Language Network and the Texas Spanish Language Network. Station broadcasts in Spanish daily, averaging 13 hours. No charge for translating copy into Spanish. Rates are for national advertising.

Table with 5 columns: Time slot, 1/2 hr., 1/4 hr., 5 min., 1 min. Rows include 1 time, 26 times, 52 times, 104 times, 156 times, 260 times, 312 times.

SPECIAL ANNOUNCEMENT PACKAGE: 15 1-minute announcements, per week... 66.00; 20 1-minute announcements, per week... 85.00; 25 1-minute announcements, per week... 100.00.

NEWSCASTS: 15-minute newscast subject to talent charge... 3.50; 5-minute newscast subject to talent charge... 1.50.

SPECIAL FEATURES

News Service—AP. Translation free of charge. POLITICAL: Regular rates apply; cash and copy in advance.

KEYS

(Established 1941)

Rates effective February 1, 1957. Rates received February 1, 1957.

Owned and operated by Nueces Broadcasting Co.

Personnel: Station & Com'l Mgr.—Allan Dale, Program Director—Dick Lahm.

Representatives: Avery Knodel, Inc.

Mailing Instructions: Business Office and Studio—Centre Theatre Bldg., Corpus Christi, Tex., Tulip 2-7411.

Wave—Power—Time: Operating power—1,000 watts days; 500 watts nights. Frequency—1440 kilocycles. Directional—nighttime only. Licensed to operate full time on local channel. Operates on Central Time. Operating schedule: 24 hours daily.

Agency Commission: Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered first of month and are due 10th of month.

General Advertising: ASCAP, BMI and SESAC licenses. Rates include music copyright fees. Discounts allowed retroactively on the number of broadcasts within a year. In the event of rate increase, advertisers on the air at the time of increase will be given 6 months' rate protection from the effective date of the increase. Announcements and programs cannot be combined to earn larger discounts.

CLASS "A": (6:29 a.m. to 9:31 a.m. and 3:59 p.m. to 7:01 p.m. daily)

Table with 5 columns: Time slot, 1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min. Rows include 1 time, 26 times, 52 times, 156 times, 260 times, 520 times, 1000 times.

CLASS "B": (5:00 a.m. to 6:29 a.m.; 9:31 a.m. to 3:59 p.m. and 7:01 p.m. to sign-off daily)

Table with 5 columns: Time slot, 1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min. Rows include 1 time, 26 times, 52 times, 156 times, 260 times, 520 times, 1000 times.

(\*) Announcements—one-minute or less. 10-second "Quickies"—50% of 1-minute announcement rate.

WEEKLY SPOT PACKAGES

Table with 3 columns: Package description, Class "A", Class "B". Rows include 12 spots per week, 18 spots per week, 24 spots per week.

SPECIAL FEATURES

News Service—UPI.

Participating Programs: "Gene O'Bannon," "George Lester Show," "Dick Lahm Show," "Don Hayes Show," "Milkman's Matinee."

Closing Time: Contracts close one week in advance of first broadcast. Announcement copy, transcriptions and talks close 12 hours in advance.

KRYS

(Established 1927)

Rates effective October 1, 1957. (Card No. 6.) Card received September 30, 1957.

Owned and operated by South Texas Broadcasting Co., Inc.

Personnel: General Manager—A. C. Lloyd, Jr., Station Manager—Harry H. Hayes.

Representatives: Peters, Griffin, Woodward, Inc.

Mailing Instructions: Business Office and Studio—4102 South Staples, P.O. Box 6218, Corpus Christi, Texas. UI 2-7341.

Transmitter—Corpus Christi, Texas.

Wave—Power—Time: Operating power—1,000 watts. Frequency—1360 kilocycles. Non-directional.

Licensed to operate full time. Operates on Central Time. Operating schedule: 6:00 a.m. to midnight.

Agency Commission: 15% to recognized agencies on net station time; no cash discount. Bills rendered monthly, payable within 10 days.

General Advertising: For combination rates see listings of NBC Radio Network, Texas Quality Network. Rates include music copyright fees.

ASCAP, BMI and SESAC licenses. Advertising of hard liquors not accepted. Discounts are allowed on the total number of announcements and/or programs used within one year. After the first year advertiser may continue announcement or program schedule at the same discount until schedule is reduced or interrupted.

Table with 4 columns: Programs, Day, Evening, Day & Eve. Rows include 5 minutes, 15 minutes, 30 minutes, 60 minutes.

Table with 5 columns: Time slot, 1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min. Rows include 1 time, 26 times, 52 times, 156 times, 260 times, 520 times, 1,000 times.

ANNOUNCEMENTS

Table with 2 columns: Package description, Rate. Rows include 1-minute or less, 26 times, 52 times, 156 times.

Table with 2 columns: Package description, Rate. Rows include 1 time, 26 times, 52 times, 156 times.

10-second announcements or less—50% of earned announcements rate.

SALES SATURATION PLAN

Table with 2 columns: Package description, Rate. Rows include 1-minute or less, 6 times per week, 12 times per week, 21 times per week.

SPECIAL FEATURES

News Packages: Five-minute news; 5 days per week for 13 weeks; 6 days per week for 13 weeks. Weather news; 5 days per week for 13 weeks; 6 days per week for 13 weeks. Foreign languages—not accepted. News Service—AP.

RELIGIOUS

Programs of a religious nature accepted subject to station supervision.

KSIX

(Established 1947)



Rates effective June, 1947. (Card No. 1.) Owned and operated by Corpus Christi Broadcasting Co., Inc.

Personnel: General Manager—Vann M. Kennedy, Commercial Manager—Charles R. Manning.

Representatives: Forjoe & Company, Inc.

Mailing Instructions: Business Office and Studio—Show Room Bldg., Corpus Christi, Tex., Tu 4-1616. Transmitter—Corpus Christi, Tex.

Wave—Power—Time

Operating power—250 watts. Frequency—1230 kilocycles. Non-directional. Licensed to operate unlimited time. Operates on Central Time. Operating schedule: 5:45 a.m. to 1:00 a.m.

Agency Commission: 15% to recognized agencies; no cash discount.

General Advertising: For combination rates see ABC Radio.

Affiliated with CBS Radio Network.

Table with 5 columns: Time slot, 1 hr., 1/2 hr., 1/4 hr., 5 min. Rows include 1 time, 13 times, 26 times, 52 times, 104 times, 208 times, 312 times.

CLASS "B": (6:00 a.m. to 6:00 p.m. and 10:00 p.m. to 12:00 midnight)

Table with 5 columns: Time slot, 1 hr., 1/2 hr., 1/4 hr., 5 min. Rows include 1 time, 13 times, 26 times, 52 times, 104 times, 208 times, 312 times.

(\* One minute or less. SPECIAL FEATURES

News Service—AP. Participating Programs

Rates on request.

Closing Time: 24 hours in advance of broadcast.

KUNO

(Established 1950)

Sombrero Network

Rates effective April 1, 1958. (Card No. 2.) Card received March 5, 1958.

Owned and operated by KUNO Radio, Inc.

Personnel: General Manager—Sterling Zimmerman, Commercial Manager—Herb Garrett.

Representatives: New York—Richard O'Connell, Inc., West Coast—Tracy Moore and Associates, Inc., Boston—Harry Wheeler & Company, Midwest—William J. Rellly, Southern—Clarke Brown Company.

Mailing Instructions: Business Office, Studio and Transmitter—406 19th St., Corpus Christi, Tex., Tulip 4-5203.

Wave—Power—Time: Operating power—250 watts. Frequency—1400 kilocycles.

Non-directional. Licensed to operate unlimited time. Operates on Central Standard Time. Operating schedule: 5:00 a.m. to 12:00 midnight.

Agency Commission: 15% commission to recognized agencies. Bills rendered last day of month; payable 10 days.

General Advertising: For combination rates see The Sombrero Network.

Rates include music copyright fees. ASCAP, BMI and SESAC licenses. 1/2 hour... 40.00 5 minutes... 18.00 1/4 hour... 30.00 1 minute or less... 9.00

Table with 3 columns: Package description, Each, Per wk. Rows include 5 announcements, 10 announcements, 15 announcements, 20 announcements, 30 announcements, 50 announcements.

5-MINUTE NEWSCAST PACKAGE (Fully commissionable): 3 spots per week... 16.00 48.00; 5 spots per week... 15.00 75.00; 6 spots per week... 14.00 84.00

SPECIAL FEATURES

News Service—AP. Available in both English and Spanish. Rates for translation of news into Spanish available on request.

Foreign Language Programs: Station broadcasts 17-1/2 hours daily in Spanish. Hours of Spanish Language broadcasting are 5:00 a.m. to 10:30 p.m. Same rates apply for Spanish as English. No charge for translating copy into Spanish.

POLITICAL: Rates on request.

Closing Time: 24 hours in advance of broadcast.

CORSICANA

Navarro County—Map Location F-5. See SRDS consumer market map and data at beginning of the State.

KAND

(Established 1937)



Rates effective June 1, 1955. (Card No. 12.) Card received October 31, 1956.

Owned and operated by Alto, Inc.

Personnel: General Manager—Luther A. Johnson, Jr.

Representatives: The Branham Company. (This listing continued on next page)



### Corsicana—K A N D—Continued

**Mailing Instructions**  
Business Offices and Studios—P. O. Box 959, 609 W. Seventh Ave., Corsicana, Tex., Tremont 4-7421.  
Transmitter—Highway 75, one mile north of Corsicana, Tex.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1340 kilocycles.  
Non-directional.  
Operates on Central Standard Time.  
Licensed to operate full time.  
Operating schedule: 6:00 a.m. to 11:00 p.m. week days; 6:00 a.m. to 11:00 p.m. Sundays.

**Agency Commission**  
Agency commission 15% to recognized agencies on station time only. No cash discount. Line fees and talent billed at actual cost to station.

**General Advertising**  
Accepts AAAA copyrighted contract.  
All contracts are subject to managements approval and must conform to government regulations.  
All rates guaranteed for one year from date of first broadcast. Maximum contract period, one year. Rates subject to change without notice. Station reserves the right to refuse or discontinue any advertising deemed unsuitable for broadcast.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

	1	1/2	1/4	5	1	1/2
	hr.	hr.	hr.	min.	min.	min.
1 time.....	40.00	24.00	16.00	10.00	5.00	4.00
13 times.....	38.00	22.80	15.20	9.50	4.75	3.80
26 times.....	36.00	21.60	14.40	9.00	4.50	3.60
52 times.....	34.00	20.40	13.60	8.50	4.25	3.40
104 times.....	32.00	19.20	12.80	8.00	4.00	3.20
156 times.....	30.00	18.00	12.00	7.50	3.75	3.00
260 times.....	28.00	16.80	11.20	7.00	3.50	2.80

	1	1/2	1/4	5	1	1/2
	hr.	hr.	hr.	min.	min.	min.
1 time.....	40.00	24.00	16.00	10.00	5.00	4.00
13 times.....	38.00	22.80	15.20	9.50	4.75	3.80
26 times.....	36.00	21.60	14.40	9.00	4.50	3.60
52 times.....	34.00	20.40	13.60	8.50	4.25	3.40
104 times.....	32.00	19.20	12.80	8.00	4.00	3.20
156 times.....	30.00	18.00	12.00	7.50	3.75	3.00
260 times.....	28.00	16.80	11.20	7.00	3.50	2.80

**SPECIAL FEATURES**  
News Service—AP and local news.  
News service charge—15 minute newscast regular rates plus 1.75; five minute newscasts regular rates plus .75.  
Time or station breaks: 1.00 each on quantity order, no discount.

**POLITICAL**  
Regular rates apply. Cash in advance.  
**Closing Time**  
24 hours in advance of broadcast.

### CUERO

De Witt County—Map Location E-8  
See SRDS consumer market map and data at beginning of the State.

### KCFH

(Established 1949)  
Rates received January 26, 1950.  
Owned and operated by A. M. Respondek, DeWitt County Broadcasting Co.

**Personnel**  
General Manager—A. M. Respondek.  
**Representatives**  
Hil F. Best Company.  
West Coast—Walter Biddlek Co.

**Mailing Instructions**  
Business Office and Studio—Cuero, Tex., Cuero 5-3430.  
Transmitter—Cuero, Tex.

**Wave—Power—Time**  
Operating power—500 watts days.  
Frequency—1600 kilocycles.  
Non-directional.  
Licensed to operate to local sunset.  
Operates on Central Time.  
Operating schedule: Week days 5:00 a.m. to local sunset; Sundays 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**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

	1	1/2	1/4	5	1	1/2
	hr.	hr.	hr.	min.	min.	min.
1 time.....	34.00	20.40	13.60	8.50	5.10	3.83
13 times.....	32.30	19.38	12.92	8.08	4.85	3.64
26 times.....	30.60	18.36	12.24	7.65	4.59	3.45
52 times.....	28.90	17.34	11.56	7.23	4.34	3.26
104 times.....	27.20	16.32	10.88	6.80	4.08	3.06
156 times.....	25.50	15.30	10.20	6.38	3.83	2.87
260 times.....	23.80	14.28	9.52	5.95	3.57	2.68
312 times.....	22.10	13.26	8.81	5.53	3.32	2.49

(\* One minute or 100 words.  
(†) One-half minute, 50 words or station break.  
Specified time, extra 10%.

**SPECIAL FEATURES**  
News Service—UPI.  
Other service programs—Rates on request.  
**POLITICAL**  
One time rates apply. Cash in advance.  
**Closing Time**  
All copy may be changed on 24 hours notice, contracts close 10 days in advance of initial broadcast.

### DALHART

Dallam County—Map Location A-1  
Hartley County—Map Location A-2  
See SRDS consumer market map and data at beginning of the State.

### KXIT

(Established 1948)  
Rates effective June 1, 1949. (Card No. R-2.)  
Revisions received February 9, 1953.  
Owned and operated by Dalhart Broadcasters.

**Personnel**  
Manager & Co-Owner—Robert J. Beller.  
**Representatives**  
Hil F. Best Company.  
Continental Radio Sales.

**Mailing Instructions**  
Business Office, Studio and Transmitter—P. O. Box 1350, 2 miles north on Hwy 51, Dalhart, Tex., telephone 740.

**Wave—Power—Time**  
Operating power—500 watts days.  
Frequency—1410 kilocycles.  
Non-directional.  
Operates on Central Time.  
Operating schedule: 6:45 a.m. to local sunset.

**Agency Commission**  
15% to recognized agencies; no cash discount.  
**General Advertising**  
Affiliated with Keystone Network.  
ASCAP, BMI and SESAC licenses.  
Earned frequency discounts must be completed within twelve months.  
Per Inquiry business not accepted.

	1	1/2	1/4	5	1	1/2
	hr.	hr.	hr.	min.	min.	min.
1 time.....	45.00	27.00	18.00	11.00	6.50	5.00
13 times.....	42.00	25.20	16.80	10.50	6.25	4.75
26 times.....	39.00	23.40	15.60	10.00	6.00	4.50
52 times.....	36.00	21.60	14.40	9.50	5.75	4.25
104 times.....	33.00	19.80	13.20	9.00	5.50	4.00
156 times.....	30.00	18.00	12.00	8.50	5.25	3.75
260 times.....	27.00	16.20	10.80	8.00	5.00	3.50
312 or more times.....	24.00	14.40	9.60	7.50	4.75	3.25

**ANNOUNCEMENTS OR TRANSCRIPTIONS**  
100 words:  
1 time..... 3.30 52 times..... 2.40  
2 times..... 3.08 104 times..... 2.18  
13 times..... 2.85 260-730 times..... 1.95  
26 times..... 2.63 1,095 or more times 1.73

### TEXAS

50 words:		52 times..... 1.95
1 time.....	2.70	104 times..... 1.73
2 times.....	2.48	260-730 times..... 1.50
13 times.....	2.25	1,095 or more times 1.28
26 times.....	2.10	Eight 50 word spot announcements within any 24 hour period, 15.60.

Automotive rate, flat, no cash discounts:  
100 word spots..... 2.10  
50 word spots..... 1.75  
10 second spots..... 1.20

**SPECIAL FEATURES**  
News Service—UPI.  
Time Signals—Minimum of 4 to 10 word time signals every day, each .60.  
Sports events and special features—rates on request.

**POLITICAL AND RELIGIOUS**  
Political—One time rates apply; cash in advance.  
Religious—15% discount.

**TRANSCRIPTIONS**  
Library Service—World.  
Closing Time  
Copy may be changed on 24 hours submittal. ©

### DALLAS (7 AM; 3 PM)

(Also see Fort Worth)  
Dallas County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

### KBOX

(Established 1952)  
A Dalaban Station



Rates effective December 1, 1958. (Card No. 5.)  
Card received November 5, 1958.  
Owned and operated by KGKO, Inc.

**Personnel**  
Exec. Vice-Pres. & Man'g Dir.—John F. Box.  
General Manager—Edward T. Hunt.  
**Representatives**  
Robert E. Eastman & Co., Inc.

**Mailing Instructions**  
Business Office and Studio—0900 McCree Rd., Dallas 18, Tex. DI 8-3530.  
Transmitter: 9840 McCree Rd., Dallas 18, Tex. DI 8-2210.

**Wave—Power—Time**  
Operating power—500 watts days; 500 watts nights.  
Frequency—1480 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate full time.  
Operates on Central Standard Time.  
Operating schedule: 24 hours daily.

**Agency Commission**  
15% on time only; no cash discount. Bills payable when rendered.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Short rate billing rendered if frequency rate is not earned.  
Rates are guaranteed for a period of 6 months from date of 1st 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 1st 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 other broadcasting.

ANNOUNCEMENTS AND PROGRAMS					
Drive Times					
(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday)					
	5 min.	1 min.	30 sec.	10 sec.	
1 time.....	23.00	15.00	12.00	8.00	
52 times.....	21.00	14.00	11.00	7.00	
156 times.....	19.00	13.00	10.00	6.00	
260 times.....	17.00	12.00	9.00	5.00	
Captive Housewife Times					
(9:00 a.m. to 4:00 p.m. Monday through Friday)					
1 time.....	20.00	13.00	10.00	7.00	
52 times.....	18.00	12.00	9.00	6.00	
156 times.....	16.00	11.00	8.00	5.00	
260 times.....	14.00	10.00	7.00	4.00	
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.....	18.00	12.00	9.00	6.00	
52 times.....	16.00	11.00	8.00	5.00	
156 times.....	14.00	10.00	7.00	4.00	
260 times.....	12.00	9.00	6.00	3.00	
Nighttime					
(7:00 p.m. to midnight Sunday through Saturday)					
1 time.....	12.00	7.00	6.00	5.50	
52 times.....	11.00	6.50	5.50	4.50	
156 times.....	10.00	6.00	5.00	4.00	
260 times.....	9.00	5.50	4.50	3.50	
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)					
Per week					
1 minute:	1 wk.	26 wks.	52 wks.		
6 times.....	84.00	78.00	72.00		
12 times.....	156.00	144.00	132.00		
18 times.....	216.00	198.00	180.00		
24 times.....	264.00	240.00	216.00		
30 times.....	300.00	270.00	240.00		
36 times.....	324.00	288.00	252.00		

(This listing continued on next page)

**TEXAS**

**Dallas—K B O X—Continued**

	Per week		
	1 wk.	26 wks.	52 wks.
30 seconds:			
6 times.....	66.00	60.00	54.00
12 times.....	126.00	114.00	102.00
18 times.....	180.00	162.00	144.00
24 times.....	228.00	204.00	180.00
30 times.....	270.00	240.00	210.00
36 times.....	306.00	270.00	234.00
10 seconds:			
6 times.....	42.00	39.00	36.00
12 times.....	81.00	75.00	69.00
18 times.....	117.00	108.00	99.00
24 times.....	150.00	138.00	126.00
30 times.....	180.00	165.00	150.00
36 times.....	207.00	189.00	171.00

**Captive Housewife Plan**

(9:00 a.m. to 4:00 p.m. Monday through Friday)

	Per week		
	1 wk.	26 wks.	52 wks.
1 minute:			
5 times.....	60.00	55.00	50.00
10 times.....	100.00	90.00	80.00
15 times.....	150.00	135.00	120.00
20 times.....	180.00	160.00	140.00
25 times.....	200.00	175.00	150.00
30 times.....	210.00	180.00	165.00
30 seconds:			
5 times.....	45.00	40.00	35.00
10 times.....	85.00	75.00	65.00
15 times.....	120.00	105.00	90.00
20 times.....	150.00	130.00	110.00
25 times.....	175.00	150.00	125.00
30 times.....	195.00	165.00	135.00
10 seconds:			
5 times.....	30.00	27.50	25.00
10 times.....	57.50	52.50	47.50
15 times.....	82.50	75.00	67.50
20 times.....	105.00	95.00	85.00
25 times.....	125.00	112.50	100.00
30 times.....	142.50	127.50	112.50

**Personality Package**

7 1-minute sales messages per day, 7 days a week, in each of the 4 personalities. Live copy recommended. (Rate refers to all personalities under Participating Programs.)

49 1-minute sales messages..... 245.00

**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)

	Per week		
	1 wk.	26 wks.	52 wks.
1 minute:			
5 times.....	60.00	55.00	50.00
10 times.....	110.00	100.00	90.00
15 times.....	150.00	135.00	120.00
20 times.....	180.00	160.00	140.00
30 seconds:			
5 times.....	45.00	40.00	35.00
10 times.....	85.00	75.00	65.00
15 times.....	120.00	105.00	90.00
20 times.....	150.00	130.00	110.00
10 seconds:			
5 times.....	30.00	27.50	25.00
10 times.....	57.50	52.50	47.50
15 times.....	82.50	75.00	67.50
20 times.....	105.00	95.00	85.00

**Family Plan**

24 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 6:00 p.m. Sunday.
  - 4 spots in 10:00 a.m. to 6:00 p.m. Sunday.
- Per week, flat..... 240.00

**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 1 announcement 10:00 p.m. to midnight.

- 14 1-minute—per week, flat..... 56.00
- 14 30-seconds—per week, flat..... 42.00
- 14 10-seconds—per week, flat..... 28.00

**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)

	Per week		
	1 wk.	26 wks.	52 wks.
1 minute:			
10 times.....	90.00	80.00	70.00
20 times.....	170.00	150.00	130.00
30 times.....	240.00	210.00	180.00
40 times.....	300.00	260.00	220.00
30 seconds:			
10 times.....	70.00	60.00	50.00
20 times.....	130.00	110.00	90.00
30 times.....	180.00	150.00	120.00
40 times.....	220.00	180.00	140.00
10 seconds:			
10 times.....	45.00	40.00	35.00
20 times.....	85.00	75.00	65.00
30 times.....	120.00	105.00	90.00
40 times.....	150.00	130.00	110.00

A 7:00 p.m. to 10:00 p.m. announcement goes with each 9:00 a.m. to 4:00 p.m. announcement.

**Rain or Shine**

(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)

	Per week		
	1 wk.	26 wks.	52 wks.
1 minute:			
7 times.....	77.00	70.00	63.00
14 times.....	140.00	126.00	112.00
21 times.....	189.00	168.00	147.00
28 times.....	224.00	196.00	168.00
35 times.....	245.00	210.00	175.00
30 seconds:			
7 times.....	63.00	56.00	49.00
14 times.....	119.00	105.00	91.00
21 times.....	168.00	147.00	126.00
28 times.....	210.00	182.00	154.00
35 times.....	245.00	210.00	175.00
10 seconds:			
7 times.....	38.50	35.00	31.50
14 times.....	73.50	66.50	59.50
21 times.....	105.00	94.50	84.00
28 times.....	133.00	119.00	105.00
35 times.....	157.50	140.00	122.50

**Drive Carefully**

(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Friday; 8:00 a.m. to 8:00 p.m. Saturday; 9:00 a.m. to 9:00 p.m. Sunday)

	Per week		
	1 wk.	26 wks.	52 wks.
1 minute:			
7 times.....	84.00	77.00	70.00
14 times.....	154.00	140.00	126.00
21 times.....	210.00	189.00	168.00
28 times.....	252.00	224.00	196.00
35 times.....	280.00	245.00	210.00
30 seconds:			
7 times.....	63.00	56.00	49.00
14 times.....	119.00	105.00	91.00
21 times.....	168.00	147.00	126.00
28 times.....	210.00	182.00	154.00
35 times.....	245.00	210.00	175.00
10 seconds:			
7 times.....	60.00	55.00	50.00
14 times.....	80.50	73.50	66.50
21 times.....	115.50	105.00	94.50
28 times.....	147.00	133.00	119.00
35 times.....	175.00	157.50	140.00

**KBOX 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)

	Per week		
	1 wk.	26 wks.	52 wks.
Time Signal plus 1 minute of copy:			
7 times.....	77.00	70.00	63.00
14 times.....	140.00	126.00	112.00
21 times.....	189.00	168.00	147.00
28 times.....	224.00	196.00	168.00
35 times.....	245.00	210.00	175.00
Time Signal plus 10-seconds of copy:			
7 times.....	38.50	35.00	31.50
14 times.....	73.50	66.50	59.50
21 times.....	105.00	94.50	84.00
28 times.....	133.00	119.00	105.00
35 times.....	157.50	140.00	122.50

**KBOX Scoreboard**

	Per wk.		
	1 wk.	26 wks.	52 wks.
Scores plus 1 minute:			
14 times 2 per day.....	140.00		
21 times 3 per day.....	199.50		
28 times 4 per day.....	252.00		
35 times 5 per day.....	297.50		
42 times 6 per day.....	336.00		
49 times 7 per day.....	367.50		
56 times 8 per day.....	392.00		
63 times 9 per day.....	409.50		
70 times 10 per day.....	420.00		
Scores plus 30 seconds:			
14 times 2 per day.....	105.00		
21 times 3 per day.....	152.25		
28 times 4 per day.....	196.00		
35 times 5 per day.....	236.25		
42 times 6 per day.....	273.00		
49 times 7 per day.....	306.25		
56 times 8 per day.....	336.00		
63 times 9 per day.....	362.25		
70 times 10 per day.....	385.00		
Scores plus 10 seconds:			
14 times 2 per day.....	70.00		
21 times 3 per day.....	99.75		
28 times 4 per day.....	126.00		
35 times 5 per day.....	148.75		
42 times 6 per day.....	168.00		
49 times 7 per day.....	183.75		
56 times 8 per day.....	196.00		
63 times 9 per day.....	204.75		
70 times 10 per day.....	210.00		

"KBOX Scoreboard" is used during baseball and football season.

**KBOX-KXOL Combination Rates**

Drive Times (6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday)

	5 min.	1 min.	30 sec.	10 sec.
1 time.....	38.00	25.00	19.00	13.00
52 times.....	36.00	24.00	18.00	12.00
156 times.....	34.00	23.00	17.00	11.00
260 times.....	32.00	22.00	16.00	10.00

**Captive Housewife Times**

(9:00 a.m. to 4:00 p.m. Monday through Friday)

	Per week		
	1 wk.	26 wks.	52 wks.
1 time.....	35.00	23.00	18.00
52 times.....	33.00	22.00	17.00
156 times.....	31.00	21.00	16.00
260 times.....	29.00	20.00	15.00

**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)

	Per week		
	1 wk.	26 wks.	52 wks.
1 time.....	32.00	21.00	16.00
52 times.....	30.00	20.00	15.00
156 times.....	28.00	19.00	14.00
260 times.....	26.00	18.00	13.00

**Nighttime**

(7:00 p.m. to midnight Sunday through Saturday)

	Per week		
	1 wk.	26 wks.	52 wks.
1 time.....	18.00	12.00	9.00
52 times.....	16.00	11.00	8.00
156 times.....	14.00	10.00	7.00
260 times.....	12.00	9.00	6.00

**Personality Package**

7 1-minute sales messages per day, 7 days a week, in "The Jim Tucker Show", "The Jim Ridgeway Show", "The Lan Roberts Show", "The Al Lohman Show", "The Robb Robbins Show", "The Johnny McKinney Show". Live copy recommended.

49 1-minute sales messages, on each station..... 588.00

**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)

	Per week		
	1 wk.	26 wks.	52 wks.
1 minute:			
6 times.....	138.00	132.00	126.00
12 times.....	264.00	252.00	240.00
18 times.....	378.00	360.00	342.00
24 times.....	480.00	456.00	432.00
30 times.....	570.00	540.00	510.00
36 times.....	648.00	612.00	576.00
30 seconds:			
6 times.....	108.00	102.00	96.00
12 times.....	204.00	192.00	180.00
18 times.....	288.00	270.00	252.00
24 times.....	360.00	336.00	312.00
30 times.....	420.00	390.00	360.00
36 times.....	468.00	432.00	396.00
10 seconds:			
6 times.....	69.00	66.00	63.00
12 times.....	132.00	126.00	120.00

Dallas—K B O X—Continued

Time signal plus 10 seconds of copy:

	Per week	26 wks.	52 wks.
7 times.....	63.00	59.50	56.00
14 times.....	119.00	112.00	105.00
21 times.....	168.00	157.50	147.00
28 times.....	210.00	196.00	182.00
35 times.....	245.00	227.50	210.00

**SPECIAL FEATURES**

News Service—UPI. 3 Mobile units.  
Weather and sports.  
"The Al Lohman Show"—6:00 a.m. to 10:00 a.m.  
"The Robb Robbins"—10:00 a.m. to 3:00 p.m.  
"The Johnny McKinney Show"—3:00 p.m. to 8:00 p.m.  
"The Bill Jenkins Show"—8:00 p.m. to midnight.

**POLITICAL**

Regular rates apply.  
Closing Time 24 hours in advance of broadcast.

**KIXL**  
(Established 1947)  
**Independent**

Rates effective January 1, 1958.  
Rates received January 31, 1958.  
Owned and operated by the Variety Broadcasting Co., Inc.

**Personnel**  
Pres. & Gen'l Mgr.—Lee Segall.  
Ass't Mgr. & Nat'l Sales Mgr.—Dan Hayslett.  
Commercial Manager—Jack Howard.  
Business Manager—Bob Tripp.

**Representatives**  
Broadcast Time Sales.  
Southern—Clarke Brown Company.

**Mailing Instructions**  
Business Office and Studio—1401 S. Akard St., Dallas, Tex. Riverside 1-5016.  
Transmitter—5530 Parkdale Drive, Dallas, Tex.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1040 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: Sunrise to local sunset.

**F M Facilities**  
Effective radiated power—25,000 watts.  
Frequency—104.5 megacycles; Class B.  
Antenna height—520 feet above average terrain.  
Operating schedule: 24 hours daily.

**Agency Commission**  
15% to recognized agencies on time only. Bills due and payable on the 10th of month following broadcast.

**General Advertising**  
FM rates one-half AM rates.  
Rates include BMI, ASCAP and SESAC licenses.  
Length of commercial copy: Program 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.  
60 minutes..... 6:00 min.  
Rates are guaranteed for six months from the beginning of the contract or six months from effective date of any increase, providing advertising is actually running at the time of the effective date of the increase, and providing that broadcasts continue without interruption.

All rates quoted include 20% talent fees.

	1/2 hr.	1/4 hr.	5 min.
1 time.....	81.00	50.00	29.00
13 times.....	76.95	47.50	27.55
26 times.....	72.90	45.00	26.10
52 times.....	68.85	42.50	24.65
104 times.....	64.80	40.00	23.20
156 times.....	60.75	37.50	21.75
260 times.....	56.70	35.00	20.30

**ANNOUNCEMENTS**

**CLASS "AA"**  
(7:00 a.m. to 9:30 a.m. and 3:45 p.m. to 6:00 p.m. Monday through Saturday)

	1 min.	(*)	1 min.	(*)
1 time.....	12.00	10.00	104 times..	10.50
26 times.....	11.50	9.50	260 times..	10.00
52 times.....	11.00	9.00		

**CLASS "A"**

(All other times)

	1 time.....	10.00	8.00	104 times..	8.50	6.50
26 times.....	9.50	7.50	260 times..	8.00	6.00	
52 times.....	9.00	7.00				

(\*) 30 seconds or less.

**SPECIAL FEATURES**

News Service—AP. Availabilities and package prices, which include cost of news and announcer—rates on request.

**POLITICAL**

Regular rates apply.  
**TRANSCRIPTIONS**  
Library Service—Standard, Thesaurus, MacGregor, Capitol, Associated. Available to sponsors at no additional cost.

**Advertisement**

KIXL delivers an unduplicated adult audience over all other Dallas stations because of its pattern of popular music both old and new. KIXL's library contains some 175,000 musical selections—accepted as being the most extensive in the entire Southwest. KIXL plays no rock 'n roll, race, religious, hillbilly or western music. KIXL is the consistent choice of local advertisers because of this adult music policy. For this same reason KIXL runs a large share of the regional business in the market. As an added bonus KIXL-AM and FM are simultaneous during the daylight operation. Many business houses play the KIXL-FM signal through their individual speaker systems all day, creating an altogether new audience for KIXL music—and commercials!

**KLIF**

(Established 1947)

**THE JOHN BLAIR STATION**

**Independent**  
**The Texas Triangle**



**A McLendon Station**

Rates effective November 1, 1958.  
Rates received September 26, 1958.  
Owned and operated by McLendon Corp.

**Personnel**  
Chairman of the Board—Barton R. McLendon.  
President—Gordon B. McLendon.  
Vice-Pres. & Gen'l Mgr.—Bill Morgan.  
Sales Manager—Al Lurie.

**Representatives** John Blair & Company.  
**Mailing Instructions**  
Business Office and Studio—2104 Jackson St., Dallas 1, Tex. Riverside 7-9311.  
Transmitter—Scyene Road, Dallas, Tex.

**Wave—Power—Time**  
Operating power—50,000 watts days; 1,000 watts nights.  
Frequency—1190 kilocycles. 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.

**General Advertising**  
Affiliated with the Texas Triangle.  
BMI, ASCAP and SESAC licenses.  
Alcoholic beverage advertising: other than beer and light wine not accepted.

**TEXAS**

Rates are guaranteed for a period of 6 months from the effective date of any rate increase, providing advertising is actually running at time of effective date of increase and providing that broadcasts continue without interruption.

Sold in combination with KFJZ, Fort Worth.

**KLIF-KFJZ COMBINATION RATES**

**ANNOUNCEMENTS**  
(Total both Stations)  
1-minute: (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, 1 per station (6:00 a.m. to 9:00 a.m. only)..... 77.00

Less than 6 per station weekly, staggered..... 61.00

6 per station weekly, 1 per day per station (9:00 a.m. to 4:00 p.m. Monday through Saturday)..... 55.00

Less than 6 per station weekly..... 52.00

6 per station weekly, 1 per day per station..... 47.00 282.00

12 minutes weekly per station..... 45.00 540.00

24 minutes weekly per station..... 43.00 1,032.00

48 minutes weekly per station..... 42.00 2,016.00

96 minutes weekly per station..... 38.00 3,648.00

(After 7:00 p.m. Monday through Saturday; all day Sunday)

Less than 6 per station weekly..... 35.00

6 per station weekly, 1 per day per station..... 31.00 186.00

12 minutes weekly per station..... 30.00 360.00

24 minutes weekly per station..... 28.00 672.00

48 minutes weekly per station..... 26.00 1,248.00

96 minutes weekly per station..... 23.00 2,208.00

Portions of plans of 12 or more announcements weekly 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 rates for these periods. Since these announcements may count toward announcement plan frequency, the balance of the schedule will be sold pro-rata the announcement plan rate.

**Station Breaks**  
75% of the applicable minute rate.  
ID's  
50% of the applicable minute rate.  
Minutes, station breaks and ID's may be combined for maximum frequency discounts.

**5-MINUTE NEWSCASTS**  
(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.

Less than 6 per station weekly..... 94.00

6 per station weekly, 1 per day per station (9:00 a.m. to 4:00 p.m. Monday through Saturday)..... 85.00 510.00

Less than 6 per station weekly..... 77.00

6 per station weekly, 1 per day per station (After 7:00 p.m. Monday through Saturday; all day Sunday)..... 69.00 414.00

Less than 6 weekly per station..... 52.00

6 per station weekly, 1 per day per station..... 45.00 270.00

**KLIF SINGLE STATION RATES**  
**ANNOUNCEMENTS**  
(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday)

1-minute or less:  
Specified position (6:00 a.m. to 9:00 a.m. only)..... 65.00

Less than 6 weekly, staggered..... 50.00

6 weekly, staggered, 1 per day..... 45.00 270.00

(9:00 a.m. to 4:00 p.m. Monday through Saturday)

Less than 6 weekly..... 44.00

6 weekly, 1 per day..... 40.00 240.00

12 minutes weekly..... 37.00 444.00

24 minutes weekly..... 36.00 864.00

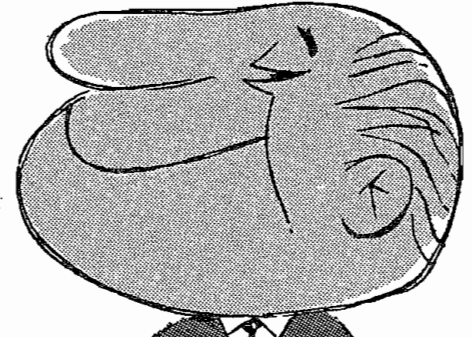
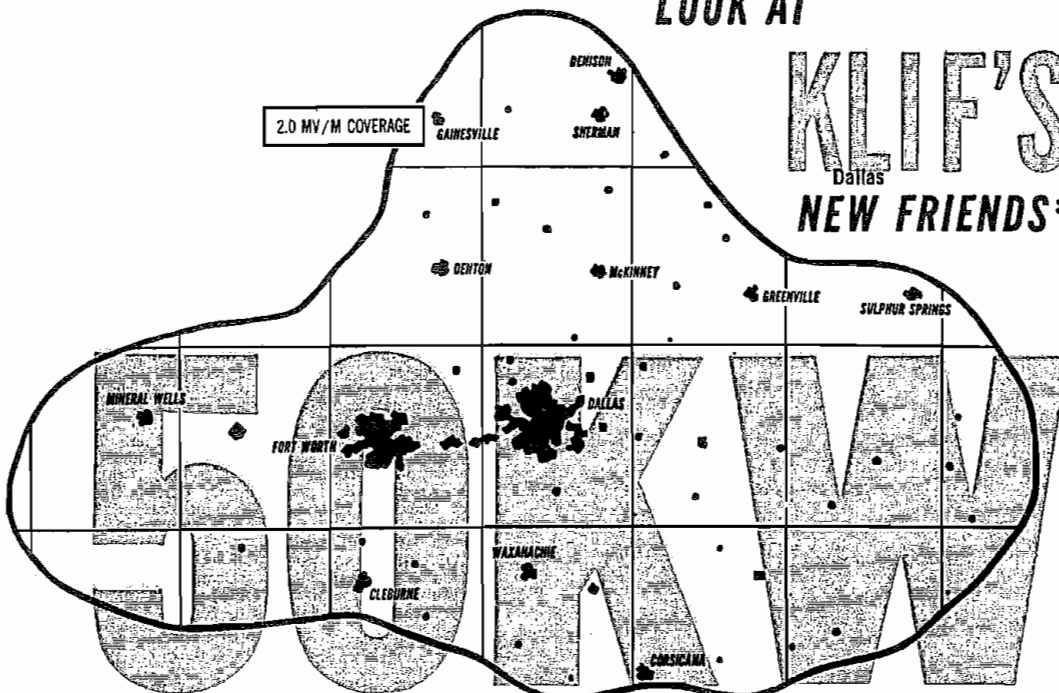
48 minutes weekly..... 35.00 1,680.00

96 minutes weekly..... 33.00 3,168.00

(This listing continued on next page)

**LOOK AT**

**KLIF'S**  
Dallas  
**NEW FRIENDS\***



**Other McLendon Stations**  
**KILT** Houston  
**KTSA** San Antonio  
**WAKY** Louisville  
**KEEL** Shreveport

Texas Triangle Office—2104 Jackson, Dallas  
represented by JOHN BLAIR & CO.

\*Additional KLIF coverage (daytime only) with increased power of 50,000 Watts.

0.5 MV/M coverage map on request.



**TEXAS**

**Dallas—K L I F—Continued**

(After 7:00 p.m. Monday through Saturday; all day Sunday)

Less than 6 weekly.....	25.00
6 weekly, 1 per day.....	23.00 138.00
12 minutes weekly.....	22.00 264.00
24 minutes weekly.....	21.00 504.00
48 minutes weekly.....	20.00 960.00
96 minutes weekly.....	19.00 1,728.00

Portions of plans of 12 or more announcements weekly 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 rates for these periods. Since these announcements may count toward announcement plan frequency, the balance of the schedule will be sold pro-rata the announcement plan rate.

30-Seconds  
75% of the applicable minute rate.  
ID's  
50% of the applicable minute rate.  
Minutes, 30-seconds and ID's may be combined for maximum frequency discount.

**5-MINUTE NEWSCASTS**  
(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday)

Less than 6 weekly.....	Flat	Each	Per wk.
6 weekly, 1 per day.....		73.00	420.00

(9:00 a.m. to 4:00 p.m. Monday through Saturday)

Less than 6 weekly.....	65.00
6 weekly, 1 per day.....	58.00 348.00

(After 7:00 p.m. Monday through Saturday; all day Sunday)

Less than 6 weekly.....	38.00
6 weekly, 1 per day.....	33.00 198.00

**SPECIAL FEATURES**  
Participating Programs  
"Sunny Side Up" with Ken Knox—6:00 a.m. to 9:00 a.m.  
"The Ken Reid Show"—9:00 a.m. to noon.  
"The Buddy MacGregor Show"—noon to 3:00 p.m.  
"The Art Nelson Show"—3:00 p.m. to 7:00 p.m.  
"The Mark Foster Show"—7:00 p.m. to midnight.  
"Milkman's Matinee"—midnight to 6:00 a.m.

**POLITICAL**  
Regular rates apply; cash and copy in advance.

**KNOK**  
**Independent Negro**

City of license, Fort Worth, Texas.  
Dallas office—2635 Forest Ave., Harwood 4145.  
See listing under Fort Worth, Texas.

**KRLD**  
(Established 1926)  
**Basic CBS Network**



Rates effective January 1, 1958.  
Rates received November 29, 1957.  
Owned and operated by The Dallas Times Herald.  
**Personnel**  
Chairman of the Board—John W. Runyon.  
President—Clyde W. Rembert.  
General Manager—W. A. Roberts.  
Program Director—Ted Parrino.  
Publicity-Promotion Dir.—Lloyd Price.  
**Representatives** The Branham Company.

**Mailing Instructions**  
Business Office and Studio—Herald Square, Dallas, Texas. Rl 2-6811.  
Transmitter—Dallas County, Texas.

**Wave—Power—Time**  
Operating power—50,000 watts.  
Frequency—1080 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Central Standard Time.  
Operating schedule: 24 hours daily.

**F M Facilities**  
Operating power—46,000 watts.  
Frequency—92.5 megacycles.

**Agency Commission**  
15% to recognized advertising agencies on station time only; no cash discount. Talent and remote charges net. Bills due and payable 10th of month following service.

**General Advertising**  
For combination rates see CBS Radio Network (Southwestern Group).  
FM operated in conjunction with AM.  
Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management. Rates apply to total number of broadcasts within the year under the same (and/or renewal) contracts. On programs of five minutes or less station reserves the right to change schedule time without notice. All current advertisers as of January 1, 1958, will be protected on rate card effective August 1, 1955, for 6 months from January 1, 1958. This protection will apply to both continuous and non-continuous advertisers within the 6-month period.

**CLASS "A"**  
(7:00 a.m. to 9:00 a.m. weekdays)

	1	1/2	1/4	5			
	hr.	hr.	hr.	min.	(*)	(†)	(‡)
1 tl.	300.00	180.00	120.00	90.00	60.00	50.00	30.00
26 tl.	285.00	171.00	114.00	85.50	57.00	47.50	28.50
52 tl.	270.00	162.00	108.00	81.00	54.00	45.00	27.00
104 tl.	255.00	153.00	102.00	76.50	51.00	42.50	25.50
156 tl.	240.00	144.00	96.00	72.00	48.00	40.00	24.00
260 tl.	225.00	135.00	90.00	67.50	45.00	37.50	22.50
312 tl.	210.00	126.00	84.00	63.00	42.00	35.00	21.00

Buy the  
**PERFECT**  
combination



**COVERAGE**  
KRLD has the greatest coverage of any one station in Texas, serving an area of 1,530,400 total homes—and 1,465,840 Radio homes—based upon the Nielsen Coverage Survey No. 2.

plus  
**A U D I E N C E**  
KRLD has more audience than any single station in Texas—based upon the N.C.S. No. 2.

plus  
The highest adult audience ratio of any station in Dallas—based upon the August-September RADIOPULSE Audience Composition—(listeners per 100 listening homes)—if projected over its whole coverage—imagine the adult audience impact you receive over the entire area.

**ASK THE BRANHAM MAN**

The Dallas Times Herald Stations

JOHN W. RUNYON  
Chairman of the Board

CLYDE W. REMBERT  
President

**KRLD**  
**RADIO 1080**

**CLASS "B"**  
(6:00 a.m. to 7:00 a.m.; 9:00 a.m. to 10:30 p.m. Monday through Saturday and 7:00 a.m. to 10:30 p.m. Sunday)

	1	1/2	1/4	5			
	hr.	hr.	hr.	min.	(*)	(†)	(‡)
1 tl.	225.00	135.00	90.00	67.50	40.00	30.00	18.00
26 tl.	213.75	128.25	85.50	64.15	38.00	28.50	17.10
52 tl.	200.50	121.50	81.00	60.75	36.00	27.00	16.20
104 tl.	191.25	114.75	76.50	57.35	34.00	25.50	15.30
156 tl.	180.00	108.00	72.00	54.00	32.00	24.00	14.40
260 tl.	168.75	101.25	67.50	50.60	30.00	22.50	13.50
312 tl.	157.50	94.50	63.00	47.25	28.00	21.00	12.60

**CLASS "C"**  
(10:30 p.m. to 6:00 a.m. Monday through Saturday; 10:30 p.m. to 7:00 a.m. Sunday)

1 tl.	100.00	60.00	40.00	30.00	20.00	15.00	10.00
26 tl.	95.00	57.00	38.00	28.50	19.00	14.25	9.50
52 tl.	90.00	54.00	36.00	27.00	18.00	13.50	9.00
104 tl.	85.00	51.00	34.00	25.50	17.00	12.75	8.50
156 tl.	80.00	48.00	32.00	24.00	16.00	12.00	8.00
260 tl.	75.00	45.00	30.00	22.50	15.00	11.25	7.50
312 tl.	70.00	42.00	28.00	21.00	14.00	10.50	7.00

(\* One minute or 125 words.  
(†) 20 seconds or 45 words.  
(‡) 8 seconds or 15 words.  
**SPECIAL PACKAGE DISCOUNT**  
1,000 announcements to be used within a 52 week period or less, picked position.

	Class "A"	Class "B"	Class "C"
1-minute or 125 words.....	30.00	20.00	10.00
20-seconds or 45 words.....	25.00	15.00	7.50
8-seconds or 15 words.....	15.00	9.00	5.00

**PACKAGE ANNOUNCEMENT DISCOUNTS**  
(Run-of-Schedule)  
5 spots per week—15% off the applicable 1-time rate.  
10 spots per week—30% off the applicable 1-time rate.  
20 spots per week—40% off the applicable 1-time rate.  
**SPECIAL FEATURES**  
News Service—UPI.

**News Programs**  
Following rates include time costs, news service costs and cost of news commentator.

(6:30 a.m. to 6:45 a.m.; 5:30 p.m. to 5:45 p.m.; 6:00 p.m. to 6:15 p.m.; 10:00 p.m. to 10:15 p.m.)			
1 time.....	110.00	156 times.....	92.00
26 times.....	105.50	260 times.....	87.50
52 times.....	101.00	312 times.....	83.00
104 times.....	96.50		

(7:30 a.m. to 7:45 a.m.; 12:15 p.m. to 12:30 p.m.)			
1 time.....	140.00	156 times.....	116.00
26 times.....	134.00	260 times.....	110.00
52 times.....	128.00	312 times.....	104.00
104 times.....	122.00		

Rates for 5 and 10 minute news periods, on request.  
"Big 'D' Jamboree"—8:30 p.m. to 12:00 midnight Saturday. Talent and remote costs on request.  
Cut-in Rate: 10% of the open applicable 1 hour network rate.

**POLITICAL**  
Regular rates apply.  
**TRANSCRIPTIONS**  
Library Service—Standard, Thesaurus, Sesac.  
**Closing Time**  
Closing date four weeks in advance of service if program is to be included in publicity releases. Final closing two weeks.

**KSKY**  
(Established 1941)  
Rates effective October 1, 1958. (Card No. 9.)  
Card received November 26, 1958.  
Owned and operated by Sky Broadcasting Service.

**Personnel**  
Managing Partner—A. L. Chilton.  
Station Manager—R. G. Terrill.  
**Representatives**  
Southern—Dora Clayton Agency, Inc.  
West Coast—Lee F. O'Connell Company.

**Mailing Instructions**  
Business Office and Studio—Hotel Stoneleigh, 2927 Maple Ave., Dallas, Texas. Riverside 2-6193.  
Transmitter—Bruton Road, six miles southeast of business district, Dallas, Texas.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—660 kilocycles.  
Non-directional.  
Licensed to operate days on clear national channel.  
Operates on Central Time.  
Daylight Saving Time not observed.  
Actual operating schedule: 6:00 a.m. to local sunset.

**Agency Commission**  
15% to recognized agencies on net charges for station facilities, no cash discount. Bills due and payable 10th of month following broadcast.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
The following rates are for national, regional and local advertising.  
Rates apply to total number of broadcasts within one year, under the same and/or renewed contract. Programs and announcements cannot be combined to earn larger discounts. All contracts accepted subject to two weeks cancellation and payment for advertising run at earned rate. Adjusted rate to be on the basis of rates in effect on date of contract. Announcement contracts are accepted with the understanding that programs take schedule preference. Program sponsors may purchase announcements, during life of program contract, at frequency discounts earned by programs. Programs and announcements may not be combined to earn larger discounts.  
All advertising copy and talent is subject to station's approval. And station reserves the right to refuse or discontinue any program or announcement for reasons satisfactory to itself.

**MUSICAL PROGRAMS**

	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	42.00	25.20	18.90	14.00

Program rates are flat, subject to 10% discount on schedules of 5 or more programs per week, for 26 or more consecutive weeks.

(This listing continued on next page)



ANNOUNCEMENTS

	(*)	(†)	(‡)
1 time.....	12.00	8.00	6.00
13 times.....	11.40	7.60	5.70
26 times.....	10.80	7.20	5.40
52 times.....	10.20	6.80	5.10
104 times.....	9.60	6.40	4.80
156 times.....	8.40	5.60	4.20
312 times.....	7.20	4.80	3.60

(\*) 1-minute or 100 words.  
 (†) 30-seconds or 50 words.  
 (‡) 8 seconds or 20 words.  
 1-minute, 30-seconds and 8-second announcements can be combined for frequency discount.

SATURATION ANNOUNCEMENT RATES

35 announcements within 1 week, at 156 time rate.  
 140 announcements within 1 week, at 312 time rate.

SPECIAL FEATURES

News Service—UPI and Newscaster. Regular rates apply, sold on strip basis 5 or more days a week. 5 minute news every hour on the hour.  
 News headlines, weather and temperature reports, news bulletins, and women's program (Participating 1-minute), flat, 9.30.  
 On headlines, weather and bulletins, advertiser receives sponsorship credit at opening and 75 words commercial at close.

Discounts  
 15 per week, 8.80 each; 25 per week, 8.30 each.

Participating Programs

7:00 a.m. to 9:00 a.m. Monday through Saturday.  
 Religious.  
 "680 Skyway"—4:00 p.m. to 6:30 p.m. Monday through Friday.

	(*)	(†)	(‡)
13 times.....	6.45	4.85	3.25
26 times.....	5.75	4.35	2.90
52 times.....	5.40	4.10	2.70
104 times.....	5.05	3.80	2.50
156 times.....	4.65	3.55	2.30
312 times.....	4.30	3.25	2.15

(\*) One minute or 100 words.  
 (†) 30-seconds or 50 words.  
 (‡) 8-seconds or 20 words.

Programs—Regular rates plus the following charges for talent:  
 5 minutes 2.00, 15 minutes 3.50, 30 minutes 7.00.

SATURATION ANNOUNCEMENTS

35 announcements within 1 week take the 156 time rate.  
 140 announcements within 4 weeks take the 312 time rate.

100, 50 and 20 words can be combined for frequency discount.  
 Announcements in special features and at regular rates can be combined for frequency discount.

Foreign Language Programs

Czech program, one hour, Sunday afternoon.

TALKS AND SPEECHES

Regular rates apply plus 50%.

Religious—Rates on request.

Closing Time

Programs close one week in advance. Announcement copy and transcriptions close six hours in advance.  
 Talks close 24 hours in advance.

WBAP

City of license, Fort Worth, Tex.  
 WBAP, Fort Worth (shares frequencies with WFAA, Dallas). Considered by the National Broadcasting Co. and American Broadcasting Co. as their Fort Worth-Dallas outlet.  
 See listing under Fort Worth, Tex.

WFAA

(Established 1922)



Rates effective July 1, 1957. (Card No. 2-A.)  
 Card received July 29, 1957.  
 Owned and operated by The Dallas Morning News.

Personnel

Director—Alex Keese.  
 Manager—George Utley.

Representatives

Edward Petry & Co., Inc.

Mailing Instructions

Studios—1122 Jackson St., Dallas 2, Texas, Riverside 1-9631.

Transmitters—WFAA, 820 kc., Grapevine, Texas, WFAA, 570 kc., Grapevine, Texas.

Wave—Power—Time

Operating power:  
 WFAA 820 kc.—50,000 watts. Clear channel.  
 WFAA 570 kc.—5,000 watts. Directional—separate patterns, day and night.

Operates on Central Time.  
 Daylight Saving Time not observed.

WFAA licensed to operate half time on cleared national channel, 820 kilocycles and half time on regional channel, 570 kilocycles; equivalent to full time operation.

Operating schedule:

(Monday through Saturday)

WFAA 820 kc.	WFAA 570 kc.
7:00 a.m. to 8:30 a.m.	5:30 a.m. to 7:00 a.m.
10:30 a.m. to 12:30 p.m.	8:30 a.m. to 10:30 a.m.
3:00 p.m. to 5:30 p.m.	12:30 p.m. to 3:00 p.m.
6:30 p.m. to 7:00 p.m.	5:30 p.m. to 6:30 p.m.

(Monday, Wednesday, Friday)

7:00 p.m. to 10:00 p.m.	10:00 p.m. to 12:00 mid-night sign-off.
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(Tuesday, Thursday, Saturday)

WFAA 820 kc.	WFAA 570 kc.
10 p.m. to 12:00 midnight sign-off.	7:00 p.m. to 10:00 p.m.

(Sunday)

7:00 a.m. to 10:00 a.m.	10:00 a.m. to 12:00 noon
12:00 noon to 3:00 p.m.	3:00 p.m. to 6:00 p.m.
6:00 p.m. to 9:00 p.m.	9:00 p.m. to 12:00 mid-night sign-off.

Agency Commissions

Agency commissions 15% on station time and talent to recognized agencies. No commission on political broadcast. No cash discount. Bills for gross charges rendered monthly and payable within 15 days.

Delivering  
**50 KW**  
 Clear Channel  
 to the  
**BIGGEST**  
**AUDIENCE**  
 (Area & People)  
 of any  
 Station in  
**NORTH TEXAS**

for  
**30 YEARS**

**WFAA**  
**820 • 570**  
 50,000 WATTS      5,000 WATTS  
**DALLAS**  
 NBC • ABC

A Radio Service of the  
 Dallas Morning News  
 Edward Petry & Co.,  
 National Representatives  
 Geo. Utley, Station Mgr.

General Advertising

Affiliated with ABC Radio Network; NBC Radio Network and Texas Quality Network.

Rates include music copyright fees, ASCAP, BMI and SESAC licenses.

All contracts subject to NAB and AAAA copyrighted contract regulations. Maximum length of contract one year. Rates guaranteed for 6 months from date of rate increase provided schedule is uninterrupted. Accepts AAAA copyrighted contract with certain exceptions; modified contract forms available.

An advertiser who completes 52 weeks of consecutive service may continue into the following year of broadcasting at the same frequency discount established during his 1st year, providing the advertiser continues to use the same number of units of time per week. Should such advertiser reduce the number of units used per week, no short rate would apply, but a relative reduction in the frequency discount applicable would take effect.

Contracts accepted 30 days in advance of broadcast. Contracts on the 820 kc and 570 kc frequencies may be combined to earn maximum discounts.

Length of commercial copy: (\*)

	(*)	(†)
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.

(\*) Between 6:00 p.m. and 11:00 p.m.

(†) All other hours.

WFAA—820 kc.

For combination rates see NBC Radio Network. The following rates are for advertising on WFAA—820 kc. only.

820 PROGRAMS

CLASS "A"

(7:00 a.m. to 8:30 a.m. Monday through Saturday)

	1 tl.	52 tl.	104 tl.	156 tl.	260 tl.	312 tl.
1/4 hour....	170.00	161.50	153.00	144.50	136.00	127.50
10 min....	138.00	131.10	124.20	117.30	110.40	103.50
5 min....	106.00	100.70	95.40	90.10	84.80	79.50
1 min....	75.00	71.25	67.50	63.75	60.00	56.25
20 sec....	60.00	57.00	54.00	51.00	48.00	45.00
8 sec....	36.00	34.20	32.40	30.60	28.80	27.00

CLASS "B"

(8:30 a.m. to 7:00 p.m. Monday through Saturday and 7:00 a.m. to 7:00 p.m. Sunday\*)

1 hour....	300.00	285.00	270.00	255.00	240.00	225.00
1/2 hour....	180.00	171.00	162.00	153.00	144.00	135.00
1/4 hour....	120.00	114.00	108.00	102.00	96.00	90.00
10 min....	85.00	80.75	76.50	72.25	68.00	63.75
5 min....	70.00	66.50	63.00	59.50	56.00	52.50
1 min....	50.00	47.50	45.00	42.50	40.00	37.50
20 sec....	40.00	38.00	36.00	34.00	32.00	30.00
8 sec....	24.00	22.80	21.60	20.40	19.20	18.00

(\*) "Sunday Early Birds" 7:15 a.m. to 8:00 a.m. —talent costs on request.

CLASS "C"

(7:00 p.m. to midnight daily)

1 hour....	150.00	142.50	135.00	127.50	120.00	112.50
1/2 hour....	90.00	85.50	81.00	76.50	72.00	67.50
1/4 hour....	60.00	57.00	54.00	51.00	48.00	45.00
10 min....	42.50	40.38	38.25	36.13	34.00	31.88
5 min....	35.00	33.25	31.50	29.75	28.00	26.25
1 min....	25.00	23.75	22.50	21.25	20.00	18.75
20 sec....	20.00	19.00	18.00	17.00	16.00	15.00
8 sec....	12.00	11.40	10.80	10.20	9.60	9.00

820 ANNOUNCEMENT PACKAGES

(Fixed position but not guaranteed)  
 (7:00 a.m. to 8:30 a.m. Monday through Saturday)

Per week:	1 min.	
5 spots.....		300.00
10 spots.....		550.00

(8:30 a.m. to 7:00 p.m. Monday through Friday)

Per week:	1 min.	20 sec.
5 spots.....	200.00	160.00
10 spots.....	350.00	280.00
15 spots.....	487.50	390.00
20 spots.....	600.00	480.00

(8:30 a.m. to 7:00 p.m. Saturday and Sunday)

5 spots.....	150.00	110.00
10 spots.....	250.00	200.00
15 spots.....	337.50	285.00
20 spots.....	425.00	360.00

(7:00 p.m. to midnight daily)

5 spots.....	100.00	80.00
10 spots.....	175.00	140.00
15 spots.....	243.75	195.00
20 spots.....	300.00	240.00

820 NEWS

CLASS "A"

	1/4 hr.	10 min.	5 min.
1 time.....	200.00	157.50	118.50
52 times.....	192.00	151.00	113.50
104 times.....	184.00	144.50	108.50
156 times.....	176.00	138.00	103.50
260 times.....	168.00	131.50	98.50
312 times.....	160.00	125.00	93.50

CLASS "B"

1 time.....	160.00	112.50	88.50
52 times.....	154.00	108.25	85.00
104 times.....	148.00	104.00	81.50
156 times.....	142.00	99.75	78.00
260 times.....	136.00	95.50	74.50
312 times.....	130.00	91.25	71.00

CLASS "C"

1 time.....	100.00	70.00	53.50
52 times.....	97.00	67.88	51.75
104 times.....	94.00	65.75	50.00
156 times.....	91.00	63.63	48.25
260 times.....	88.00	61.50	46.50
312 times.....	85.00	59.38	44.75

ADDITIONAL DISCOUNTS

(WFAA-820 and WFAA-570)  
 Additional discounts if announcements used within one week:

Ann.	Ann.	Ann.	
10 .....	10%	40 .....	25%
20 .....	15%	50 .....	30%
30 .....	20%		

Additional discounts do not apply on package announcements.

WFAA—570 kc.

For combination rates see ABC Radio (Southwestern Group).

(This listing continued on next page)

**TEXAS**

**Dallas—W F A A—Continued**

The following rates are for advertising on WFAA—570 kc. only. 570 PROGRAMS CLASS "A"

		1/4		10		5		1		20		8	
		hr.		min.		min.		min.		sec.		sec.	
1 time	54.00	42.00	30.00	21.00	15.00	9.00							
13 times	51.30	39.90	28.50	19.95	14.25	8.55							
26 times	48.60	37.80	27.00	18.90	13.50	8.10							
52 times	45.90	35.70	25.50	17.85	12.75	7.65							
104 times	43.20	33.60	24.00	16.80	12.00	7.20							
156 times	40.50	31.50	22.50	15.75	11.25	6.75							
260 times	37.80	29.40	21.00	14.70	10.50	6.30							
312 times	35.10	27.30	19.50	13.65	9.75	5.85							
520 times	32.40	25.20	18.00	12.60	9.00	5.40							
1040 times	27.00	21.00	15.00	10.50	7.50	4.50							

CLASS "B" (6:00 a.m. to 6:30 a.m. Monday through Saturday and 8:30 a.m. to 7:00 p.m. daily)

		1/2		1/4		10		5		1		20		8	
		hr.		hr.		min.		min.		min.		sec.		sec.	
1 tl.	90.00	54.00	36.00	28.00	20.00	14.00	10.00	6.00							
13 tl.	85.50	51.30	34.20	26.60	19.00	13.30	9.50	5.70							
26 tl.	81.00	48.60	32.40	25.20	18.00	12.60	9.00	5.40							
52 tl.	76.50	45.90	30.60	23.80	17.00	11.90	8.50	5.10							
104 tl.	72.00	43.20	28.80	22.40	16.00	11.20	8.00	4.80							
156 tl.	67.50	40.50	27.00	21.00	15.00	10.50	7.50	4.50							
260 tl.	63.00	37.80	25.20	19.60	14.00	9.80	7.00	4.20							
312 tl.	58.50	35.10	23.40	18.20	13.00	9.10	6.50	3.90							
520 tl.	54.00	32.40	21.60	16.80	12.00	8.40	6.00	3.60							
1040 tl.	45.00	27.00	18.00	14.00	10.00	7.00	5.00	3.00							

CLASS "C" (7:00 p.m. to midnight daily)

		1/2		1/4		10		5		1		20	
		hr.		hr.		min.		min.		min.		sec.	
1 time	45.00	27.00	18.00	14.00	10.00	7.00	5.00						
13 times	42.75	25.65	17.10	13.30	9.50	6.65	4.75						
26 times	40.50	24.30	16.20	12.60	9.00	6.30	4.50						
52 times	38.25	22.95	15.30	11.90	8.50	5.95	4.25						
104 times	36.00	21.60	14.40	11.20	8.00	5.60	4.00						
156 times	33.75	20.25	13.50	10.50	7.50	5.25	3.75						
260 times	31.50	18.90	12.60	9.80	7.00	4.90	3.50						
312 times	29.25	17.55	11.70	9.10	6.50	4.55	3.25						
520 times	27.00	16.20	10.80	8.40	6.00	4.20	3.00						
1040 times	22.50	13.50	9.00	7.00	5.00	3.50	2.50						

570 ANNOUNCEMENT PACKAGE (Fixed position but not guaranteed)

(8:30 a.m. to 7:00 p.m. Monday through Friday)

		1 min.		20 sec.	
5 spots	50.00	35.00			
10 spots	90.00	65.00			
15 spots	135.00	97.50			
20 spots	180.00	130.00			

(8:30 a.m. to 7:00 a.m. Saturday and Sunday)

5 spots	37.50	26.25			
10 spots	67.50	47.50			
15 spots	101.25	71.25			
20 spots	135.00	95.00			

(7:00 p.m. to midnight daily)

		1/4 hr.		10 min.		5 min.	
1 time	51.00	38.00	27.50				
13 times	49.20	36.60	26.50				
26 times	47.40	35.20	25.50				
52 times	45.60	33.80	24.50				
104 times	43.80	32.40	23.50				
156 times	42.00	31.00	22.50				
260 times	40.20	29.60	21.50				
312 times	38.40	28.20	20.50				

CLASS "C"

1 time	33.00	24.00	17.50				
13 times	32.10	23.30	17.00				
26 times	31.20	22.60	16.50				
52 times	30.30	21.90	16.00				
104 times	29.40	21.20	15.50				
156 times	28.50	20.50	15.00				
260 times	27.60	19.80	14.50				
312 times	26.70	19.10	14.00				

**Closing Time**

Closing time depends on type of program. Generally two weeks are desired for musical or dramatic productions.

**WRR**

(Established 1920)

**Mutual-Texas State Networks**



Rates effective January 1, 1957. Rates received November 28, 1956. Revisions rec'd September 5, 1957. Owned and operated by City of Dallas.

**Personnel**

General Manager—Durward J. Tucker.

**Representatives**

Avery-Knodel, Inc.

**Mailing Instructions**

Business Office and Studio—WRR Bldg., State Fair Grounds, Dallas 26, Tex., Taylor 3-6101. Transmitter—White Rock Lake, Dallas, Tex.

**Wave—Power—Time**

Operating power—5,000 watts (100% modulation). Frequency—1310 kilocycles. Directional—nighttime only. Licensed to operate full time. Operates on Central Time. Operating schedule: 24 hours daily.

**FM Facilities**

Effective radiated power—68,000 watts. Frequency—101.1 megacycles; channel 266, Class B. Operating schedule: 24 hours daily. FM rates on request.

**Agency Commission**

Agency commission 15% allowed to recognized advertising agencies. No commission paid on remote con-

trol or talent charges. No cash discount. Bills due and payable 15th of month following broadcast. Bills usually rendered monthly, however, if client desires, bills will be submitted weekly.

**General Advertising**

Affiliated with Mutual Broadcasting System. FM programmed separately from AM. Rates include charges by owners of music copyrights. The following rates apply to national advertising. For local advertising rates consult station management.

**CLASS "A"**

(6:00 a.m. to 9:30 a.m. and 4:00 p.m. to 7:00 p.m. daily)

		1/4 hr.		5 min.		1 min.	
1 time	80.00	40.00	20.00				
26 times	72.00	36.00	19.00				
52 times	68.00	34.00	18.00				
104 times	64.00	32.00	17.00				
156 times	60.00	30.00	16.00				
260 times	56.00	28.00	15.00				

**CLASS "B"**

(All other times)

1 time	66.65	33.30	16.65				
26 times	60.00	30.00	15.85				
52 times	56.65	28.30	15.00				
104 times	53.30	26.65	14.15				
156 times	50.00	25.00	13.35				
260 times	46.65	23.30	12.50				

Talent and frequency discount on request.

**PACKAGE PLANS**

**CLASS "A"**

1-minute spots

5 per week	87.50	18 per week	250.00
12 per week	175.00	24 per week	315.00

**CLASS "B"**

5 per week	72.50	18 per week	225.00
12 per week	157.50	24 per week	283.50

**Radio Shorts**

10-second "shorties" allowed in Class "A" and "B" time at 50% of applicable rate.

1/2-min.-or-less station breaks in both "A" and "B" time at 75% of applicable minute rate.

**SPECIAL FEATURES**

News Service—UPI. News and sportscasts—20% additional. Participating Programs "Jim Lowe Show"—5:00 a.m. to 9:00 a.m. "Carl Reves Show"—9:05 a.m. to noon. "Frank Glibber Show"—12:05 p.m. to 3:00 p.m. "Eddie Hill Show"—3:05 p.m. to 6:00 p.m. "Bill Ward Baseball Billboard Show"—6:20 p.m. to 11:00 p.m. "Kat's Karavan"—11:00 p.m. to midnight. "Swing Shift"—12:05 a.m. to 1:00 a.m.

**DISCOUNTS**

The above rates are guaranteed for a period of one year from the date of first broadcast or for one year 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 one year from the 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 five-minute or longer programs.

**DEL RIO AREA (3 AM)**

Val Verde County—Map Location B-7 See SIDS consumer market map and data at beginning of the State.

**KDLK DEL RIO**

(Established 1946)

Rates effective January 1, 1956.

Rates received October 26, 1955.

Owned and operated by the Del Rio Broadcasting Co.

**Personnel**

Station Manager—Don Howard, Jr.

**Representatives**

None.

**Mailing Instructions**

Business Office and Studios—P. O. Box 1162, Del Rio, Tex., telephone 5-2431. Transmitter—Del Rio-San Antonio highway, Del Rio, Tex.

**Wave—Power—Time**

Operating power—250 watts.

Frequency—1230 kilocycles.

Non-directional.

Licensed to operate full time.

Operates on Central 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.

**General Advertising**

Affiliated with Keystone Network.

Accepts AAAA copyrighted contract.

Rates include music copyright fees.

1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min. 1 min. (\*)

1 time..... 40.00 22.00 12.00 9.00 7.00 5.00 4.00

26 times..... 38.00 20.90 11.40 8.55 6.55 4.75 3.80

52 times..... 36.00 19.80 10.80 8.10 6.30 4.50 3.60

104 times..... 34.00 18.70 10.20 7.65 5.95 4.25 3.40

156 times..... 33.00 18.15 9.90 7.45 5.78 4.10 3.30

312 times..... 32.00 17.60 9.60 7.20 5.60 4.00 3.20

(\*) 30 seconds or less.

**SPECIAL FEATURES**

News Service—UP. Rates on request.

Foreign Language Programs

Spanish—3:00 p.m. to 5:00 p.m., Monday through Saturday. Regular rates apply.

**XEKD**

COAHUILA, MEX.

(Established 1956)

Rates effective January, 1957.

Rates received July 25, 1957.

**Personnel**

Station Manager—Raul R. Gonzalez.

**Representatives**

Del Rio—Don Howard & Co.

**Mailing Instructions**

Business Office—P. O. Box 846, Roswell Hotel, 129 Losoya St., Del Rio, Tex. Studio & Transmitter—Ciudad Acuna, Coahuila, Mexico.

**Wave—Power—**

**Del Rio Area—X E R F—Continued**

CLASS "B"					
(11:00 p.m. to 7:00 a.m.)					
	1 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time..	170.00	80.00	60.00	40.00	25.00
26 times	150.00	65.00	50.00	30.00	20.00
52 times	130.00	50.00	35.00	25.00	15.00
104 times	115.00	35.00	25.00	20.00	10.00

**SPECIAL FEATURES**

Foreign Language Programs  
Spanish—7:00 a.m. to 9:00 a.m.; 4:00 p.m. to 6:00 p.m.; 2:00 a.m. to 4:00 a.m.

**POLITICAL**

Cash in advance.

**RELIGIOUS PROGRAMS**

One time:	CLASS "A"	
1/4 hour.....		87.50
1/2 hour.....		187.50

**CLASS "B"**

1/4 hour.....	75.00
1/2 hour.....	112.50

Rates payable monthly in advance.  
Discounts allowed on year's contract and paid-in-advance contracts.

**DENISON**

Grayson County—Map Location F-4

See SRDS consumer market map and data at beginning of the State.

**KDSX**

City of license designated as Denison-Sherman, Texas. See listing under Sherman, Texas.

**ADVERTISEMENT**

**KLIF—Dallas**

KLIF has primary interest in Denison, Texas . . . serving this market with 2 mv/m, daytime. Its 50,000-watt power extends to provide 0.5 mv/m coverage of 72 Texas counties . . . popular, independent program appeal.  
See KLIF in Dallas section.

**DENTON**

Denton County—Map Location E-4

See SRDS consumer market map and data at beginning of the State.

**KDNT**

(Established 1938)



Rates effective May 1, 1953.  
Rates received May 4, 1953.  
Rev. (1-minute rates) rec'd January 27, 1958.  
Owned and operated by Harwell V. Shepard.

**Personnel**

General Manager—Harwell V. Shepard.

**Representatives**

None.

**Mailing Instructions**

Business Office and Studio—Radio Center, Denton, Tex., Central 4144.  
Transmitter—1-1/4 miles northwest of Denton, Texas.

**Wave—Power—Time**

Operating power—1,000 watts days; 500 watts nights.  
Frequency—1440 kilocycles.  
Directional—nighttime only.

Licensed to operate full time.

Operates on Central Time.

Operating schedule: 7:00 a.m. to 9:00 p.m. Sundays; 6:00 a.m. to 11:00 p.m. week days.

**Agency Commission**

15% to recognized advertising agencies; no cash discount. No commission paid on remote control or talent charges. Bills rendered last of each month, due 10th of each month.

**General Advertising**

FM operated in conjunction with AM.

The following rates apply to both local and national advertising and include music copyright fees. Morning, afternoon and evening broadcast rates are the same.

	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	25.00	15.00	10.00	5.00	4.00
13 times.....	23.75	14.25	9.50	4.90	3.80
26 times.....	22.50	13.50	9.00	4.80	3.60
52 times.....	21.25	12.75	8.50	4.70	3.40
104 times.....	20.00	12.00	8.00	4.50	3.20
156 times.....	18.75	11.25	7.50	4.40	3.00
260 times.....	17.50	10.50	7.00	4.20	2.80

**PACKAGE RATES**

(Minimum contract, 4 consecutive weeks)  
10 1-minute spots per day, 6 days per week, each 3.00

**SPECIAL FEATURES**

News: Leased wire service available at no extra charge.  
Sports and other special events—no additional talent or news service charge other than regular broadcast time when originating from studios.

**Closing Time**

Contracts close two weeks in advance, announcement copy and transcriptions 24 hours in advance.

**ADVERTISEMENT**

**KLIF—Dallas**

KLIF has primary interest in Denton, Texas . . . serving this market with 2 mv/m, daytime. Its 50,000-watt power extends to provide 0.5 mv/m coverage of 72 Texas counties . . . popular, independent program appeal.  
See KLIF in Dallas section.

**DIBOLL**

Angelina County—Map Location G-6  
See SRDS consumer market map and data at beginning of the State.

**KSPL**

(Established 1957)



Rates effective \_\_\_\_\_ (Card No. 1.)

Rates received October 10, 1957.

Owned and operated by Arthur Temple, Jr.

**Personnel**

General Manager—Tommy Ward Lanyon.

Assistant Manager—Ullman McMullen.

Program Director—Don Wler.

Commercial Manager—Evelyn Lanyon.

**Representatives**

None.

**Mailing Instructions**

Business Office and Studio—P. O. Box 336, Diboll, Tex., Myrtle 8-5533-4.

Transmitter—0.8 mile south of center of Diboll on U. S. Hwy. 59.

**Wave—Power—Time**

Operating power—1,000 watts.

Frequency—1260 kilocycles.

Non-directional.

Operating schedule: 5:30 a.m. to local sunset.

**Agency Commission**

15% to recognized agencies on time only; discount if paid 10 days following billing:

**General Advertising**

Accepts AAAA copyrighted contract.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

1/4 hour..... 10.00 125 words..... 2.50

5 minutes..... 5.00 50 words..... 1.50

Spot announcement, run-of-schedule, each, 2.50.

**Discounts**

1.50 to 25.00 per month.....	Net
26.00 to 50.00 per month.....	5%
51.00 to 75.00 per month.....	10%
76.00 to 100.00 per month.....	15%
101.00 to 150.00 per month.....	20%
151.00 to 200.00 per month.....	25%
201.00 or more per month.....	30%

**SPECIAL FEATURES**

News Service—UPI.

News service charge—per week, 35.00.

**POLITICAL**

1-time rate applies; payable in advance.

**TRANSCRIPTIONS**

Library Service—Thesaurus.

**Closing Time**

24 hours in advance of broadcast.

**DUMAS**

Moore County—Map Location B-2

See SRDS consumer market map and data at beginning of the State.

**KDDD**



(Established 1947)

Rates effective August 1, 1955.

Owned and operated by the North Plains Broadcasting Corporation.

**Personnel**

General Manager—Ken Duke.

Representatives  
Hil F. Best Company.

**Mailing Instructions**

Business Office and Studio—U. S. Highway 287, P. O. Box 337, Dumas, Tex., Webster 5-4141.

Transmitter—U. S. Highway 287, one mile north of Dumas, Tex.

**Wave—Power—Time**

Operating power—250 watts days.

Frequency—800 kilocycles.

Non-directional.

Licensed to operate local sunrise to local sunset.

Operates on Central Standard Time.

Operating schedule: \_\_\_\_\_.

**Agency Commission**

15% commission; no cash discount.

**General Advertising**

Affiliated with Keystone Network.

	1 hr.	1/2 hr.	5 min.	1 min.	1/2 min.
1 time.....	40.00	25.00	15.00	10.00	4.00
13 times.....	38.00	23.75	14.25	9.50	3.80
26 times.....	36.00	22.50	13.50	9.00	3.60
52 times.....	34.00	21.25	12.75	8.50	3.40
104 times.....	32.00	20.00	12.00	8.00	3.20
156 times.....	30.00	18.75	11.25	7.50	3.00
260 times.....	28.00	17.50	10.50	7.00	2.80
312 times.....	26.00	16.25	9.75	6.50	2.60

**SPECIAL FEATURES**

News Service—AP. Regular rates plus 20%.

**Closing Time**

Copy must be submitted to station 24 hours in advance.

**EAGLE PASS AREA (3 AM)**

Maverick County—Map Location C-8

See SRDS consumer market map and data at beginning of the State.

**KEPS**

(Established 1957)

Rates received July 5, 1957.

Owned and operated by E. J. & W. J. Harpole.

**Personnel**

General Manager—E. J. Harpole.

Station Manager—Sidney T. King.

**Representatives**

None.

**Mailing Instructions**

Business Office and Studio—P. O. Box 198, 209 Adams St., Eagle Pass, Tex.

Transmitter—Eagle Pass, Tex.

**TEXAS**

**Wave—Power—Time**

Operating power—1,000 watts days.

Frequency—1270 kilocycles.

Licensed to operate daytime only

Operating schedule: 6:00 a.m. to 5:45 p.m. daily.

**Agency Commission**

15% to recognized agencies. No cash discount. Bills payable 10th of month following broadcast.

**General Advertising**

Affiliated with Keystone Network.

Call station collect for rates and availabilities.

Accepts AAAA copyrighted contract.

Beer advertising accepted.

To receive discounts, contracts must be completed within one year.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	30.00	18.00	12.00	7.50	4.50	3.00
13 times.....	28.50	17.10	11.40	7.13	4.28	2.85
26 times.....	27.00	16.20	10.80	6.75	4.05	2.70
52 times.....	25.50	15.30	10.20	6.38	3.83	2.55
104 times.....	24.00	14.40	9.60	6.00	3.60	2.40
156 times.....	22.50	13.50	9.00	5.63	3.38	2.25
260 times.....	21.00	12.60	8.40	5.25	3.16	2.10
312 times.....	19.50	11.70	7.80	4.88	2.93	1.95
500 times.....	18.00	10.80	7.20	4.50	2.70	1.80
1,000 times.....	16.50	9.90	6.60	4.20	2.50	1.65

(\*) One minute transcriptions or 100 words live.  
(†) 30 seconds transcription, 50 words live or station break.

**SPECIAL FEATURES**

News Service—AP.

Headlines every hour on the half-hour.

Spanish Language—1:00 p.m. to 5:00 p.m. Monday through Saturday.

**POLITICAL AND RELIGIOUS**

1 time rate applies. Payable in advance.

**X E M J**

PIEDRAS NEGRAS, MEX.

(Established 1941)

**Sombrero Network**

Rates effective October 1, 1958. (Card No. 1.)

Rates received September 30, 1958.

Owned and operated by Jesus F. Elizondo.

**Personnel**

Pres. & Gen'l Mgr.—Jesus F. Elizondo.

Commercial Manager—Emma Matzumoto.

**Representatives**

New York—Richard O'Connell, Inc.

Chicago—William J. Reilly.

**Mailing Instructions**

Business Office and Studio—P. O. Box 206, Eagle Pass, Tex.

Transmitter—Piedras Negras, Mex.

**Wave—Power—Time**

Operating power—1,000 watts days; 250 watts nights.

Frequency—920 kilocycles.

Licensed to operate full time.

Operating schedule: 5:45 a.m. to 11:00 p.m., daily.

**Agency Commission**

15% to recognized agencies; no cash discount.

**General Advertising**

Affiliated with Sombrero Network.

Entire schedule broadcast in Spanish.

Rates include music copyright fees.

Translation of commercials from English to Spanish is free of charge.

All rates guaranteed for 1 year from date of 1st broadcast, with or without interruption when covered by duly signed and accepted contract. Notarized statements when requested by advertisers or their agencies.

	1 hr.	1/2 hr.	1/4 hr.	Ann.
1 time.....	10.00	5.75	4.00	3.00
13 times.....	9.75	5.65	3.85	2.80
26 times.....	9.50	5.50	3.65	2.70



# TEXAS

## Eagle Pass Area—X E M U—Continued

PACKAGE RATES  
1/4 hour, Monday through Saturday, per month 175.00  
1/4 hour, Monday through Friday, per month 150.00  
SPECIAL FEATURES  
News services available—rates on request.  
POLITICAL AND RELIGIOUS  
Not accepted.

## EASTLAND

Eastland County—Map Location B-5  
See SRDS consumer market map and data at beginning of the State.

### KERC

(Established 1953)

Rates effective January 1, 1956.  
Rates received August 6, 1956.  
Owned and operated by Tri-Cities, Inc.

**Personnel**  
General Manager—R. H. Ross.  
Commercial Manager—Grover Lee.  
Program Director—Vern Merony.

**Representatives**  
Hil F. Best Company.

**Mailing Instructions**  
Business Office, Studio, and Transmitter—Farm Road 570, 2 miles east of Eastland, Tex.  
Other Studios—Victor Hotel, Cisco, Tex.

**Wave—Power—Time**  
Operating power—500 watts.  
Frequency—1590 kilocycles.  
Non-directional.  
Licensed to operate to local sunset.  
Operates on Central Standard Time.  
Operating schedule: 6:00 a.m. to local sunset Monday through Saturday; 7:00 a.m. to 5:00 p.m. Sundays.

**Agency Commission**  
15% to recognized agencies on station time only; no cash discounts.

**General Advertising**  
In order to earn discounts listed, contracts must be fulfilled within one year from date of first broadcast. Otherwise rate that is actually earned will apply and client so agrees by contract. Advertising of hard liquor, lotteries, products claiming to cure or false claims or misleading statements of products or services not acceptable. Beer advertising accepted.

	1	1/2	1/4	5	100 wd.	50 wd.
	hr.	hr.	hr.	min.	spot	spot
1 time.....	60.00	30.00	18.00	11.00	4.00	3.00
26 times.....	54.00	27.00	16.00	10.00	3.80	2.80
52 times.....	48.00	24.00	14.00	9.00	3.60	2.60
78 times.....	40.00	20.00	12.00	7.50	3.30	2.30
104 or more times.....	32.00	16.00	10.00	6.00	3.00	2.00

Package Plans  
All spots up to 100 in 1 month, 2.00; length of spot 50 to 100 words. Over 100 spots in 1 month will earn discount. Long term contracts also earn discount.

SPECIAL FEATURES  
News Service—AP. No extra charge.  
Participating Programs  
"Morning Show"—Sign-on to 8:30 a.m.  
"Jackie Ross Show"—8:30 a.m. to 9:00 a.m.  
"Spin-O-Rama"—9:00 a.m. to noon.  
"Noon Show"—Noon to 1:00 p.m.  
"Million Dollar Music"—1:00 p.m. to 4:00 p.m.  
"1590 Club"—4:00 p.m. to 5:00 p.m.

POLITICAL  
One time rate applies; payable in advance.

TRANSCRIPTIONS  
Library Service—Capitol, Thesaurus.

## EDINBURG

Hidalgo County—Map Location E-10  
See SRDS consumer market map and data at beginning of the State.

### KURV

(Established 1947)



Rates effective September 1, 1957.  
Rates received September 1, 1957.  
Owned and operated by KURV, Inc.

**Personnel**  
President—Rogers Kelley.  
Vice-President—V. D. Raimond.  
General Manager—J. M. McDonald.

**Representatives**  
None.

**Mailing Instructions**  
Studio—San Antonio Highway, Edinburg, Tex., Du 3-2777.  
Transmitter—San Antonio Highway, Edinburg, Tex.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—710 kilocycles.  
Directional—nighttime only.  
Licensed to operate fulltime.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to 10:30 p.m. 7 days per week.

**Agency Commission**  
Agency commission 15% to recognized agencies; no cash discount. Bills due and payable 10th of month following broadcast.

**General Advertising**  
BMI, ASCAP and SESAC licenses.  
Rates include music copyright fees.  
Advertising of alcoholic beverages other than beer and wine not accepted.  
Per inquiry not accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	50.00	30.00	20.00	10.00
26 times.....	47.50	28.50	19.00	9.00
52 times.....	45.00	25.00	17.00	8.00
104 times.....	40.00	23.50	15.00	7.00
156 times.....	35.00	20.00	13.00	6.50
260 times.....	32.00	19.00	12.50	6.25
312 times.....	30.00	18.00	12.00	6.00
624 times.....	27.00	16.20	10.80	5.40

## ANNOUNCEMENTS

	(°)	(†)	(°)	(†)
1 time.....	5.00	4.25	156 times..	3.50
26 times.....	4.50	4.00	260 times..	3.25
52 times.....	4.00	3.60	312 times..	3.00
104 times.....	3.75	3.40	624 times..	2.70

(\*) One minute or 100 words.  
(†) 1/2 minute or 50 words or less.  
Add 10% for news programs.

SPECIAL FEATURES  
News Service—UPI.

FOREIGN LANGUAGES  
Spanish:  
"Pedro Suarez"—11:00 a.m. to 3:00 p.m. Monday through Saturday and 7:00 a.m. to 3:00 p.m. Sunday.

POLITICAL  
Political speeches, sermons, etc., acceptable for sponsorship providing time is paid in advance. Station will not accept money for programs or speeches discussing controversial subjects except presentations by or for qualified candidates for public office or representatives of recognized political parties.

Closing Time  
Contracts close one week in advance. Announcement copy and transcriptions 24 hours in advance.

## EL CAMPO

Wharton County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.

### KULP

(Established 1948)

Rates effective September 1, 1951.  
Rates received August 31, 1951.  
Owned and operated by Wharton County Broadcasting Co., Inc.

**Personnel**  
President—Culp Krueger.  
Manager—V. Frank Jones.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 1390, 515 East Jackson St., El Campo, Tex., Lincoln 3-3303, TWX 996.  
Remote Studio—Rio Theatre Bldg., Wharton, Tex.  
Transmitter—One mile northeast of El Campo, Tex.

**Wave—Power—Time**  
Operating power—500 watts days.  
Frequency—1390 kilocycles.  
Non-directional.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:30 a.m. to local sunset.

**Agency Commission**  
15% to recognized agencies on station time only; 2% cash discount. Bills rendered 1st of month, payable 10 days.

**General Advertising**  
Rates are for national advertising and include music copyright fees.  
ASCAP, SESAC and BMI licenses.  
Specified time, 20% above regular rates.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(°)
1 time.....	50.00	30.00	20.00	10.00	7.00
13 times.....	47.50	28.50	19.00	9.50	6.65
26 times.....	45.00	27.00	18.00	9.00	6.30
52 times.....	42.50	25.50	17.00	8.50	5.95
104 times.....	40.00	24.00	16.00	8.00	5.60
156 times.....	37.50	22.50	15.00	7.50	5.25
260 times.....	35.00	21.00	14.00	7.00	4.90
312 times.....	32.50	19.50	13.00	6.50	4.55

(\*) One minute or less.

SPECIAL FEATURES  
News Service—UPI at regular rates.  
Mobile unit available.  
Special features—rates and details on request.  
Czech program—one hour daily.  
Spanish program—One hour and 25 minutes daily.

POLITICAL  
Broadcast must be approved by station management before broadcast; payable in advance. Time sold is contracted for on basis of conformity with Federal Communications Commission Act and Federal Communications Commission rules and regulations.

TRANSCRIPTIONS  
Library Service—Thesaurus.

## EL PASO AREA (8 AM)

El Paso County—Map Location A-10  
See SRDS consumer market map and data at beginning of the State.

### KELP

EL PASO

(Established 1947)

Rates effective July 1, 1957. (Card No. 4.)  
Rev. received June 10, 1957.  
Owned and operated by the KERP Broadcasting Corp.

**Personnel**  
General Manager—Gene Roth.  
Program Director—Jim Newton.  
Commercial Manager—Cal Adams.

**Representatives**  
Adam Young, Inc.  
Regional—Avery-Knodel, Inc.

**Mailing Instructions**  
Business Office and Studio—4530 Delta St., El Paso, Tex. Ke 3-5911.  
Transmitter—El Paso, Tex.

**Wave—Power—Time**  
Operating power—1,000 watts days, 500 watts nights.  
Frequency—920 kilocycles.  
Directional—nighttime only.  
Operates on Mountain Standard Time.  
Operating schedule: 24 hours daily.

**Agency Commission**  
15% commission to recognized agencies on station time only; no cash discount. Bills rendered monthly unless otherwise requested.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates listed include 20% production and talent charges.

## ANNOUNCEMENTS

CLASS "A"			
(7:00 a.m. to 9:00 a.m. and 4:00 p.m. to 6:00 p.m. Monday through Saturday)			
1 time.....	20.00	260 times.....	16.00
26 times.....	19.50	312 times.....	14.50
52 times.....	19.00	500 times.....	13.00
104 times.....	18.00	750 times.....	11.50
156 times.....	17.00	1,000 times.....	10.00

CLASS "B"  
(All other times)

1 time.....	17.00	260 times.....	13.00
26 times.....	16.50	312 times.....	11.50
52 times.....	16.00	500 times.....	10.00
104 times.....	15.00	750 times.....	8.50
156 times.....	14.00	1,000 times.....	7.00

Weekly Saturation Plan

	1-12 wks.	13-25 wks.	26-38 wks.	39-51 wks.	52 wks.
One minute:	138.00	134.40	130.80	127.80	124.20
12 per week:	180.00	175.50	171.00	166.50	162.00
24 per week:	204.00	199.20	194.40	188.40	183.60
36 per week:	252.00	246.60	239.40	234.00	226.80

Maximum of 33-1/3% of Package Plan spots guaranteed in Class "A" 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 one third 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 one third.

SPECIAL FEATURES  
News Service—UPI. Mobile news unit available.  
POLITICAL  
Regular rates apply. Payment in advance.

## KHEY

EL PASO

(Established 1947)

Rates received July 29, 1957.  
Owned and operated by KEPO Broadcasting Co., Inc.

**Personnel**  
General Manager—Joe Thompson.  
Program Director—Virgil Bond.

**Representatives**  
The Bolling Company, Inc.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 3368, 2419 N. Piedras, El Paso, Tex. Logan 5-2731.  
Transmitter—Alanogordo Rd., El Paso, Tex.

**Wave—Power—Time**  
Operating power—10,000 watts.  
Frequency—690 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate full time.  
Operates on Mountain Time.  
Daylight Saving Time not observed.  
Operating schedule: 19 hours daily.

**Agency Commission**  
15% to recognized agencies on station time only. 2% cash discount if paid by 10th of month.

**General Advertising**  
Accepts AAAA copyrighted contract.  
BMI, ASCAP, and SESAC licenses.  
Programs and copy subject to FCC regulations and station approval.  
Rates include 20% talent and production charges.

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time.....	60.00	36.00	24.00	18.00	12.00	9.00
26 times.....	58.50	35.10	23.40	17.55	11.70	8.75
52 times.....	57.00	34.20	22.80	17.10	11.40	8.50
104 times.....	54.00	32.40	21.60	16.20	10.80	8.00
156 times.....	51.00	30.60	20.40	15.30	10.20	7.50
260 times.....	45.00	27.00	18.00	13.50	9.00	6.50

WEEKLY SPOT PACKAGES

	Per wk.	Per wk.
5 spots.....	32.50	15 spots..... 82.50
10 spots.....	60.00	20 spots..... 100.00

SPECIAL FEATURES  
News Service—UPI. News 5 minute before hour and 25 minutes after hour.  
2 Mobile units available.  
Hit parade music.  
Participating Programs  
Individual contracts required. Rates on request.  
POLITICAL  
Regular rates apply; payable in advance.

Closing Time  
24 hours before broadcast.

## KOYE

EL PASO

(Established 1958)

Rates effective May 24, 1958.  
Rates received May 7, 1958.  
Owned and operated by Coronado Broadcasters.

**Personnel**  
General Manager—John S. Chavez.

**Representatives**  
Grant Webb & Company.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 5365, 470 S. Glenwood Dr., El Paso, Tex. Prospect 2-5211.  
Transmitter: 470 S. Glenwood.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1150 kilocycles.  
Operates on Mountain Standard Time.  
Operating schedule: 5:30 a.m. to 7:00 p.m.

**Agency Commission**  
15% on time only; no cash discount.

**General Advertising**  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Rates include translation of copy from English to Spanish. Translations of copy will be submitted for approval if requested. 100% Spanish broadcasting. Discounts allowed retroactive on number of broadcasts used in 1 year on continuous broadcasts. Time segments cannot be combined with announcements to earn frequency discounts.

(This listing continued on next page)



El Paso Area—K O Y E—Continued

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 min., Ann.) and corresponding rates for various advertising spots.

Sunday Programs
13 times minimum, no discounts, selected programs of religious, symphonic, operatic or instrumental music:

SATURATION RATES (1-minute, 120 words or less, Monday through Saturday)
Table with columns for Minimum weeks, Each, and Per wk.

SPECIAL FEATURES
News Service—UPI.
All programs translated from English to Spanish at no extra cost.

K ROD EL PASO (Established 1940)

CBS Radio Network



Rates effective May 1, 1956. Rates received March 15, 1956. Owned and operated by Roderick Broadcasting Co. (Affiliated with El Paso Times.)

Personnel
General Manager—Val Lawrence.
Station Manager—Bruce Barnard.
Sales Manager—Audlan Paxson.
Representatives
The Branham Company.

Mailing Instructions
Business Office and Studio—Radio Center, Wyoming at Walnut, El Paso, Tex.
Transmitter—3-1/2 miles north of city limits on U. S. Highway 54 (Newman Road).

Wave—Power—Time
Operating power—5,000 watts.
Frequency—600 kilocycles.
Directional—nighttime only.
Licensed to operate full time on regional channel.
Operates on Mountain Time.
Operating schedule: 6:00 a.m. to midnight.

Agency Commission
15% on station time to recognized agencies. No commission on political broadcasts. No cash discount. Bills rendered on the first of month.

Table with columns for 1 hr., 1/2 hr., 1/4 hr., 5 min., 1 min. and (\*) for various advertising spots.

PACKAGE ANNOUNCEMENTS (Run-of-schedule)

10 spots weekly—one-time rate less 40%.
20 spots weekly—one-time rate less 45%.
30 spots weekly—one-time rate less 50%.

K SET EL PASO (Established 1947)

Rates effective March 1, 1958. (Card No. 3.) Card received June 26, 1958. Owned and operated by Rio Grande Broadcasting Company, Inc.

Personnel
President—Fred Hervey.
General Manager—Tom R. McKenna.
Assistant Manager—Joe Maynard.
Representatives
McGavren-Quinn Co.
Regional—Clyde Melville and Co.

Agency Commission
Agency commission 15% on station time to recognized advertising agencies. No cash discount. Bills rendered on the first of month.

General Advertising
Affiliated with Mutual Broadcasting System. The following rates are for national, regional, and local advertising.

SPOT ANNOUNCEMENTS (1-minute or less)
Table with columns for Times per month and rates for 1-25, 26-50, and 51-75 times.

PACKAGE PLANS
Table with columns for Per week, 10 times, Each, 15 times, Each, 5 MINUTE NEWSCASTS.

Per month: 5 times, Each, 6 times, Each, 12 times, Each. Mutual newscasts on the hour are available at Package Plan and 5 Minute Newscasts rates.

PROGRAMS CLASS "A" (6:00 a.m. to 8:00 p.m.)

Table with columns for Per month, 1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min. for Class "A" and Class "B".

SPECIAL FEATURES
News Service—UPI and local news. Local sports features and weather reports.

Participating Programs
All time is participating. However, 15-minute or 30-minute segments may be purchased at regular card rate.

POLITICAL
Regular rates apply, cash in advance.

TRANSCRIPTIONS
Library Service—World, Capitol.

KTSM EL PASO (Established 1929)

NBC Network



Rates received July 2, 1957. Owned and operated by the Tri-State Broadcasting Company, Inc.

Personnel
Pres. & Gen'l Mgr.—Karl O. Wyler.
Station Manager—Jack Chapman.
Program Director—Rudy Tellez.
Representatives
George P. Hellingbery Company.
Southwest—Clarke Brown Company.

Mailing Instructions
Business Office and Studio—801 N. Oregon, El Paso, Tex. Keystone 2-5423.

Wave—Power—Time
Operating power—1,000 watts days; 500 watts nights.
Frequency—1380 kilocycles.
Non-directional.
Operates on Mountain Standard Time.
Daylight Saving Time not observed.
Operating schedule: 6:00 a.m. to 11:30 p.m.

Agency Commission
15% to recognized agencies on time charges only; no cash discount. No commission on talent.

Table with columns for 1 time, 26 times, 52 times, 104 times, 260 times, 312 times, 520 times and rates for various advertising spots.

FREQUENCY IMPACT PLAN (Semi-fixed)

Table with columns for To be used within 7 days, 5 spots, 10 spots, 15 spots, 20 spots, 30 spots per week.

Impact plans can combine with other impact plans for the same advertiser in order to earn a lower rate. Regular schedules can combine with each other or with impact plans in order to earn impact plan rate.

SPECIAL FEATURES
News Service—UPI.

Participating Programs
"Morning Watch" with Rudy Tellez—6:00 a.m. to 9:45 a.m. Monday through Saturday.
"KTSM's Newsbeat"—11:00 a.m. to 12:45 p.m. Monday through Friday.
"Dial 1380" with Ted Bender—3:00 p.m. to 5:00 p.m. Monday through Friday.
POLITICAL TALKS
Regular time charges apply.
Closing Time
Closing date for talent programs, 10 days in advance; for recorded programs, one week. For inclusion of program in publicity, two weeks required.

X E J CIUDAD JUAREZ, MEX. (Established 1930)

Rates effective April 1, 1953. (Card No. 4.) Rates received March 2, 1953. Owned and operated by Mexican Broadcasting Co.

Personnel
Pres. & Gen'l Mgr.—Pedro Meneses, Jr.
Commercial Manager—Alfonso Garcia Mora.

Mailing Instructions
Business Offices—P. O. Box 442, El Paso, Tex. Studios—Ciudad Juarez, Mexico, telephone, Juarez 111. Transmitter—Ciudad Juarez, Mex.

Wave—Power—Time
Operating power: 10,000 watts.
Frequency—970 kilocycles.
Licensed to operate full time.
Operates on Mountain Time.
Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized agencies; 2% cash discount.

General Advertising
Affiliated with National Spanish Language Network. Entire schedule is broadcast in Spanish. Time rates include copyright fees.

Table with columns for 1 hr., 1/2 hr., 1/4 hr., 5 min., (\*) for various advertising spots.

Weekly Announcement Packages
One minute transcribed or 125 words live:
15 announcements, per week..... 71.25
20 announcements, per week..... 90.00
25 announcements, per week..... 106.25

Combination Radio-TV Packages
Fixed time-spot of 1-minute or less on both XEJ and XEJ-TV.
5 spots weekly, flat..... 86.00
10 spots weekly, flat..... 149.50

SPECIAL FEATURES
PAE—Prensa Asociada de los Estados. News services available—rates on request. "Amanecer Ranchero"—6:00 a.m. to 7:00 a.m., Monday through Saturday. Morning wake-up show. Card rate applies. Full time Spanish program. 70% library and recorded; 30% live shows.

POLITICAL & RELIGIOUS
Not accepted.
TRANSCRIPTIONS
Library Services—RCN, RGM, Mussart of Mexico. (El Paso Area continued on next page)

Current Information Is Safe Information . . .

Because of frequent changes in advertising rates and other listing data that occur between monthly issues, SRDS publication subscribers receive three mailings of interim bulletins each week. Each mailing may announce changes of various kinds for hundreds of media.

Caution: It is inadvisable to use listing information from SRDS Publications for more than 30 days from their date of issue. A single mistake caused through use of out-of-date information can be far more costly than the price of a subscription. Make certain you are working with current information from the latest issue, because current information is safe information.

# TEXAS

## El Paso Area—Continued

### XELO CIUDAD JUAREZ, MEX. (Established 1936) **Sombrero Network**

Rates effective July 1, 1958. (Card No. 6.)  
Card received June 4, 1958.

Owned and operated by Piedras Negras Broadcasting Co.

#### Personnel

General Manager—Jack R. McVeigh.

#### Representatives

New York—Richard O'Connell, Inc.  
Los Angeles—San Francisco—Tracy Moore & Associates, Inc.  
Chicago—Detroit—William J. Reilly.  
Southwest—Broadcast Services, Inc.

#### Mailing Instructions

Business Office—c/o Broadcast Services, Inc., International Merchandise Mart Bldg., 206 San Francisco St., El Paso, Tex. Keystone 2-6978.  
Transmitter—Juarez, Mexico.

#### Wave—Power—Time

Operating power—150,000 watts.  
Frequency—800 kilocycles.  
Licensed to operate unlimited time on clear channel.  
Operates on Mountain Time.  
Operating schedule: 5:00 a.m. to 12:00 midnight.

#### Agency Commission

15% to recognized agencies on net time; no cash discount.

#### General Advertising

For combination rates see The Sombrero Network. Accepts AAAA copyrighted contract. No charge for translation of commercials from English to Spanish. English language schedule: 7:00 p.m. to 9:00 p.m. Mountain Standard Time. Spanish language schedule: 5:00 a.m. to 7:00 p.m. and 9:00 p.m. to 11:00 p.m. Mountain Standard Time. Discounts allowed retroactively on number of broadcasts used within one year. Programs cannot be combined with announcements to earn larger discounts.

#### SPANISH LANGUAGE RATES

(5:00 a.m. to 7:00 p.m. and 9:00 p.m. to 11:00 p.m.)  
1/2 hour..... 50.00 5 minutes..... 20.00  
1/4 hour..... 30.00 1 minute..... 12.00

#### WEEKLY ANNOUNCEMENT PACKAGES (1 minute live or transcribed)

Per week:  
5 announcements..... 55.00  
10 announcements..... 105.00  
15 announcements..... 150.00  
20 announcements..... 190.00  
30 announcements..... 270.00

#### SPECIAL PACKAGE

Like number of programs or announcements in both Spanish and English segments entitles advertiser to Spanish rates on all programs and announcements. 10-second announcements—50% of applicable minute rate.

#### ENGLISH RATES

(7:00 p.m. to 9:00 p.m.)  
1/2 hour..... 120.00 5 minutes..... 44.00  
1/4 hour..... 72.00 1 minute..... 25.00

#### WEEKLY ANNOUNCEMENT PACKAGES

Per week:  
5 announcements..... 112.50  
10 announcements..... 200.00  
15 announcements..... 255.00  
20 announcements..... 286.00  
25 announcements..... 300.00  
10-second announcements—50% of applicable minute rate.

#### SPECIAL FEATURES

"Gallito Madrugador" (Early Morning Rooster)—5:00 a.m. to 9:00 a.m. daily. Card rates apply.  
"Las Pollitas" (Homemaker's show)—1:00 p.m. to 2:00 p.m. daily. Card rates apply.  
"La Hora de Usted"—3:00 p.m. to 5:00 p.m. daily. Card rates apply.  
"El Expreso Musical"—5:00 p.m. to 6:00 p.m. daily. Card rates apply.  
"El Hop De Las Seis"—6:00 p.m. to 7:00 p.m. daily. Card rates apply.  
"Serenata Internacional"—9:00 p.m. to 11:00 p.m. daily. Card rates apply.  
Other Spanish programs, details on request.

## FALFURRIAS

Brooks County—Map Location E-10  
See SRDS consumer market map and data at beginning of the State.

### KPSO

(Established 1953)

Rates effective December 1, 1953.  
Card received April 26, 1954.

Owned and operated by Bob Hicks & J. W. Stewart.

#### Personnel

General Manager—Bob Hicks.  
Station Manager—Paul Brown.  
Commercial Manager—Marvin Propes.

#### Representatives

None.

#### Mailing Instructions

Business Office and Studio—104 N. St. Mary's St., Falfurrias, Tex.  
Transmitter—three miles northwest on Highway 754, Falfurrias, Tex.

#### Wave—Power—Time

Operating power—500 watts days.  
Frequency—1260 kilocycles.  
Non-directional.  
Licensed to operate day time.  
Operating schedule: 6:00 a.m. to local sunset.

#### Agency Commission

15% to recognized agencies; no cash discount. Bills rendered 1st of month; payable within 10 days.

#### General Advertising

Member of Texas Association of Broadcasters. Accepts AAAA copyrighted contract.  
1 hr. 1/2 hr. 1/4 hr. 1 min. 50 wds.  
1 time... 50.00 30.00 18.00 6.00 5.50  
13 times.. 46.00 27.00 16.00 5.50 5.00  
26 times.. 42.00 21.00 14.00 5.00 4.50  
52 times.. 38.00 20.00 13.00 4.50 4.00  
104 times.. 34.00 18.00 12.00 4.00 3.50  
156 times.. 30.00 16.00 11.00 3.50 3.00  
260 times.. 26.00 14.00 10.00 3.00 2.50  
312 times.. 22.00 13.00 9.00 2.50 2.00

#### SPECIAL FEATURES

News Service—AP.  
Three hours Spanish daily.  
"Members Only"—4:30 p.m. to 5:30 p.m. Monday through Saturday.  
Three local news casts daily with news reporters in all surrounding towns.  
Five-minute news summary every half hour daily.

#### POLITICAL

Regular rates apply; cash in advance.

#### TRANSCRIPTIONS

Library Service—Thesaurus.

## FLOYDADA

Floyd County—Map Location B-3  
See SRDS consumer market map and data at beginning of the State.

### KFLD

(Established 1951)

Rates effective June 1, 1954.  
Card received June 23, 1954.

Owned and operated by West Texas Broadcasters, Inc.

#### Personnel

President—B. A. Robertson.  
General Manager—Glen Amburn.  
Program Director—Pauline Webb.

#### Representatives

Continental Radio Sales.

#### Mailing Instructions

Business Office and Studio—P. O. Box 1006, Ralls Highway, Floydada, Tex., Yukon 3-2841.  
Transmitter—Ralls Highway, Floydada, Tex.

#### Wave—Power—Time

Operating power—250 watts.  
Frequency—900 kilocycles.  
Non-directional.  
Licensed to operate to local sunset.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:30 a.m. to 6:45 p.m.

#### Agency Commission

15% to recognized agencies on time only. Bills rendered monthly unless otherwise requested.

#### General Advertising

Affiliated with Keystone Network and Southeastern Key Market Network.  
Accepts AAAA copyrighted contract.  
Advertising of alcoholic beverages not accepted.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
To earn discounts, contracts must be completed within one year.  
1 13 20 52 104 156 312  
1 hour... 32.00 31.00 30.00 29.00 28.00 27.00 26.00  
1/2 hour... 16.00 15.50 15.00 14.50 14.00 13.50 13.00  
1/4 hour... 8.00 7.75 7.50 7.25 7.00 6.75 6.50  
5 minutes 5.50 5.25 5.00 4.75 4.50 4.25 4.00  
1 minute 4.00 3.80 3.60 3.40 3.20 3.00 2.80  
30 seconds 3.00 2.90 2.80 2.70 2.60 2.50 2.25

#### SPECIAL FEATURES

News Service—AP and local news.  
Spanish Program—1:00 p.m. to 2:00 p.m. daily.

#### POLITICAL

One time rates apply; cash in advance.

## FORT STOCKTON

Pecos County—Map Location A-6  
See SRDS consumer market map and data at beginning of the State.

### KFST

(Established 1954)

Rates effective August 1, 1956.  
Rates received August 20, 1956.

Owned and operated by KFST, Inc.

#### Personnel

General Manager—Dennis Fisher.  
Program Director—James Fromme.

#### Representatives

Hil F. Best Company.

#### Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box 651, Marathon Rd., Ft. Stockton, Texas. Ed 6-2228.

#### Wave—Power—Time

Operating power—250 watts days.  
Frequency—860 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Central Standard Time.  
Operating schedule: 6:00 a.m. to sunset.

#### Agency Commission

15% to recognized agencies on time only; no cash discount. Bills rendered 1st of month; payable within ten days.

#### General Advertising

Affiliated with Keystone Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Beer and light wine advertising accepted.  
Discounts allowed on total number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for 1 year from date of first broadcast, without interruption. No contract to exceed 1 year's duration.

#### Accepts AAAA copyrighted contract.

	1 hr.	1/2 hr.	1/4 hr.	1 min.	30 sec.
1 time...	25.00	18.00	12.00	7.50	4.50
13 times..	23.75	17.10	11.40	7.15	4.30
26 times..	22.60	16.20	10.80	6.75	4.05
52 times..	21.40	15.30	10.20	6.40	3.85
104 times..	20.15	14.40	9.60	6.00	3.60
156 times..	19.30	13.50	9.00	5.65	3.40
260 times..	18.30	12.60	8.40	5.25	3.15
312 times..	17.40	11.70	7.80	4.90	2.95

#### SPECIAL FEATURES

News Service—AP and local.  
One hour Spanish daily, no charge for translation.

#### POLITICAL

Regular rates apply; cash and copy in advance.

#### Closing Time

24 hours in advance of broadcast.

## FORT WORTH (6 AM; 1 PM)

(Also see Dallas)  
Tarrant County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

### KCUL

(Established 1946)

Rates effective January 1, 1956.  
Rates received February 13, 1956.  
Owned and operated by Dalworth Broadcasting Co.

#### Personnel

Pres. & Gen'l Mgr.—Kurt A. Meer.  
Program Director—Horace Logan.  
Traffic & Prog. Coordinator—Diane Spiegel.

#### Representatives

Charles Bernard Company.

#### Mailing Instructions

Business Office and Studio—Penthouse, Fortune Arms Hotel, P. O. Box 2049, Fort Worth, Tex. ED 6-5641.

Other offices and studios—1000 Main St., Dallas, Tex., Riverside 1-5217.  
Transmitter—11 miles from center of Ft. Worth, Kennedale, Tex.

#### Wave—Power—Time

Operating power—10,000 watts days; 1,000 watts nights.  
Frequency—1540 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate unlimited time.  
Operates on Central Standard Time.  
Operating schedule: 6:00 a.m. to midnight.

#### Agency Commission

15% to recognized agencies on time only; no cash discount. Bills rendered 1st of month; payable within 10 days.

(This listing continued on next page)

**BLANKETS 100% OF THE ENTIRE SPANISH-SPEAKING MARKET**

GOLD MEDAL • FAB • EX-LAX • MARYLAND CLUB • FALSTAFF • CAMELS RAY-O-VAC • CHEER

150,000 WATTS

3 U.S. STATES

PLUS MEXICO

[DAYTIME COVERAGE]

TOPS WITH NATIONAL SPOTS

ROYAL • CLOROX  
AUSTEX • FOLGERS  
GREYHOUND  
TEXACO • BORDEN'S  
TIDE • CARNATION  
STANDARD OIL

MOST POWERFUL SPANISH VOICE ON THE NORTH AMERICAN CONTINENT

PUREX • BEST FOODS • JELL-O • NOXZEMA BUFFERIN • WINSTON • SALEM • LUCKY STRIKE • QUAKER OATS

**RICHARD O'CONNELL** WM. J. REILLY-CHICAGO  
**TRACY MOORE & ASSOCIATES** EASTERN REP. LOS ANGELES  
SAN FRANCISCO

EL PASO • 800 KCS • JUAREZ

Fort Worth—K C U L—Continued

General Advertising

Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Contracts must be completed within 12 months. Beer advertising accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	\$2.00	\$4.50	\$7.00	\$18.00	\$12.00
52 times..	78.00	51.50	35.00	17.00	11.40
104 times..	74.00	48.50	33.00	16.00	10.80
156 times..	70.00	45.50	31.00	15.00	10.20
260 times..	66.00	42.50	29.00	14.00	9.60
312 times..	62.00	39.50	27.00	13.00	9.00

30 seconds or less and saturation announcement rates on request.

SPECIAL FEATURES

News Service—AP. 5 minute local or world news. 1 time.... 18.00 26 times.... 16.20 3 daily (18 per week, minimum 13 weeks) each 12.00 Complete mobile studio and remote facilities available upon request, featuring Country and western music.

"Mexico Lindo"—6 hours per week. Spanish. No charge for translation.

POLITICAL

One time rates apply; cash in advance.

RELIGIOUS

Regular rates apply.

KFJZ

(Established 1922)

THE JOHN BLAIR STATION

Independent

The Texas Triangle



Rates effective March 1, 1958. Rates received January 31, 1958.

Owned and operated by Tarrant Broadcasting Company, Inc.

Personnel

President—Gene L. Cagle. Nat'l. Sales Mgr.—Dale Drake. Program Director—Dave Naugle.

Representatives

John Blair & Company.

Mailing Instructions

Business Office and Studio—4801 West Freeway, Fort Worth 1, Tex., Pershing 7-6631. Transmitter—4900 W. Vickery Blvd.

Wave—Power—Time

Operating power—5,000 watts. Frequency—1270 kilocycles. Directional—same pattern, all hours. Licensed to operate full time. Operates on Central Time. Daylight Saving Time not observed. Operating schedule: 5:00 a.m. to 1:00 a.m. Monday through Saturday; 6:00 a.m. to midnight Sunday.

Agency Commission

Agency commission 15% on station time to recognized advertising agencies. No cash discount.

General Advertising

Affiliated with The Texas Triangle. Also sold in combination with KLIF, Dallas. Combination rates shown in this listing. The following rates are for national advertising. For local advertising rates consult station management. Rates guaranteed for 6 months from date of 1st broadcast or for 6 months from effective date of any increase in rates, providing advertising is actually running at time of effective date of increase and providing that broadcasts continue without interruption.

KFJZ-KLIF COMBINATION RATES ANNOUNCEMENTS (Total both stations)

(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.
1-minute or less:			
6 per station weekly, staggered, 1 per day per station.....	55.00		330.00
Less than 6 per station weekly, staggered.....	61.00		
Specified position, 1 per station (6:00 a.m. to 9:00 a.m. only).....	77.00		
(9:00 a.m. to 4:00 p.m. Monday through Saturday)			
6 per station weekly, 1 per day per station.....	47.00		282.00
Less than 6 per station weekly.....	52.00		
(After 7:00 p.m. Monday through Saturday; all day Sunday)			
6 per station weekly, 1 per day per station.....	31.00		186.00
Less than 6 per station weekly.....	35.00		

IMPACT PLANS

(9:00 a.m. to 4:00 p.m. Monday through Saturday)

12 announcements weekly per station....	45.00	540.00
24 announcements weekly per station....	43.00	1,032.00
48 announcements weekly per station....	42.00	2,016.00
96 announcements weekly per station....	38.00	3,648.00
(After 7:00 p.m. Monday through Saturday; all day Sunday)		
12 announcements weekly per station....	30.00	360.00
24 announcements weekly per station....	28.00	672.00
48 announcements weekly per station....	26.00	1,248.00
96 announcements weekly per station....	23.00	2,208.00

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 rates for these periods. Since these announcements may count toward Impact Plan frequency, the balance of the

schedule will be sold at pro-rata the Impact Plan rate.

ID's

50% of applicable 1-minute rate. ID's may not be combined with other broadcast service for the purposes of establishing frequency discounts on either the ID's or the other broadcast service.

5-MINUTE NEWSCASTS

(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.
6 per station weekly, 1 per day per station.....	85.00		510.00
Less than 6 per station weekly.....	94.00		
(9:00 a.m. to 4:00 p.m. Monday through Saturday)			
6 per station weekly, 1 per day per station.....	69.00		414.00
Less than 6 per station weekly.....	77.00		
(After 7:00 p.m. Monday through Saturday; all day Sunday)			
6 per station weekly, 1 per day per station.....	45.00		270.00
Less than 6 weekly per station.....	52.00		

KFJZ SINGLE STATION RATES ANNOUNCEMENTS

(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday)

1-minute or less:			
6 weekly, staggered, 1 per day.....	25.00		150.00
Less than 6 weekly, staggered.....	27.00		
Specified position (6:00 a.m. to 9:00 a.m. only).....	35.00		
(9:00 a.m. to 4:00 p.m. Monday through Saturday)			
6 weekly, 1 per day.....	21.00		126.00
Less than 6 weekly.....	23.00		
(After 7:00 p.m. Monday through Saturday; all day Sunday)			
6 weekly, 1 per day.....	14.00		84.00
Less than 6 weekly.....	16.00		

IMPACT PLANS

(9:00 a.m. to 4:00 p.m. Monday through Saturday)

12 announcements weekly.....	20.00	240.00
24 announcements weekly.....	19.00	456.00
48 announcements weekly.....	18.00	864.00
96 announcements weekly.....	16.00	1,536.00
(After 7:00 p.m. Monday through Saturday; all day Sunday)		
12 announcements weekly.....	13.00	156.00
24 announcements weekly.....	12.00	288.00
48 announcements weekly.....	11.00	528.00
96 announcements weekly.....	9.00	864.00

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 rates for these periods. Since these announcements may count toward Impact Plan frequency, the balance of the schedule will be sold at pro-rata the Impact Plan rate.

KFJZ  
DOMINANT

IN  
FORT WORTH\*

\*see September-October Hooper

Sold in  
Combination with  
KLIF

(50KW) DALLAS

represented by

John Blair & Co.

ID's

50% of applicable 1-minute rate. ID's may not be combined with other broadcast service for the purposes of establishing frequency discounts on either the ID's or the other broadcast service.

5-MINUTE NEWSCASTS

(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.
6 weekly, 1 per day.....	38.00		228.00
Less than 6 weekly.....	42.00		
(9:00 a.m. to 4:00 p.m. Monday through Saturday)			
6 weekly, 1 per day.....	31.00		186.00
Less than 6 weekly.....	35.00		
(After 7:00 p.m. Monday through Saturday; all day Sunday)			
6 weekly, 1 per day.....	20.00		120.00
Less than 6 weekly.....	23.00		

SPECIAL FEATURES

Sporting events and special features—rates on request.

POLITICAL

Regular rates apply; cash and copy in advance.

Closing Time

Talent programs close one week in advance of broadcast; announcements, talks, recorded programs close 48 hours in advance. Publicity two weeks in advance.

KJIM

(Established 1946)



Rates effective July 1, 1958. (Card No. 11.)

Card received June 26, 1958. Owned and operated by Trinity Broadcasting Co.

Personnel

President—William D. Schueler. Program Director—Walter W. Jones.

Representatives

New York—Richard O'Connell, Inc. Chicago—William J. Reilly. South—Clarke Brown Company.

Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box 7321, 2212 E. Fourth St., Fort Worth 11, Tex., Edison 6-7175.

Transmitter—Fort Worth, Texas.

Wave—Power—Time

Operating power—250 watts days. Frequency—870 kilocycles. Non-directional. Licensed to operate on clear channel daytime only. Operates on Central Time.

Operating schedule: Sunrise to local sunset.

Agency Commission

Agency commission 15%; no cash discount.

General Advertising

Rates include music copyright fees. ASCAP, BMI and SESAC licenses.

	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
Flat rate.....	35.00	20.00	15.00	11.00	9.00

ANNOUNCEMENT PACKAGES

	Each	Per wk.	Each	Per wk.
5 times.....	8.50	42.50	20 times.....	7.00
10 times.....	8.00	80.00	30 times.....	6.00
15 times.....	7.50	112.50		

20 or 30 sec. Spots—75% of applicable minute rate. 8 or 10 sec. ID's—50% of applicable minute rate.

SPECIAL FEATURES

News Service—UPI.

KNOK

(Established 1946)

Independent Negro

A Kluge Group Station



Rates effective January 1, 1959.

Rates received November 28, 1958.

Owned and operated by Associated Broadcasters, Inc.

Personnel

President—John W. Kluge. Vice-Pres. & Gen'l Mgr.—Stuart J. Hepburn.

Representatives

Stars National, Inc. Southeast—Dora Clayton Agency, Inc.

Mailing Instructions

Business Office, Studio and Transmitter—3601 Kimbo Road, Fort Worth, Tex., Terminal 1-1278. Dallas Office—P. O. Box 534, Dallas, Texas, Hamilton 1-4145.

Mailing address—P. O. Box 7116, Ft. Worth, Tex.

Wave—Power—Time

Operating power—1,000 watts days. Frequency—970 kilocycles. Non-directional.

Licensed to operate on regional channel, daytime only. Operates on Central Standard Time.

Daylight Saving Time not observed. Operating schedule: 4:00 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. All rates shown are for national advertising. All announcements rotated in program sequence desired. Station reserves the right to change its rates 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, provided the advertising runs continuously. In the case of an advertiser buying on a package basis, any reduction in schedule below the minimum requirements for any package buy will be deemed an interruption in schedule resulting in loss of further rate protection. One year contracts, however, will be accepted only for the purpose of determining frequency.

(This listing continued on next page)



**TEXAS**

**Fort Worth—K N O K—Continued**

Length of Commercial Copy: 1/4 hour: 3-1/2 minutes or 438 words; 10 minutes: 2-1/2 minutes or 313 words; 5 minutes: 1-1/2 minutes or 188 words.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time.....	80.00	50.00	35.00	25.00	16.00	12.00	8.00
26 times..	77.00	48.00	34.00	24.25	15.50	11.50	7.50
52 times..	74.00	46.00	33.00	23.50	15.00	11.00	7.35
104 times..	71.00	44.00	32.00	22.75	14.50	10.50	7.00
156 times..	68.00	42.00	31.00	22.00	14.00	10.00	6.75
260 times..	65.00	40.00	30.00	21.25	13.50	9.50	6.50
312 times..	62.00	38.00	29.00	20.50	13.00	9.00	6.25
624 times..	59.00	36.00	28.00	19.75	12.50	8.50	6.00

**PACKAGE RATES**

1 minute:	
60 times, per week.....	435.00
48 times, per week.....	360.00
42 times, per week.....	325.50
36 times, per week.....	288.00
30 times, per week.....	247.50
24 times, per week.....	204.00
18 times, per week.....	157.50
12 times, per week.....	96.00

**SPECIAL FEATURES**

**Negro Features**

"Jubilee Serenade" with Kirby Holmes—4:30 a.m. to 6:00 a.m.  
 "Blues at Sunrise"—6:00 a.m. to 8:00 a.m.  
 "Mr. Lucky Show"—8:00 a.m. to 9:00 a.m.  
 "Gospel Train" with James Avant—9:00 a.m. to 10:30 a.m.  
 "Jerry Thomas Show"—10:30 a.m. to noon.  
 "Jimmy Clemons' Show"—Noon to 1:00 p.m.  
 "O' Ship of Zion" with James Avant—1:00 p.m. to 2:00 p.m.  
 "Mr. Lucky Show"—2:00 p.m. to 4:00 p.m.  
 "Jerry Thomas Show"—4:00 p.m. to sign-off.

**POLITICAL**

Political announcements accepted; regular rates apply.

**RELIGIOUS**

Regular rates apply.  
 Closing Time  
 Programs close one week in advance; announcements 48 hours.

**KRLD**

City of license Dallas, Texas.  
 Considered by CBS Network as their Dallas, Ft. Worth outlet. See listing under Dallas, Texas.

**KXOL**

(Established 1946)

**Independent**



Rates effective December 1, 1958.  
 Card received November 5, 1958.  
 Owned and operated by KXOL, Inc.

**Personnel**

President—Wendell Mayes.  
 Vice-Pres. & Gen'l Mgr.—Earle Fletcher.

**Representatives**

Robert E. Eastman & Co., Inc.

**Mailing Instructions**

Business Office and Studio—P. O. Box 2046, 3004 W. Lancaster, Fort Worth, Tex. ED 6-9511.  
 Transmitter—6100 Black Oak Lane.

**Wave—Power—Time**

Operating power—5,000 watts days, 1,000 watts nights.  
 Frequency—1360 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 agencies on station time only, 5% on talent, engineering, transcribing or other services; no cash discount. Bills due and payable 15th of month following broadcast. Bills rendered monthly; or weekly if desired.

**General Advertising**

Accepts AAAA copyrighted contract.

Rates include music copyright fees.  
 BMI, ASCAP and SESAC licenses.

All KXOL rates whether single station or in combination with KBOX, Dallas, include 20% production, facility and studio charge on announcement rates only.

Beer and wine accounts accepted when compatible with program adjacencies.

The following rates are for national advertising. All live or transcribed announcements, produced for a specified trademark product or products, by or for any advertiser or agency outside of Texas, Arkansas, Oklahoma, Tennessee, Louisiana, New Mexico and Colorado, shall be classed as general advertising and must carry the general rate, except in cases wherein the product advertised does not have multiple distribution in the primary coverage area of this station, and except in cases wherein the advertising is placed by and for a retailer.

Program rates are for basic air charges only, and do not include any charge for talent, production, studio facilities, or other services, all of which must be combined with the basic air charge to determine the total cost of programs. Rates on request.

Announcements and programs may be combined to earn a greater frequency discount on announcements only.  
 Length of commercial copy: (Day and evening).

**(Programs & News)**

5 minutes.....	1:45 minutes
15 minutes.....	2:30 minutes
30 minutes.....	3:00 minutes
60 minutes.....	6:00 minutes
Per week:	1 hr. 1/2 hr. 1/4 hr.
1 day.....	60.00 36.00 24.00
3 days.....	165.00 99.00 66.00
6 days.....	300.00 180.00 120.00

**ANNOUNCEMENTS AND PROGRAMS**

**Drive Times**

	5 min.	1 min.	30 sec.	10 sec.
(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday)				
1 time.....	27.00	18.00	14.00	9.00
52 times..	25.00	17.00	13.00	8.00
156 times..	23.00	16.00	12.00	7.00
260 times..	21.00	15.00	11.00	6.00

**Captive Housewife Times**

(9:00 a.m. to 4:00 p.m. Monday through Friday)	
1 time.....	24.00 16.00 12.00 8.00
52 times..	22.00 15.00 11.00 7.00
156 times..	20.00 14.00 10.00 6.00
260 times..	18.00 13.00 9.00 5.00

**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.....	22.00 15.00 12.00 7.00
52 times..	20.00 14.00 11.00 6.00
156 times..	18.00 13.00 10.00 5.00
260 times..	16.00 12.00 9.00 4.00

**Nighttime**

(7:00 p.m. to midnight Sunday through Saturday)	
1 time.....	13.50 9.00 7.00 4.50
52 times..	12.00 8.00 6.00 4.00
156 times..	10.50 7.00 5.00 3.50
260 times..	9.00 6.00 4.00 3.00

**Drive Time Special**

	1 wk.	26 wks.	52 wks.
(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday)			
1 minute:			
6 times.....	96.00	90.00	84.00
12 times.....	180.00	168.00	156.00
18 times.....	252.00	234.00	216.00
24 times.....	312.00	288.00	264.00
30 times.....	360.00	330.00	300.00
36 times.....	396.00	360.00	324.00

	Per week		
	1 wk.	26 wks.	52 wks.
30 seconds:			
6 times.....	72.00	66.00	60.00
12 times.....	132.00	120.00	108.00
18 times.....	180.00	162.00	144.00
24 times.....	216.00	192.00	168.00
30 times.....	240.00	210.00	180.00
36 times.....	252.00	216.00	180.00
10 seconds:			
6 times.....	48.00	45.00	42.00
12 times.....	90.00	84.00	78.00
18 times.....	126.00	117.00	108.00
24 times.....	156.00	144.00	132.00
30 times.....	180.00	165.00	150.00
36 times.....	198.00	180.00	162.00

**Captive Housewife Plan**

(9:00 a.m. to 4:00 p.m. Monday through Friday)

1 minute:	
5 times.....	70.00 65.00 60.00
10 times.....	130.00 120.00 110.00
15 times.....	180.00 165.00 150.00
20 times.....	220.00 200.00 180.00
25 times.....	250.00 225.00 200.00
30 times.....	270.00 240.00 210.00
30 seconds:	
5 times.....	55.00 50.00 45.00
10 times.....	105.00 95.00 85.00
15 times.....	150.00 135.00 120.00
20 times.....	190.00 170.00 150.00
25 times.....	225.00 200.00 175.00
30 times.....	255.00 225.00 195.00
10 seconds:	
5 times.....	35.00 32.50 30.00
10 times.....	67.50 62.50 57.50
15 times.....	97.50 90.00 82.50
20 times.....	125.00 115.00 105.00
25 times.....	150.00 137.50 125.00
30 times.....	172.50 157.50 142.50

**Personality Package**

7 1-minute personality sales messages per day, 7 days a week, in personality programs. Live copy recommended.  
 (Rates refer to all personalities under Participating Programs.)  
 49 1-minute sales messages..... 343.00

**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)

	Per week		
	1 wk.	26 wks.	52 wks.
1 minute:			
5 times.....	70.00	65.00	60.00
10 times.....	130.00	120.00	110.00
15 times.....	180.00	165.00	150.00
20 times.....	220.00	200.00	180.00
30 seconds:			
5 times.....	55.00	50.00	45.00
10 times.....	100.00	90.00	80.00
15 times.....	135.00	120.00	105.00
20 times.....	160.00	140.00	120.00
10 seconds:			
5 times.....	35.00	32.50	30.00
10 times.....	65.00	60.00	55.00
15 times.....	90.00	82.50	75.00
20 times.....	110.00	100.00	90.00

**Family Plan**

24 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 6:00 p.m. Saturday.  
 4 spots in 10:00 a.m. to 6:00 p.m. Sunday.  
 Per week, flat..... 288.00

**Nighttime Special**

2 sales messages per night, 7 nights a week, to provide a family audience at lowest cost. 1 announcement nightly 7:00 p.m. to 10:00 p.m. and 1 announcement 10:00 p.m. to midnight.  
 14 1-minute—per week, flat..... 70.00  
 14 30-seconds—per week, flat..... 56.00  
 14 10-seconds—per week, flat..... 42.00

(This listing continued on next page)

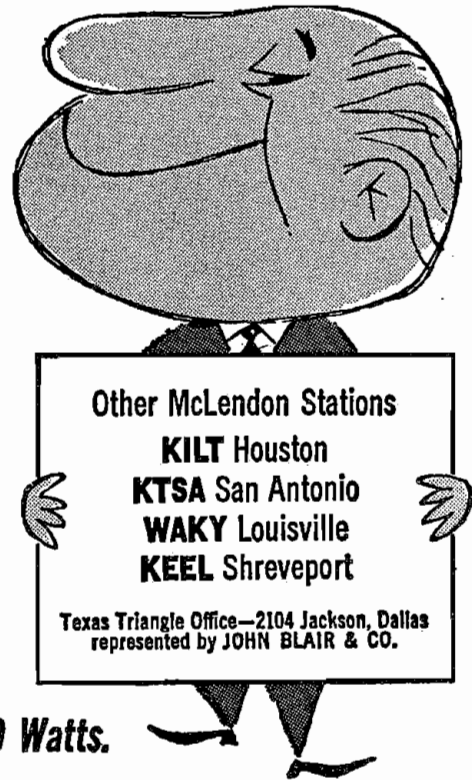
**LOOK AT KLIF'S NEW FRIENDS\***

20 MV/M COVERAGE

Other McLendon Stations

- KILT Houston
- KTSA San Antonio
- WAKY Louisville
- KEEL Shreveport

Texas Triangle Office—2104 Jackson, Dallas  
 represented by JOHN BLAIR & CO.



\*Additional KLIF coverage (daytime only) with increased power of 50,000 Watts.  
 0.5 MV/M coverage map on request.



Fort Worth—KXOL—Continued

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)

	Per week		
	1 wk.	26 wks.	52 wks.
1 minute:			
10 times.....	100.00	90.00	80.00
20 times.....	180.00	160.00	140.00
30 times.....	240.00	210.00	180.00
40 times.....	280.00	240.00	200.00
30 seconds:			
10 times.....	75.00	70.00	65.00
20 times.....	140.00	130.00	120.00
30 times.....	195.00	180.00	165.00
40 times.....	240.00	220.00	200.00
10 seconds:			
10 times.....	50.00	45.00	40.00
20 times.....	95.00	85.00	75.00
30 times.....	135.00	120.00	105.00
40 times.....	170.00	150.00	130.00

A 7:00 p.m. to 10:00 p.m. announcement goes with each 9:00 a.m. to 4:00 p.m. announcement.

Rain or Shine  
(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 8:00 p.m. Sunday)

	Per week		
	1 wk.	26 wks.	52 wks.
1 minute:			
7 times.....	91.00	84.00	77.00
14 times.....	168.00	154.00	140.00
21 times.....	231.00	210.00	189.00
28 times.....	280.00	252.00	224.00
35 times.....	315.00	280.00	245.00
30 seconds:			
7 times.....	70.00	63.00	56.00
14 times.....	133.00	119.00	105.00
21 times.....	189.00	168.00	147.00
28 times.....	238.00	210.00	182.00
35 times.....	280.00	245.00	210.00
10 seconds:			
7 times.....	45.50	42.00	38.50
14 times.....	87.50	80.50	73.50
21 times.....	126.00	115.50	105.00
28 times.....	161.00	147.00	133.00
35 times.....	192.50	175.00	157.50

Drive Carefully  
(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Friday; 8:00 a.m. to 8:00 p.m. Saturday; 9:00 a.m. to 9:00 p.m. Sunday)

	Per week		
	1 wk.	26 wks.	52 wks.
1 minute:			
7 times.....	98.00	91.00	84.00
14 times.....	182.00	168.00	154.00
21 times.....	252.00	231.00	210.00
28 times.....	308.00	280.00	252.00
35 times.....	350.00	315.00	280.00
30 seconds:			
7 times.....	73.50	70.00	66.50
14 times.....	140.00	133.00	126.00
21 times.....	199.50	189.00	178.50
28 times.....	252.00	238.00	224.00
35 times.....	297.50	280.00	262.50
10 seconds:			
7 times.....	49.00	45.50	42.00
14 times.....	94.50	87.50	80.50
21 times.....	136.50	126.00	115.50
28 times.....	175.00	161.00	147.00
35 times.....	210.00	192.50	175.00

KXOL 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)

Time Signal plus 1 minute of copy:	Per week		
	1 wk.	26 wks.	52 wks.
7 times.....	91.00	84.00	77.00
14 times.....	168.00	154.00	140.00
21 times.....	231.00	210.00	189.00
28 times.....	280.00	252.00	224.00
35 times.....	315.00	280.00	245.00
Time Signal plus 10 seconds of copy: <td></td> <td></td> <td></td>			
7 times.....	70.00	63.00	56.00
14 times.....	126.00	112.00	98.00
21 times.....	168.00	147.00	126.00
28 times.....	196.00	168.00	140.00
35 times.....	210.00	175.00	140.00

Combination Rates  
For KXOL, Fort Worth and KBOX, Dallas combination rates, see KBOX listing.

**SPECIAL FEATURES**  
News Service—AP.  
News—5 minutes only accepted 5 minutes before the hour, plus 6:30 a.m., 7:30 a.m., 8:30 a.m., 5:30 p.m. Monday through Saturday: \*CLASS †CLASS  
Per week: "A" "B"  
2 times..... 24.50 20.00  
3 times..... 23.50 19.00  
5 times..... 22.00 16.50  
6 times..... 21.50 16.00  
Includes news charges production and talent.  
(\*): 6:00 a.m. to 9:30 a.m. and 4:00 p.m. to 7:00 p.m.  
(†): All other times.  
Includes news charge, production and talent.

**Participating Programs**  
"Jim Tucker Show"—6:00 a.m. 9:00 a.m.  
"Lan Roberts Show"—9:00 a.m. to noon.  
"Bob Bruton Show"—Noon to 3:00 p.m.  
"Bill Enis Show"—3:00 p.m. to 6:00 p.m.  
"Jim Ridgeway Show"—6:00 p.m. to 9:00 p.m.  
"Dave O'Donnel Show"—9:00 p.m. to midnight.  
"Rick Marvin Show"—Midnight to 6:00 a.m.

**POLITICAL**  
Political announcements only are accepted. Regular rates and frequency discount apply. Payment and copy required 48 hours in advance of broadcast.  
**Closing Time**  
24 hours in advance of broadcast.

**WBAP**  
(Established 1922)  
**ABC - - NBC Networks**

Card received April 22, 1958.  
Rates effective May 1, 1958. (Card No. 8-A.)  
Owned and operated by Fort Worth Star-Telegram.

# STEP UP SALES



## WBAP-820

COVERS THE  
**FORT WORTH-DALLAS**  
MARKET

**PLUS 174 TEXAS and OKLAHOMA Counties**

## WBAP-570

COVERS THE  
**FORT WORTH-DALLAS**  
MARKET

**PLUS 121 TEXAS and OKLAHOMA Counties**

Both stations completely cover the 12th U. S. Market.  
To step up your sales check any Peters, Griffin, Woodward Representative.

# WBAP

ABC **AM ★ FM** NBC

## 820 ★ 570

STAR-TELEGRAM STATIONS FORT WORTH, TEXAS

AMON CARTER Founder	AMON CARTER, JR. President
HAROLD HOUGH Director	ROY BACUS Manager
HERMAN K. CLARK Director of Radio Sales	

SEE ANY  
**PETERS, GRIFFIN, WOODWARD MAN**

**Personnel**  
Founder—Amon G. Carter.  
President—Amon G. Carter, Jr.  
Director—Harold V. Hough.  
Manager—Roy I. Bacus.  
Dir. of Radio Sales & Prog.—Herman K. Clark.

**Representative:**  
Peters, Griffin, Woodward, Inc.

**Mailing Instructions**  
General Office and Studio—3900 Barnett Street, P. O. Box 1780, Fort Worth, Tex., Jefferson 6-1981.  
Transmitter—820-WBAP and 570-WBAP, Grapevine, Tex., midway between Fort Worth and Dallas, Tex.

**Wave—Power—Time**  
820-WBAP, 50,000 watts, 365.9 meters, 820 kilocycles. Licensed to operate on a clear channel. Shares frequency.  
Non-directional.  
570-WBAP, 5,000 watts, 526.3 meters, 570 kilocycles. Licensed to operate on regional channel. Shares frequency.  
Directional.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.

**Operating schedule:**

<b>820-WBAP</b> (Monday through Saturday)	<b>570-WBAP</b> (Monday, Wednesday, Friday)
5:30 a.m. to 7:00 a.m.	7:00 a.m. to 8:30 a.m.
8:30 a.m. to 10:30 a.m.	10:30 a.m. to 12:30 p.m.
12:30 p.m. to 3:00 p.m.	3:00 p.m. to 5:30 p.m.
5:30 p.m. to 6:30 p.m.	
<b>820-WBAP</b> (Tuesday, Thursday, Saturday)	<b>570-WBAP</b> (Tuesday, Thursday, Saturday)
7:00 p.m. to 10:00 p.m.	6:30 p.m. to 7:00 p.m.
	10:00 p.m. to 12:00 mid-night sign-off.
	(Sunday)
6:00 a.m. to 7:00 a.m.	7:00 a.m. to 10:00 a.m.
10:00 a.m. to 12:00 noon	12:00 noon to 3:00 p.m.
3:00 p.m. to 6:00 p.m.	6:00 p.m. to 9:00 p.m.
9:00 p.m. to 12:00 mid-night sign-off.	

**Agency Commission**  
Agency commission 15% on station time and talent to recognized agencies. No cash discount. Bills for gross charges rendered monthly and payable within 10 days.

**General Advertising**  
The following rates are for national advertising and include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
**SPECIAL NOTICE:** WBAP operates as one full time station dividing an 18-1/2 hour daily schedule between two frequencies as shown above in accordance with rates as shown above.

**820-WBAP**  
(5:59 a.m. to 10:30 p.m.)

	1 tl.	26 tl.	52 tl.	156 tl.	260 tl.	520 tl.
1 hour.....	360.00	342.00	324.00	306.00	288.00	270.00
1/2 hour.....	180.00	171.00	162.00	153.00	144.00	135.00
1/4 hour.....	100.00	95.00	90.00	85.00	80.00	75.00
10 minutes.....	85.00	80.75	76.50	72.25	68.00	63.75
5 minutes.....	70.00	66.50	63.00	59.50	56.00	52.50

**570-WBAP**  
(5:59 a.m. to 10:30 p.m.)

	1 tl.	26 tl.	52 tl.	156 tl.	260 tl.	520 tl.
1 hour.....	120.00	114.00	108.00	102.00	96.00	90.00
1/2 hour.....	72.00	68.40	64.80	61.20	57.60	54.00
1/4 hour.....	48.00	45.60	43.20	40.80	38.40	36.00
10 minutes.....	36.00	34.20	32.40	30.60	28.80	27.00
5 minutes.....	24.00	22.80	21.60	20.40	19.20	18.00

**ANNOUNCEMENTS**  
(Guaranteed times)

	WBAP-820					
	1 tl.	26 tl.	52 tl.	156 tl.	260 tl.	520 tl.
1 minute.....	50.00	47.50	45.00	42.50	40.00	37.50
20 seconds.....	40.00	38.00	36.00	34.00	32.00	30.00

	WBAP-570					
	1 tl.	26 tl.	52 tl.	156 tl.	260 tl.	520 tl.
1 minute.....	18.00	17.10	16.20	15.30	14.40	13.50
20 seconds.....	12.00	11.40	10.80	10.20	9.60	9.00

(Fixed Positions but Pre-emptible)

	820-WBAP					
	1 tl.	26 tl.	52 tl.	156 tl.	260 tl.	520 tl.
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

	570-WBAP					
	1 tl.	26 tl.	52 tl.	156 tl.	260 tl.	520 tl.
1 minute.....	12.00	11.40	10.80	10.20	9.60	9.00
20 seconds.....	9.00	8.55	8.10	7.65	7.20	6.75

**Station Option Positions**  
(After 10:30 p.m.; before 6:00 a.m.)

	820-WBAP	
1 minute, flat rate, each.....	15.00	
20 seconds, flat rate, each.....	12.50	
8 seconds, flat rate, each.....	9.50	

	570-WBAP	
1 minute, flat rate, each.....	3.00	
20 seconds, flat rate, each.....	4.50	
8 seconds, flat rate, each.....	3.50	

Announcements at break take higher rate.  
**Special Discounts**  
50% of base rate for program time after 10:30 p.m. and before 6:00 a.m.

**DISCOUNTS**  
Similar service on 820-WBAP and 570-WBAP may be combined to earn frequency discounts.  
Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs of five minutes or more cannot be combined to earn larger discounts.  
Charges for news and other service features cannot be combined with other charges in computing frequency discounts.

**SPECIAL FEATURES**  
News—AP, New York Times, Chicago Tribune leased wire and local news service available.  
News Service Charge—rates on request.

**POLITICAL**  
Regular rates apply.  
**Closing Time**  
Closing time depends on type of program. Generally two weeks are desired for musical or dramatic productions.

(Fort Worth continued on next page)

# TEXAS

## Fort Worth—Continued

### WBAP-FM

(Established 1958)

Rates effective October 1, 1958. (Card No. 2G.)  
Rates received October 1, 1958.  
Owned and operated by Carter Publications, Inc.

#### Personnel

Station Manager—Roy I. Bacus.  
Commercial Manager—Herman K. Clark.  
Program Director—Bobby Peters.

#### Representatives

Peters, Griffin, Woodward, Inc.

#### Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box 1780, 3900 Barnett St., Fort Worth, Tex. Jefferson 6-1981.

#### Wave—Power—Time

Effective radiated power—52,000 watts.  
Frequency—96.3 megacycles on Channel 242.  
Antenna height—475 feet above average terrain.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 9:00 a.m. to midnight Monday through Saturday; 9:00 a.m. to 10:00 p.m. Sunday.

#### Agency Commission

15% on time and talent. No cash discount. Bills rendered monthly, payable in 10 days.

#### General Advertising

Rate protection 26 weeks from the effective date of contract provided their schedules are continued uninterrupted. All program matter, commercial copy and product are subject to the approval of the station management. Contracts will be accepted 30 days in advance of the first broadcast date.  
(Monday through Friday)

Flat	1 hr.	1/2 hr.
	30.00	17.50
Flat	(Saturday through Sunday)	
	35.00	20.00

#### Commercial Allowance

3 announcements per hour, each, 1-minute.  
2 announcements per 1/2 hour, each, 1-minute.

#### ANNOUNCEMENTS

30-seconds, flat, each..... 7.50  
Stereophonic

1/2 hour, flat, each..... 89.50

### WFAA

City of license, Dallas, Texas.  
WFAA, Dallas (shares time with WBAP, Fort Worth) considered by the National Broadcasting Company and American Broadcasting Company as the Fort Worth-Dallas outlet. See listing under Dallas, Tex.

## ADVERTISEMENT

### KLIF—Dallas

KLIF has primary interest in Fort Worth, Texas . . . serving this market with 2 mv/m, daytime. Its 50,000-watt power extends to provide 0.5 mv/m coverage of 72 Texas counties . . . popular, independent program appeal.  
See KLIF in Dallas section.

## FREDERICKSBURG

Gillespie County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

### KNAF

(Established 1947)

Rates received August 1, 1956.  
Owned and operated by Gillespie Broadcasting Co.

#### Personnel

Gen'l & Com'l Mgr.—Norbert A. Fritz.

#### Representatives

Hil F. Best Company.

#### Mailing Instructions

Business Office and Studio—Security State Bank Bldg., P. O. Box 311, Fredericksburg, Tex., telephone 311.  
Transmitter—N. W. edge of Fredericksburg, Tex.

#### Wave—Power—Time

Operating power—250 watts.  
Frequency—1340 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Daylight Saving Time not observed.  
Operating schedule: Sundays 8:00 a.m. to 10:00 p.m.; week days 6:30 a.m. to 10:15 p.m.

#### Agency Commission

15% to recognized agencies; no cash discount.

#### General Advertising

Affiliated with Keystone Network.

Beer advertising accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	3 min.	(*)
1 time.....	39.00	23.40	14.45	9.35	5.60	3.90
13 times.....	38.20	22.90	14.15	9.15	5.50	3.80
26 times.....	37.05	22.20	13.70	8.90	5.35	3.70
52 times.....	35.10	21.10	13.00	8.45	5.05	3.50
104 times.....	32.35	19.40	12.00	7.75	4.65	3.25
156 times.....	29.25	17.55	10.80	7.00	4.20	2.90
Automotive rate, not retroactive, flat.....						2.90
(*) One minute or less.						

#### PACKAGE RATES

(Run-of-schedule)

One minute or less:  
15 spots per week..... 25.50

#### SPECIAL FEATURES

News Service—AP.  
Time signals—15 word time signals, one-half of 25 second rate; minimum 10 announcements per day, 500 times.  
Special events—rates on request.

#### POLITICAL

Regular rates apply; cash in advance.

# FREEPORT

Brazoria County—Map Location G-8  
See SRDS consumer market map and data at beginning of the State.

### KBRZ

(Established 1952)



Rates effective August 15, 1956. (Card No. 4.)  
Rates received July 25, 1956.  
Owned and operated by KBRZ, Inc.

#### Personnel

President—William D. Schueler.  
General Manager—Kenneth Ferguson.

#### Representatives

None.

#### Mailing Instructions

Business Office and Studio—P. O. Box 1077, Freeport, Tex., telephone 3-2655.  
Transmitter—Freeport, Tex.

#### Wave—Power—Time

Operating power—500 watts days.  
Frequency—1460 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
(Extended permission to operate from 5:30 a.m. to local sunset.)  
Operates on Central Standard Time.

Operating schedule: 5:30 a.m. to local sunset. Monday through Saturday; 7:00 a.m. to local sunset Sundays. (Local sunset 5:30 p.m. December.)

#### Agency Commission

15% to recognized agencies on time and talent; no cash discount. Bills rendered last day of month, payable within 10 days.

#### General Advertising

Rates are commissionable.  
Rates include music copyright fees.  
ASCAP, SESAC, BMI licenses.

#### PROGRAMS

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	30.00	24.00	15.00	12.00	9.00
26 times.....	28.00	22.50	14.00	11.25	8.50
52 times.....	26.00	21.00	13.00	10.50	8.00
156 times.....	24.00	19.50	12.00	9.75	7.50
260 times.....	22.00	18.00	11.00	9.00	7.00
312 times.....	20.00	16.50	10.00	8.25	6.50

#### ANNOUNCEMENTS

	(*)	(†)	(‡)
1 time.....	3.25	2.25	1.75
26 times.....	3.20	2.20	1.70
52 times.....	3.15	2.15	1.65
156 times.....	3.10	2.10	1.60
260 times.....	3.05	2.05	1.55
312 times.....	3.00	2.00	1.50

(\*) 1 minute (125 words).  
(†) 1/2 minute (50 words).  
(‡) Time signal (15 words).

#### SPECIAL FEATURES

News Service—AP and local.  
News service charge—time rate plus 12%.

#### POLITICAL

Regular rates and frequency discounts apply; cash in advance.

#### Closing Time

24 hours in advance of broadcast.

## GAINESVILLE

Cooke County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

### KGAF

(Established 1947)



Rates effective March 1, 1956. (Card No. 4.)  
Rates received February 29, 1956.  
Owned and operated by Gainesville Broadcasting Co., Inc.

#### Personnel

President—Joe M. Leonard, Sr.  
Manager—Joe M. Leonard, Jr.

#### Representatives

Devney, Incorporated.  
Southwest—Clyde Melville Company.

#### Mailing Instructions

Business Office and Studio—Radio Hill, Training School Rd., P. O. Box 222, Gainesville, Texas.  
Howard 5-5546.  
Transmitter—Gainesville, Tex.

#### 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: \_\_\_\_\_.

#### 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.  
In order to earn discounts quoted, required number of broadcasts must be within one year from date of first broadcast. Announcements and programs cannot be combined to earn larger discounts.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	100 wds.	50 wds.
1 time.....	37.50	22.50	14.00	9.00	6.25	4.50
26 times.....	35.62	21.37	13.30	8.55	5.95	4.25
52 times.....	33.84	20.30	12.60	8.10	5.65	4.00
104 times.....	32.15	19.28	11.90	7.65	5.35	3.75
156 times.....	30.54	18.32	11.20	7.20	5.05	3.50
260 times.....	29.01	17.40	10.50	6.75	4.80	3.25

**POLITICAL**  
Commercial political programs and announcements accepted from legally qualified candidates at regular rates. All payments must be in advance.

## ADVERTISEMENT

### KLIF—Dallas

KLIF has primary interest in Gainesville, Texas . . . serving this market with 2 mv/m, daytime. Its 50,000-watt power extends to provide 0.5 mv/m coverage of 72 Texas counties . . . popular, independent program appeal.  
See KLIF in Dallas section.

## GALVESTON (2 AM)

Galveston County—Map Location G-7  
See SRDS consumer market map and data at beginning of the State.

### KGBC

(Established 1947)



Owned and operated by Galveston Broadcasting Co.

#### Personnel

Owner—James W. Bradner, Jr.  
Manager—George D. "Steve" Cowan.  
Program Director—Louis Jay.

#### Representatives

John E. Pearson Company.

#### Mailing Instructions

Mailing Address—P. O. Box 1138, Galveston, Tex.  
Business Office, Studio and Transmitter—Lindale Park, Galveston, Tex., telephone 3-4329, 3-5352.

#### Wave—Power—Time

Operating power—1,000 watts day; 250 watts nights.  
Frequency—1540 kilocycles.

Directional—nighttime only.  
Licensed to operate full time on clear channel.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to 12:00 midnight Monday through Saturday; 7:00 a.m. to 11:00 p.m. Sunday.

#### Agency Commission

15% to recognized agencies on time only; no cash discount. Bills rendered monthly, payable 10th of month following broadcast.

#### General Advertising

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

Length of commercial copy:	Programs	News
5 minutes.....	1:45 min.	1:30 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.	

	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	24.00	16.00	12.00	8.00	6.00
13 times.....	22.80	15.20	11.40	7.60	5.70
26 times.....	21.60	14.40	10.80	7.20	5.40
52 times.....	20.40	13.60	10.20	6.80	5.10
104 times.....	19.20	12.80	9.60	6.40	4.80
156 times.....	18.00	12.00	9.00	6.00	4.50
312 times.....	16.00	10.40	7.80	5.60	3.90
624 times.....					3.30

(\*) Up to one minute announcement or 25 second station break, live or transcribed.  
Rates for periods longer than 1/2 hour—on request.  
Production charges are made for all live programs, for remote broadcasts and for segments of "Harlem Echoes" and "Harlem Express." Recorded announcements using staff announcers and or production aids carry a charge of 2.50 for each announcement recorded.

#### SPECIAL FEATURES

News Service—AP. Local news and sports staff. Regular rates apply plus 20% for news service, plus charge for newscaster on local and sportscasts.

Participating Programs  
"Frances Kay Harris"—9:30 a.m. to 9:59 a.m., Monday through Friday. Women's features.  
"Harlem Echoes" with George Prader—3:02 p.m. to 4:30 p.m. Monday through Saturday. "Race" music.  
"Bumper to Bumper" with Mel Pennington and Hank Henderson—4:30 p.m. to 5:59 p.m., Monday through Friday.

Negro Programming  
"Harlem Echoes" with George Prader and Hank Henderson—3:05 p.m. to 4:30 p.m. Monday through Friday. Race music and chatter.  
"Harlem Express" with George Prader—10:15 p.m. to 12:00 midnight Monday through Saturday. Race music and chatter.

Spanish Language  
"Las Mananitas" with Sr. Salvador Rodrigues—6:00 a.m. to 6:30 a.m. Monday through Saturday.  
"El Programa Del Telefono" with Sr. Salvador Rodrigues—5:00 p.m. to 6:00 p.m. Saturday.

#### FOREIGN LANGUAGE

Commercial foreign language broadcasts accepted.

#### POLITICAL AND RELIGIOUS

Regular rates apply for announcements and programs.  
Closing Time  
Program material and broadcast copy must be furnished 24 hours in advance of broadcast.

### KILE

(Established 1922)

Rates effective October 15, 1957. (Card No. 8.)  
Owned and operated by Island Broadcasting Co., Inc.

#### Personnel

President—David Nathan.  
General Manager—Robert L. McClellan.  
Sales Manager—M. E. Griffin.  
Program Director—Tom Dycus.

#### Representatives

Walker-Rowatt Company, Inc.

(This listing continued on next page)

**Galveston—K I L E—Continued**

**Mailing Instructions**  
Business Office and Studio—6002 Broadway, P. O. Box 562, Galveston, Tex., telephone 5-6676.  
Transmitter—6002 Broadway, Galveston, Tex.

**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 midnight.

**Agency Commission**  
15% to recognized advertising agencies on station time only; no cash discount. No discount on talent. Bills rendered monthly, payable 10 days.

**General Advertising**  
The following rates are for national advertising and include music copyright fees.  
Maximum contract duration one year.  
Contracts cancelled before completion will be charged short rate according to discount applicable for number of periods or announcements actually used.  
(6:00 a.m. to 6:00 p.m.)

1 hour.....	40.00
1/2 hour.....	24.00
1/4 hour.....	16.00
5 minutes.....	8.00
Up to one minute announcement.....	5.00
<b>DISCOUNTS</b>	
1 time.....	Net 100 times..... 20%
13 times.....	5% 150 times..... 25%
26 times.....	10% 300 or more times..... 30%
52 times.....	15%

**SPECIAL FEATURES**  
News Service—UPI and local news.  
Sports—local staff. Regular rates apply plus 20% for news service plus talent charges.

**POLITICAL**  
Regular rates apply with frequency discounts; cash in advance.

**Closing Time**  
Depends upon type of program. Usually 24 hours for newscasts and announcements.

**GLADEWATER**

Gregg County—Map Location G-5  
Upshur County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

**KSIJ**

(Established 1949)

Rates effective .....  
Rates received February 28, 1958.

Owned and operated by Gladewater Broadcasting Co.

**Personnel**  
Mgr. & Owner—C. A. Lee.  
Program Director—Tom Perryman.  
Commercial Manager—J. W. Lowry.

**Representatives**  
Hil F. Best Company.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 1426, T. W. Lee Bldg., Gladewater, Tex., telephone 2181.  
Transmitter—2-1/2 miles south of Gladewater on Kilgore Hwy., Gladewater, Tex.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1430 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 station time only; no cash discount. Bills rendered monthly unless otherwise requested.

**General Advertising**  
Rates include copyright fees.  
ASCAP, BMI and SESAC licenses.  
Beer advertising accepted.

In order to earn frequency discounts contracts must be fulfilled within one year from date of first broadcast. Otherwise rate that is actually earned will apply and client so agrees by contract.

—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	1/2	1/4	5	1	30
	hr.	hr.	hr.	min.	min.	sec.
1 time.....	40.00	24.00	16.00	10.00	4.00	3.00
13 times.....	34.00	20.00	14.00	9.00	3.75	2.75
26 times.....	32.00	19.00	13.00	8.00	3.50	2.50
52 times.....	30.00	18.00	12.00	7.00	3.25	2.25
104 times.....	28.00	17.00	11.00	6.50	3.00	2.00
156 times.....	26.00	16.00	10.00	6.00	2.75	1.75
260 times.....	23.00	15.00	8.00	5.00	2.25	1.25

**SPECIAL FEATURES**  
News Service—UPI.  
News every hour on the hour. Regular rates apply.

**Participating Programs**  
"Caffein Patrol" with Roy Woods—6:30 a.m. to 9:00 a.m. Time, weather, sports, news and music.  
"Hillbilly Hymn Time"—9:00 a.m. to 10:00 a.m. All request show.  
"Hillbilly Hit Parade" with Tom Perryman—10:05 a.m. to 1:00 p.m. All request show.  
"Platter Party"—Dub Murray 3:00 p.m. to sign-off. Top popular music.  
"Records at Random"—2:00 p.m. to sign-off Sunday. Pop music.

**POLITICAL**  
State and national positions take the one time national rate. Local and county positions take the one time local rate. Paid in advance of air time.

**Closing Time**  
Copy should be furnished 24 hours or more in advance of program time.

**GONZALES**

Gonzales County—Map Location E-7  
See SRDS consumer market map and data at beginning of the State.

**KCTI**

(Established 1947)

Rates effective December 1, 1947. (Card No. 1.)  
Owned and operated by Gonzales Broadcasting Co.

**Personnel**  
Chief Owners—L. M. Walshak, Frank Wilson, Jr.  
Gen'l & Com'l Mgr.—Lawrence M. Walshak.

**Representatives**  
Eastern—Donald Cooke, Inc.

**Mailing Instructions**  
Business Office and Studio—425 S. George St., Gonzales, Tex.  
Transmitter—Two miles east on highway 90-A, Gonzales, Tex.

**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: Sundays 10:00 a.m. to 6:00 p.m.; week days 6:30 a.m. to 10:00 p.m.

**Agency Commission**  
15% to recognized advertising agencies on net charges for station time; no cash discount.

**General Advertising**  
Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates are for station time and include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Advertising of alcoholic beverages other than beer and wine not accepted.

	1	1/2	1/4	5	1	(*)
	hr.	hr.	hr.	min.	min.	
1 time.....	24.80	15.00	8.95	4.35	3.15	1.90
26 times.....	23.80	14.45	8.60	4.20	3.08	1.85
52 times.....	22.80	13.90	8.25	4.05	3.01	1.80
104 times.....	21.80	13.35	7.90	3.90	2.94	1.75
156 times.....	20.80	12.80	7.55	3.75	2.87	1.70
260 times.....	19.80	12.25	7.20	3.60	2.80	1.65
312 times.....	18.80	11.70	6.95	3.45	2.73	1.60

(\*) 50 words or less.  
**SPECIAL FEATURES**  
News Service—AP.  
News: 1 26 52 104 156 260 312  
1/4 hr. 10.95 10.50 10.05 9.60 9.15 8.70 8.25  
5 minutes 5.25 5.05 4.85 4.65 4.45 4.25 4.05  
Participating Programs—Regular rates only.

**POLITICAL AND RELIGIOUS**  
Regular rates apply.

**GRAHAM**

Young County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

**KSWA**

(Established 1948)

Rates effective December 1, 1958.  
Rates received December 1, 1958.

Owned and operated by Jones & Gilligan.

**Personnel**  
General Manager—Burney Jones.  
Commercial Manager—Neil Gilligan, Jr.

**Representatives**  
Clyde Melville Company.  
Continental Radio Sales.

**Mailing Instructions**  
Business Office, Studio and Transmitter—P. O. Box 1019, North Highway 24, Graham, Tex.

**Wave—Power—Time**  
Operating power—500 watts days.  
Frequency—1330 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to local sunset.

**Agency Commission**  
15% on time only; no cash discount. Bills rendered 1st of month; payable within 10 days.

**General Advertising**  
Affiliated with Keystone Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Contracts must be completed within one year. Discounts allowed retroactively on total number of broadcasts within one year. All contracts subject to 28 day cancellation notice by either station or sponsor.  
Alcoholic beverage advertising not accepted.

	1	1/2	1/4	5	1	30
	hr.	hr.	hr.	min.	min.	sec.
1 time.....	30.00	18.00	12.00	7.50	4.50	3.00
13 times.....	28.50	17.10	11.40	7.15	4.28	2.85
26 times.....	27.00	16.20	10.80	6.75	4.05	2.70
52 times.....	25.50	15.30	10.20	6.40	3.83	2.55
104 times.....	24.00	14.40	9.60	6.00	3.60	2.40
156 times.....	22.50	13.50	9.00	5.65	3.38	2.25
260 times.....	21.00	12.60	8.40	5.25	3.16	2.10
312 times.....	19.50	11.70	7.80	4.90	2.93	1.95
500 times.....	18.00	10.80	7.20	4.50	2.70	1.80
1,000 times.....	16.50	9.90	6.60	4.20	2.50	1.65

**SPECIAL FEATURES**  
News Service—UPI.  
**POLITICAL**  
Regular rates apply. Cash in advance.

**Closing Time**  
Forty-eight hours in advance of broadcast.

**TEXAS**

**GRAND PRAIRIE**

Dallas County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

**KBCS**

(Established 1955)

Rates effective January 1, 1958. (Card No. 2.)  
Card received February 10, 1958.

Owned and operated by Three Cities Radio, Inc.

**Personnel**  
Pres. & Gen'l Mgr.—Earl N. Bodine.  
Station Manager—Ted Overby.

**Representatives**  
Weed Radio Corporation.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 730, 109 W. Main St., Grand Prairie, Tex.  
Transmitter—Beatty Rd., Grand Prairie, Tex.

**Wave—Power—Time**  
Operating power—500 watts days.  
Frequency—730 kilocycles.  
Operates on Central Standard Time.  
Operating schedule: local sunrise to sunset.

**Agency Commission**  
15% on time only; no cash discount. Bills rendered monthly; payable within 10 days.

**General Advertising**  
ASCAP, BMI and SESAC licenses.  
All rates include 20% for production and talent.

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time.....	80.00	48.00	28.80	23.50	13.50	8.00
13 times.....	76.00	45.60	27.35	22.35	12.25	7.75
26 times.....	72.25	43.35	26.00	21.25	11.75	7.50
52 times.....	65.65	41.20	24.70	20.20	11.00	7.00
156 times.....	62.00	36.15	22.30	18.25	9.50	6.50
260 times.....	58.90	34.25	21.00	17.35	8.75	6.00

8- or 10-second announcement quickies — 50% of earned rate.  
**PACKAGE RATES**  
(1-minute or less)  
12 announcements in 1 week..... (\*) 72.00 (†) 67.20  
18 announcements in 1 week..... (\*) 100.80 (†) 93.60  
24 announcements in 1 week..... (\*) 124.80 (†) 115.20  
50 announcements in 1 week..... (\*) 240.00 (†) 220.00  
(\*) Guaranteed times.  
(†) Run-of-schedule.

**SPECIAL FEATURES**  
News Service—UPI and local.  
**POLITICAL**  
Regular rates apply.

**GREENVILLE**

Hunt County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

**KGVL**

(Established 1946)

Rates effective February 1, 1952.  
Rates received January 29, 1952.

Owned and operated by KGVL, Inc.

**Personnel**  
Pres. & Gen'l Mgr.—Leo Hackney.  
Vice-Pres. & Chair. of Board—Truett Kimzey.  
Program Director—James D. Jones.  
Sports Director—Bill Rust.

**Representatives**  
John E. Pearson Company.

**Mailing Instructions**  
Business Office and Studios—1409 Wolfe City Highway, Greenville, Tex., Gladstone 5-1400.  
Transmitter—Wolfe City Highway, Greenville, Tex.

**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: 18 hours daily.

**Agency Commission**  
15% to recognized agencies on station time only. No cash discount. Line fees and talent billed at actual cost.

**General Advertising**  
For combination rates see Texas State Network and Keystone Network.  
1 13 26 52 104 156 260  
1 hr. 45.00 42.50 40.00 37.50 35.00 32.50 30.00  
1/2 hr. 27.00 25.50 24.00 22.50 21.00 19.50 18.00  
1/4 hr. 18.00 17.00 16.00 15.00 14.00 13.00 12.00  
5 minutes 9.00 8.50 8.00 7.50 7.00 6.50 6.00  
1 minute or less.. 4.50 4.25 4.00 3.75 3.50 3.25 3.00

**SPECIAL FEATURES**  
News Service—AP.  
Sports events and special features—rates on request.

**ADVERTISEMENT**

**K L I F—Dallas**

KLIF has primary interest in Greenville, Texas . . . serving this market with 2 mv/m. daytime. Its 50,000-watt power extends to provide 0.5 mv/m coverage of 72 Texas counties . . . popular, independent program appeal.  
See KLIF in Dallas section.



**TEXAS**

**HAMILTON**

Hamilton County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

**KCLW**

(Established 1948)

Rates received July 2, 1956.  
Owned and operated by Coy Perry.

**Personnel**  
Owner—Coy Perry.  
General Manager—Dick Mehan.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 592, Hamilton, Tex., telephone 500.  
Other Studios—Gatesville, Tex. and Comanche, Tex.  
Transmitter—Highway 36, Hamilton, Tex.

**Wave—Power—Time**  
Operating power—250 watts days.  
Frequency—900 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 and talent; no cash discount. Bills rendered 1st of month; payable within 10 days.

**General Advertising**  
Affiliated with Keystone Network.  
Rates include music copyright fees, ASCAP, BMI and SESAC licenses.  
In order to earn frequency discounts, contracts must be fulfilled within one year from date of first broadcast. All contracts are subject to 28 days cancellation by both station and sponsor.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	45.00	27.00	15.80	9.00	4.50	3.40
26 times.....	43.90	26.35	15.60	8.75	4.40	3.30
52 times.....	42.80	25.65	15.45	8.55	4.25	3.15
104 times.....	40.65	24.40	15.30	8.15	4.05	3.05
156 times.....	38.60	23.15	14.95	7.75	3.85	2.90
260 times.....	34.75	20.85	13.90	6.95	3.50	2.65
512 or more times.....	33.00	19.80	13.20	6.60	3.30	2.50

**SPECIAL FEATURES**

News Service—UPI and mobile unit news on the hour.  
Time Signals: 10 seconds time signals, 80% of 50 word announcement rate, subject to being run adjacent to non-competitive 50 word announcement on station break periods.

**Participating Programs**

Daily Monday through Friday:  
"Bob's Fiddlin' Time" with Bobby Swinson—6:15 a.m. to 7:00 a.m. and 7:15 a.m. to 7:45 a.m.  
"Morning Melodies" with Bobby Swinson—8:05 a.m. to 8:59 a.m. Recorded pop music.  
"Old Time Hymn Time"—9:30 a.m. to 10:00 a.m. Request hymn and gospel music.  
"Bobby's Playhouse" with Bobby Swinson—11:30 a.m. to 11:45 a.m.  
"Musical Gems" with Carl Knelly—2:05 p.m. to 2:59 p.m. Recorded pop music.  
"Rhythm Rundayvoo" with Carl Knelly—3:05 p.m. to 4:00 p.m. Recorded pop music.  
"Platter Party" with Dick (Old Dad) Mehan—4:05 p.m. to 5:00 p.m. Popular requests.  
"Platter Party" with Dick Mehan—5:25 p.m. to sign-off.

**POLITICAL**

Regular rates apply. Cash in advance.  
**Closing Time**  
Programs: One week.  
Announcements: Two days in advance of broadcast.

**HARLINGEN**

Cameron County—Map Location E-10  
See SRDS consumer market map and data at beginning of the State.

**KGBT**

(Established 1941)

**Sombrero Network**



Rates effective March 1, 1955. (Card No. GR-6.)  
Card received February 25, 1955.  
Owned and operated by Harbenito Radio Co., Inc.

**Personnel**  
President—McHenry Tichenor.  
General Manager—Troy McDaniel.  
Station Manager—Otis Shumate.  
Commercial Manager—Harry Mooradian.  
Sales Manager—Joel Yowell.

**Representatives**  
H-R Representatives, Inc.  
Southern—Clarke Brown Company.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 711, Harlingen, Tex.  
Transmitter—Near Lyford, Tex.

**Wave—Power—Time**  
Operating power—50,000 watts days; 10,000 watts nights.  
Frequency—1530 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Central Time.  
Operating schedule: 18 hours a day.

**Agency Commission**  
Agency commission 15% to recognized agencies on station time only. Talent is billed net, unless otherwise requested. No cash discount. Bills rendered monthly and are due within 20 days.

**General Advertising**

For combination rates see CBS Radio Network and the Sombrero Network.  
Affiliated with the Sombrero Network.  
Consecutive and continuous extensions of the original contract will earn discounts retroactive to original contract date for all quantities used within a period of one year. Maximum contract one year from original starting date.  
Maximum words per minute, 120; additional words take pro-rata rate.  
Price quoting permitted.  
The following rates are for national advertising.  
Rates includes charges by owners of music copyrights.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	1/2 min.
1 time.....	90.00	54.00	36.00	24.00	12.00	10.00
13 times.....	87.75	52.65	35.10	23.50	11.75	9.75
26 times.....	85.50	51.30	34.20	23.00	11.50	9.50
52 times.....	83.25	49.95	33.30	22.50	11.25	9.25
104 times.....	78.75	47.25	31.50	22.00	11.00	9.00
156 times.....	74.25	44.55	29.70	21.00	10.50	8.50
260 times.....	69.75	41.85	27.90	20.00	10.00	8.00
312 times.....	65.25	39.15	26.10	19.00	9.50	7.50
500 or more times.....	60.75	36.45	24.30	18.00	9.00	7.00

**Run-of-Schedule**

10% discount from applicable rate.

**Multiple Spot Package**

1 minute, per week:	1 wk.	13 wks.	26 wks.	52 wks.
12 times.....	120.00	114.00	108.00	102.00
18 times.....	162.00	153.00	144.00	135.00
24 times.....	192.00	180.00	168.00	156.00
30 times.....	225.00	210.00	195.00	180.00
36 times.....	252.00	234.00	216.00	198.00
42 times.....	273.00	252.00	231.00	210.00
50 times.....	300.00	275.00	250.00	225.00

30-second announcements—75% of applicable of minute rate.  
"Quickie" announcements—50% of applicable of minute rate.

**SPECIAL FEATURES**

**Foreign Language Programs**

Spanish programs available.

**Closing Time**  
Usually 24 hours, except political broadcasts which require copy 48 hours in advance.

**HENDERSON (2 AM)**

Husk County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

**KGRI**

(Established 1947)

Rates effective October 1, 1956.  
Rates received October 4, 1956.  
Owned and operated by Henderson Broadcasting Corp.

**Personnel**  
President—Roy B. Cannon.  
Manager—Cliff Crawford.

**Representatives**  
Hil F. Best Company.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 311, Henderson, Tex.  
Transmitter—7/10 mile east of Henderson, Tex.

**Wave—Power—Time**  
Operating power—250 watts days.  
Frequency—1000 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Central Time.  
Operating schedule: 6:00 a.m. to sunset.

**Agency Commission**  
15% to recognized agencies; no cash discount. Bills rendered 1st of month; payable 10th of month.

**General Advertising**  
No cash rebates.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
All contracts for one year. Discounts are allowed retroactively on total number of broadcasts used within one year. Programs and announcements cannot be combined to earn greater discount.

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	156 tl.
1 hour.....	60.00	56.25	52.50	48.75	45.00	42.50
1/2 hour.....	37.50	33.75	30.00	26.25	22.50	20.00
1/4 hour.....	22.50	21.00	18.75	17.25	15.00	14.00
5 minutes.....	10.00	8.50	8.00	7.50	7.00	6.50
3 minutes.....	8.50	7.75	7.25	6.75	6.25	5.75
1 minute.....	5.00	4.75	4.50	4.00	3.50	3.25

Automotive rate, flat..... 3.25

**SPECIAL FEATURES**

News Service—UPI.  
No foreign language programs.

**POLITICAL**

Regular rates apply.

**TRANSCRIPTIONS**

Library Service—World, Sesac.

**KWRD**

(Established 1956)

**East Texas Network**

Rates effective ————  
Rates received January 27, 1958.  
Owned and operated by Wes Dean & Company.

**Personnel**  
Manager—Wes Dean.  
Farm Director—Charlie Slate.

**Representatives**  
Continental Radio Sales.

**Mailing Instructions**  
Mailing Address—P. O. Box 219, Henderson, Tex.  
Studio and Transmitter—Henderson, Tex.  
Phone 2324.

**Wave—Power—Time**

Operating power—500 watts.  
Frequency—1470 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; no cash discount. Bills due and payable when rendered.

**General Advertising**  
Affiliated with East Texas and Keystone Networks.  
BMI, SESAC and ASCAP licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	55.00	35.00	20.00	10.00	5.00	4.00
13 times.....	50.00	33.00	19.00	8.50	4.50	3.75
26 times.....	48.00	29.00	18.00	8.00	4.25	3.50
52 times.....	45.00	26.25	16.00	7.50	4.00	3.25
104 times.....	40.00	22.50	15.00	7.00	3.50	3.15
156 times.....	38.00	20.00	14.00	6.50	3.25	3.05
260 times.....	35.00	18.00	11.00	5.50	3.00	2.90

**SPECIAL FEATURES**

News Service—UPI.

**POLITICAL**

Regular rates apply; including East Texas Network

**HEREFORD**

Deaf Smith County—Map Location A-2  
See SRDS consumer market map and data at beginning of the State.

**KPAN**

(Established 1948)



Rates effective June 1, 1954.  
Card received June 28, 1954.  
Owned and operated by Hereford Broadcasting Co.

**Personnel**  
Owner—Marshall Formby.  
General Manager—Clint Formby.

**Representatives**  
Hil F. Best Company.

**Mailing Instructions**  
Business Office and Studio—Hereford, Tex.  
Transmitter—Hereford, Tex.

**Wave—Power—Time**  
Operating power—2500 watts days.  
Frequency—860 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Central Time.  
Operating schedule: ————.

**Agency Commission**  
15% to recognized agencies; no cash discount.

**General Advertising**  
Accepts AAAA copyrighted contract.  
To receive discounts, contracts must be completed within a year.  
No cash rebates.

	1 hr.	13	26	52	104	156	312
	tl.	tl.	tl.	tl.	tl.	tl.	tl.
1 hour.....	32.00	31.00	30.00	29.00	28.00	27.00	26.00
1/2 hour.....	16.00	15.50	15.00	14.50	14.00	13.50	13.00
1/4 hour.....	8.00	7.75	7.50	7.25	7.00	6.75	6.50
5 minutes.....	5.50	5.25	5.00	4.75	4.50	4.25	4.00
1 minute.....	4.00	3.90	3.80	3.70	3.60	3.50	3.25
30 seconds.....	3.00	2.90	2.80	2.70	2.60	2.50	2.25

**HILLSBORO**

Hill County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

**KHBR**

(Established 1948)

Rates effective July 1, 1952.  
Rates received July 8, 1952.  
Owned and operated by Hill County Broadcasting Co.

**Personnel**  
General Manager—Nelson W. Galle.

**Representatives**  
Hil F. Best Company.  
Southwest—Clyde Melville Company.

**Mailing Instructions**  
Business Office and Studio—One mile north on highway 77, Hillsboro, Tex., telephone 2-3431.  
Transmitter—One mile north on highway 77, Hillsboro, Tex.

**Wave—Power—Time**  
Operating power—250 watts days.  
Frequency—1560 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Central Time.  
Operating schedule: 6:00 a.m. to sundown.

**Agency Commission**  
15% to recognized agencies; no cash discount. Bills rendered monthly; payable when rendered.

**General Advertising**  
Affiliated with Keystone Network.  
No contract accepted for longer than 12 months.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	55.00	33.00	22.00	13.75	5.50
26 times.....	51.10	31.35	20.90	13.10	5.25
52 times.....	47.20	29.70	19.80	12.45	5.00
104 times.....	43.30	28.05	18.70	11.80	4.75
156 times.....	39.40	26.40	17.60	11.15	4.50
260 times.....	35.50	24.75	16.50	10.50	4.25
312 times.....	31.50	23.10	15.40	9.60	4.00

(\*) One minute or less.

**SPECIAL FEATURES**

News Service—UPI.

Religious—rates on request.

**POLITICAL**

Rates on request. Cash in advance.

**TRANSCRIPTIONS**

Library Service—World.

**HOUSTON (11 AM)**  
(including Baytown, Pasadena)  
Harris County—Map Location G-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.

**KCOH**  
(Established 1948)  
**Independent Negro**

Rates effective September 15, 1957.  
Rates received February 3, 1958.

Owned and operated by Cail of Houston, Inc.

**Personnel**

Owner & Gen'l Mgr.—Robert C. Meeker.

**Representatives**

John E. Pearson Company.

**Mailing Instructions**

Business Office and Studio—1 Main St., Houston 3, Tex., Capitol 4-1888.  
Transmitter—8232 Kerr St., Houston, Tex.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—1430 kilocycles.

Non-directional.  
Licensed to operate daytime.  
Operating schedule: Local sunrise to local sunset.

**Agency Commission**

15% to recognized advertising agencies on time only; no cash discount. Bills due and payable 10th of month following broadcast.

**General Advertising**

Affiliated with National Negro Network.  
For combination rates see Negro Radio South.  
BMI, ASCAP and SESAC licenses.  
In order to earn frequency discounts, contracts must be fulfilled within one year from date of first broadcast. All contracts accepted subject to two weeks' cancellation.

Length of commercial copy:	Programs	News
5 minutes.....	1:45 min.	1:00 min.
10 minutes.....	2:00 min.	1:45 min.
15 minutes.....	2:30 min.	2:15 min.
30 minutes.....	3:00 min.	
60 minutes.....	6:00 min.	

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	80.00	48.00	30.00	16.50	10.00	7.00
13 times.....	75.50	45.00	27.00	15.70	9.80	6.20
26 times.....	71.50	43.00	25.20	14.90	8.90	5.50
52 times.....	67.50	40.00	23.80	14.00	8.40	5.20
104 times.....	63.50	38.00	22.40	13.20	7.90	4.90
156 times.....	59.50	35.50	21.00	12.40	7.40	4.60
260 times.....	55.50	33.00	19.60	11.60	6.90	4.30
312 times.....	52.50	30.80	18.20	10.70	6.40	4.00

**SATURATION PLANS**

Per week:	1 min.	30 sec.
6 spots.....	48.00	30.00
12 spots.....	84.00	54.00
18 spots.....	108.00	72.00
24 spots.....	120.00	84.00

10-second station breaks—any quantity, 50% of earned  
30-second fixed position frequency.

**SPECIAL FEATURES**

News Service—UPI.  
Participating Programs  
Details on request.

**KHGM**  
—FM—

(Established 1958)

Rates effective November 9, 1958.  
Rates received November 13, 1958.

Owned and operated by Taft Broadcasting Co.

**Personnel**

Pres. & Gen'l Mgr.—Paul E. Taft.  
Gen'l Sales Mgr.—Lynn Christian.  
Program Director—Ronald Schmidt.

**Representatives**

None.

**Mailing Instructions**

Business Office and Studio—1717 Clay Ave., Houston 3, Tex. Ca 7-2207.  
Transmitter—Post Oak Road, Houston, Tex.

**FM Facilities**

Effective radiated power—48,000 watts.  
Frequency—102.9 megacycles.  
Antenna height—750 feet above average terrain.  
Operating schedule: 7:00 a.m. to 11:30 p.m. daily CST.

**Agency Commission**

15% on net time; no cash discount.

**General Advertising**

Rates include music copyright fees.  
ASCAP and BMI licenses.  
The number and frequency of commercials will be limited by the characteristics of music programmed during the various segments of the evening concert. Commitments made under this rate card are protected for a period of not more than 6 months from effective date of any rate increase, provided there is no lapse in schedule.

1 hour.....	30.00	1 announcement.....	5.00
1/2 hour.....	18.00		

**KILT**  
(Established 1948)

**THE JOHN BLAIR STATION**  
**Independent**  
**The Texas Triangle**

A McLendon Station

Rates effective March 1, 1958.  
Rates received January 31, 1958.  
Rev. rec'd September 29, 1958.  
Owned and operated by The McLendon Corp.

**Personnel**

Chairman of the Board—Barton R. McLendon.  
President—Gordon B. McLendon.  
Dir. of Nat'l Sales—Bill Morgan, Executive Offices,  
2104 Jackson St., Dallas 1, Tex. Riverside 2-7121.  
Vice Pres. & Gen'l Mgr.—Bill Weaver.

**Representatives**

John Blair & Company.

**Mailing Instructions**

Business Office and Studio—Milby Hotel, Texas Ave. and Travis St., Houston, Tex., CA 7-1161.  
Transmitter—Dallas Highway, 11 miles north, Houston, Tex.

**Wave—Power—Time**

Operating power—5,000 watts.  
Frequency—610 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate unlimited time.  
Operating schedule: 24 hours daily.

**Agency Commission**

15% to recognized advertising agencies on time charges only. No cash discount. Bills payable by 10th of each month.

**General Advertising**

Affiliated with the Texas Triangle.  
Accepts AAAA copyrighted contract.  
ASCAP, BMI and SESAC licenses.  
Advertising of alcoholic beverages other than beer and wine not accepted.  
Rates are guaranteed for 6 months from effective date of any increase in these rates; providing advertising is actually running at the time of effective date of the increase and providing that the broadcasts continue without interruption.

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.
30 minutes.....	3:00 min.	
60 minutes.....	6:00 min.	

**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
One minute or less:		
Specified position (6:00 a.m. to 9:00 a.m. only)	45.00	
Less than 6 weekly, staggered.....	40.00	
6 weekly, staggered, 1 per day.....	35.00	210.00



**KILT**



**TEXAS**

(9:00 a.m. to 4:00 p.m. Monday through Saturday)

	Each	Weekly
Less than 6 weekly.....	30.00	
6 weekly, 1 per day.....	28.00	168.00
12 announcements weekly.....	25.00	300.00
24 announcements weekly.....	24.00	576.00
48 announcements weekly.....	23.00	1,104.00
96 announcements weekly.....	21.00	2,016.00

(After 7:00 p.m. Monday through Saturday; all day Sunday)

	Each	Weekly
Less than 6 weekly.....	20.00	
6 weekly, 1 per day.....	18.00	108.00
12 announcements weekly.....	16.00	192.00
24 announcements weekly.....	15.00	360.00
48 announcements weekly.....	14.00	672.00
96 announcements weekly.....	12.00	1,152.00

Portions of plans of 12 or more announcements a week 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 rates for these periods. Since these announcements may count toward announcement plan frequency, the balance of the schedule will be sold pro-rata the announcement plan rate.

**Station Breaks**  
75% of the applicable minute rate.  
**Identifications**  
50% of the applicable minute rate. Minutes, station breaks and identifications may be combined for maximum frequency discount.

**5-MINUTE NEWSCASTS**  
(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday)

	Flat	Weekly
6 weekly, per day.....	50.00	300.00
Less than 6 weekly.....	55.00	
(9:00 a.m. to 4:00 p.m. Monday through Saturday)		
6 weekly, 1 per day.....	40.00	240.00
Less than 6 weekly.....	45.00	
(After 7:00 p.m. Monday through Saturday; all day Sunday)		
6 weekly, 1 per day.....	25.00	150.00
Less than 6 weekly.....	30.00	

**SPECIAL FEATURES**

Five minutes of news on the hour every hour.  
**Participating Programs**  
"Red Jones"—6:00 a.m. to 9:00 a.m.  
"Bob Stevens"—9:00 a.m. to noon.  
"Tom Whalen"—noon to 3:00 p.m.  
"Gene Edwards"—3:00 p.m. to 7:00 p.m.  
"Joel Spivak"—7:00 p.m. to midnight.  
"Milkman's Matinee" with Lee Parkins—midnight to 6:00 a.m.

**POLITICAL**  
Regular rates and discounts apply.

**KLVL**  
**PASADENA**

(Established 1950)

Rates effective July 1, 1953. (Card No. 3.)  
Card received July 1, 1953.

Owned and operated by Felix H. Morales.

**Personnel** General Manager—Felix H. Morales.

Assistant Manager—Donald Gullibur.

Sales Manager—Johnny P. Hernandez.

Program Director—Joe Martinez Morales.

**Representatives**

East and Midwest—National Time Sales.

Texas and Pacific Coast—Harlan G. Oakes & Associates.

**Mailing Instructions**

Main Studio—P. O. Box 432, Pasadena, Tex. and 2903 Canal, Houston, Tex. Capitol 5-3200, 8, 9.

Business Office and Latin American Studio—2903 Canal St., Houston 3, Tex. Capitol 5-3200, 3208, 3209.

Transmitter—Pasadena, Tex.

**Wave—Power—Time**

Operating power—1,000 watts days, 500 watts nights.

Frequency—1480 kilocycles.

Directional—Nighttime only.

Licensed to operate unlimited time.

Operates on Central Standard Time.

Operating schedule: 5:00 a.m. to 11:00 p.m. Monday through Saturday; 5:00 a.m. to midnight Sunday.

**Agency Commission**

15% to recognized agencies on net time charges; no cash discount. Bills payable as rendered.

**General Advertising**

Affiliated with National Spanish Language Network.

Rates include music copyright fees. Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate figured to the nearest five minute period. All acceptable accounts are subject to the same rates. No periods are sold in bulk for resale.

Advertisers cooperating in group broadcasts are required to make individual contracts. Announcements cannot be combined with time programs to earn a larger discount on time programs, however, providing the expiration of the contract coincides, the earned discount for time programs may be combined with announcements to earn a larger discount for announcements only. No contract to exceed one year's duration. The last 30 seconds of all programs are reserved for station identification. Five minute programs subject to time change.

1 1/2 1/4 5 100 50

hr. hr. hr. min. (\*) wds. wds.

1 time..... 50.00 28.50 19.00 9.00 6.25 5.00 3.00

26 times..... 47.50 27.00 18.00 8.55 5.94 4.75 2.80

52 times..... 45.00 25.50 17.00 8.10 5.63 4.50 2.60

104 times..... 42.50 24.00 16.00 7.65 5.31 4.25 2.40

156 times..... 40.00 22.50 15.00 7.20 5.00 4.00 2.20

260 times..... 37.50 21.00 14.00 6.75 4.69 3.75 2.10

312 times..... 35.00 19.50 16.00 6.30 4.38 3.50 2.00

(\*) One minute transcribed.

**SPECIAL FEATURES**

News Service—UPI and local. Regular rates plus 20%.

Newscasts every hour on the hour.

**Foreign Language Programs**

5:00 a.m. to 8:30 p.m. Monday through Saturday;

9:30 a.m. to 7:00 p.m. Sunday, Spanish.

8:30 p.m. to midnight Monday through Sunday, English.

**Negro Market**

5:00 a.m. to 9:30 a.m. and 7:00 p.m. to 8:30 p.m.

Sunday; 9:00 p.m. to 11:00 p.m. Monday through Saturday.

**POLITICAL**

Regular rates apply; no discounts nor commission.

Cash in advance.

(Houston continued on next page)

**TEXAS**

Houston—Continued

**KNUZ**  
(Established 1948)  
**AIMS -- Independent**

An Associated Independent Metropolitan Station



Rates effective December 1, 1958. (Card No. 5.)  
Card received November 5, 1958.

Owned and operated by Veterans Broadcasting Co.

**Personnel**

General Manager—Dave Morris.  
Commercial Manager—Forrest Patton.

**Representatives**

Forjoe & Company, Inc.  
Southern—Clarke Brown Company.

**Mailing Instructions**

Business Office and Studio—4701 Caroline, P. O. Box 2135, Houston, Tex., Jackson 3-2581.

Transmitter—315 N. Ennis St., center of Houston, Tex.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1230 kilocycles.  
Non-directional.  
Licensed to operate full time on local channel.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 24 hours daily.

**Agency Commission**

15% to recognized advertising agencies on time charges only. No commission on political. No cash discount. Bills due by 10th of each month.

**General Advertising**

Accepts AAAA copyrighted contract with certain exceptions; modified contract forms available.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.

Advertising of alcoholic beverages other than beer and wine not accepted.  
All contracts must be completed within 52 weeks of starting date in order to earn maximum discounts.  
If cancelled before completion, short rate charge will be made according to discount applicable for period actually used.

—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.

**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) Flat

1 minute: Each Wkly.  
5 weekly specified positions..... 28.00 140.00  
Less than 5 weekly..... 30.00

**CLASS "A"**

(9:00 a.m. to 4:00 p.m. Monday through Saturday)

1 minute: Each Wkly.  
5 weekly specified positions..... 23.00 115.00  
Less than 5 weekly..... 25.00

**CLASS "B"**

(7:00 p.m. to 11:00 p.m. Monday through Saturday; all day Sunday)

1 minute: Each Wkly.  
5 weekly specified positions..... 16.00 80.00  
Less than 5 weekly..... 18.00

**CLASS "C"**

(11:00 p.m. to 6:00 a.m. Monday through Sunday)

1 minute: Each Wkly.  
5 weekly specified positions..... 10.00 50.00  
Less than 5 weekly..... 12.00

**SATURATION PLANS**

**PLAN NO. 1**

(4 spots in Class "AA"; 8 spots in Class "A")  
Per week: 1 wk. 13 wks. 26 wks. 52 wks.  
12 times..... 294.00 272.40 266.40 257.40  
(6 spots in Class "AA"; 12 spots in Class "A")  
18 times..... 421.20 399.60 386.10 377.10  
(8 spots in Class "AA"; 16 spots in Class "A")  
24 times..... 544.80 538.80 514.80 502.80  
(12 spots in Class "AA"; 24 spots in Class "A")  
36 times..... 790.20 754.20 736.20 718.20

**PLAN NO. 2**

(2 spots in Class "AA"; 6 spots in Class "A"; 2 spots in Class "B")  
10 times..... 223.00 218.00 213.00 210.50  
(4 spots in Class "AA"; 12 spots in Class "A"; 4 spots in Class "B")  
20 times..... 430.00 420.00 410.00 405.00  
(6 spots in Class "AA"; 18 spots in Class "A"; 6 spots in Class "B")  
30 times..... 630.00 615.00 600.00 592.50  
(8 spots in Class "AA"; 24 spots in Class "A"; 8 spots in Class "B")  
40 times..... 820.00 800.00 780.00 770.00  
(1 spot in Class "AA"; 5 spots in Class "A"; 3 spots in Class "B"; 1 spot in Class "C")  
10 times..... 197.00 192.00 187.00 174.50

**PLAN NO. 3**

(2 spots in Class "AA"; 10 spots in Class "A"; 6 spots in Class "B"; 2 spots in Class "C")  
20 times..... 380.00 370.00 360.00 355.00  
(3 spots in Class "AA"; 15 spots in Class "A"; 9 spots in Class "B"; 3 spots in Class "C")  
30 times..... 540.00 525.00 510.00 502.50  
(4 spots in Class "AA"; 20 spots in Class "A"; 16 spots in Class "B"; 4 spots in Class "C")  
40 times..... 680.00 660.00 640.00 630.00

**PLAN NO. 4**

(5 spots in Class "A"; 4 spots in Class "B"; 1 spot in Class "C")  
10 times..... 185.00 180.00 175.00 170.00  
(10 spots in Class "A"; 8 spots in Class "B"; 2 spots in Class "C")  
20 times..... 360.00 350.00 340.00 320.00  
(15 spots in Class "A"; 12 spots in Class "B"; 3 spots in Class "C")  
30 times..... 510.00 495.00 480.00 450.00  
(20 spots in Class "A"; 16 spots in Class "B"; 4 spots in Class "C")  
40 times..... 656.00 636.00 616.00 576.00

20-30 second announcements—80% of 1-minute rate. Distribution of announcements may be increased in any class over the Saturation Plans at the applicable rates for those time periods. Total schedule may be combined to earn greater frequency.

8 and 10 SECOND SPOTS  
QUICKIE PLAN No. 1  
(1/3 in Class "AA"; 2/3 in Class "A")  
Under 100, each..... 12.00 Over 100, each..... 10.00

QUICKIE PLAN No. 2  
(20% in Class "AA"; 60% in Class "A"; 20% in Class "B")  
Under 100, each..... 10.00 Over 100, each..... 8.00

QUICKIE PLAN No. 3  
(10% in Class "AA"; 50% in Class "A"; 30% in Class "B"; 10% in Class "C")  
Under 100, each..... 8.00 Over 100, each..... 6.00

8- and 10-second quickies may not be combined with other broadcast services for purposes of establishing frequency discounts.

Special Features  
News Service—complete five man news staff, plus "Big Mike" mobile units, complete radio station on wheels. Rates on request.

5-MINUTE NEWSCASTS  
CLASS "AA"  
(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday)

6 weekly, per newscast..... 42.50 255.00  
Less than 6 weekly..... 47.50

CLASS "A"  
(9:00 a.m. to 4:00 p.m. Monday through Saturday)

6 weekly, per newscast..... 38.50 231.00  
Less than 6 weekly..... 40.00

CLASS "B"  
(7:00 p.m. to 11:00 p.m. Monday through Saturday and all day Sunday)

6 weekly, per newscast..... 22.00 132.00  
Less than 6 weekly..... 25.00

CLASS "C"  
(11:00 p.m. to 6:00 a.m. Monday through Sunday)

6 weekly, per newscast..... 18.00 96.00  
Less than 6 weekly..... 18.00

Participating Programs  
"Night Beat" with Arch Yancey, Paul Berlin, Ken Grant, Buddy Covington, Chuck Dunaway, Webb Hunt each for 1 hour—midnight to 6:00 a.m.

"Arch Yancey Show"—6:00 a.m. to 8:00 a.m. Monday through Sunday.  
"Paul Berlin Show"—8:00 a.m. to 10:30 a.m. Monday through Sunday.

"Ken Grant Show"—10:30 a.m. to 1:00 p.m. Monday through Sunday.  
"Chuck Dunaway Show"—1:00 p.m. to 3:00 p.m. Monday through Sunday.

"Arch Yancey Show"—3:00 p.m. to 5:00 p.m. Monday through Sunday.  
"Paul Berlin Show"—5:00 p.m. to 7:00 p.m. Monday through Sunday.  
"Chuck Dunaway Show"—7:00 p.m. to 9:00 p.m. Monday through Sunday.  
"Webb Hunt Show"—9:00 p.m. to midnight Monday through Sunday.

POLITICAL  
Regular rates and discounts apply.

**1st WITH THE ADULT HOUSTON AUDIENCE**

\* Special PULSE Survey (Apr-May 1958) proves K-NUZ delivers the largest audience with spendable income or purchasing power in Houston.

NIELSEN (June, 1958) proves K-NUZ has the largest adult audience from 6 A.M. to 6 P.M. Monday thru Friday.

**K-NUZ**

HOUSTON'S 24 HOUR MUSIC AND NEWS

National Reps.: FORJOE & CO.  
New York • Chicago • Los Angeles  
San Francisco • Philadelphia • Seattle

In HOUSTON, CALL DAVE MORRIS, JACKSON 3-2581

Southern Reps.:  
CLARKE BROWN CO.—Dallas • New Orleans • Atlanta

**KPRC**

(Established 1925)



Rates effective \_\_\_\_\_.  
Rates received September 29, 1958.  
Owned and operated by the Houston Post Co.

Personnel  
General Manager—Jack Harris.  
Station Manager—Frank Stewart.  
Representatives Edward Petry & Company, Inc.

Mailing Instructions  
Business Office, Studio and Transmitter—3014 Post Oak Rd., Houston 6, Tex., P. O. Box 1234, Madison 9271.

Wave—Power—Time  
Operating power—5,000 watts.  
Frequency—950 kilocycles.  
Directional—nighttime only.

Licensed to operate full time on cleared regional channel. Operates on Central Time.  
Operating schedule: 5:30 a.m. to midnight.

Agency Commission  
15% to recognized advertising agencies on time only; no cash discount.

General Advertising  
For combination rates see NBC Radio Network and Texas Quality Network.  
Rates include charges by owners of music copyrights. The following rates are for national advertising.

Rates guaranteed for a period of one year from date of first broadcast, providing broadcasts are without interruption.

All broadcasts placed with station for the advertiser for consecutive broadcasting within one year from the date of the 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 five minutes or longer programs.

	1	1/2	1/4	5	1	30
	hr.	hr.	hr.	min.	min.	sec.
1 time..	195.00	115.00	69.00	45.00	27.50	24.00
52 times	185.25	109.25	65.55	42.75	26.00	22.80
156 times	175.50	103.50	62.10	40.50	34.75	21.60
260 times	165.75	97.75	58.65	38.25	32.50	29.40
312 times	156.00	92.00	55.20	36.00	22.00	19.20
520 times	146.25	86.25	51.75	33.75	20.50	18.00
1,040 or more times	126.75	74.75	45.00	29.25	18.00	15.60

ANNOUNCEMENT PACKAGES  
Minute and 20-second announcements are available at special package rates on a fixed position basis, subject to pre-emption for regular rate advertisers, as follows:

	Daytime	
	(5:45 a.m. to 6:30 p.m., except 7:00 a.m. to 9:00 a.m.)	
One minute, per week:		
10 times, flat.....	200.00	40 times, flat..... 560.00
15 times, flat.....	285.00	50 times, flat..... 600.00
20 times, flat.....	360.00	100 times, flat..... 1,000.00
30 times, flat.....	480.00	
Station breaks (20 seconds) per week:		
5 times, flat.....	100.00	30 times, flat..... 420.00
10 times, flat.....	180.00	40 times, flat..... 480.00
15 times, flat.....	255.00	50 times, flat..... 500.00
20 times, flat.....	320.00	100 times, flat..... 800.00

Nighttime  
(All other hours)  
Minutes or station breaks (20 seconds), per week:  
10 times, flat..... 100.00  
15 times, flat..... 142.50  
20 times, flat..... 180.00

Regular rate announcements can be counted in computing minimum number in weekly package, but package announcements cannot be counted in computing frequency discounts. Daytime package announcements can be counted in computing rates for nighttime package announcements, but nighttime package announcements may not be counted in computing daytime package rates. Minutes and stationbreaks may be combined at pro-rata of package rates.

SPECIAL FEATURES  
News charges—15 minute programs 20.00; 10 minute programs 15.00; 5 minute programs 10.00. Less agency commission.

POLITICAL  
Rates on request.

**KRCT**

(Established 1947)

Rates effective July 1, 1958.  
Rates received August 18, 1958.

Personnel  
President—John H. Touchstone.  
Vice-Pres., Gen'l & Com'l Mgr.—Leroy J. Gloger.

Representatives  
Charles Bernard Company.

Mailing Instructions  
Business Office—P. O. Box 1009, Pasadena, Texas.  
Studios—227 E. Sterling St., Pasadena, Tcx. Gr 3-4433.

Transmitter—Deepwater, Tex.  
Wave—Power—Time  
Operating power—250 watts days.  
Frequency—650 kilocycles.

Non-directional.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Licensed to operate daytime on clear channel.  
Operating schedule: Sunrise to local sunset.

Agency Commission  
15% to recognized agencies on station time; no cash discount.

General Advertising  
The following rates are for national advertising. Rates are for station time only.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising: beer and wine only.  
Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and program periods of five minutes or more may not be combined for any discount purposes. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration.

(This listing continued on next page)



Houston—K R C T—Continued

	1	1/2	1/4	5	1	50
	hr.	hr.	hr.	min.	min.	ws.
1 time.....	98.00	57.40	32.20	16.45	8.75	7.35
13 times.....	93.80	54.60	30.80	15.65	8.40	7.00
26 times.....	89.60	51.80	29.40	15.05	8.05	6.65
52 times.....	85.40	49.00	28.00	14.35	7.70	6.30
104 times.....	81.20	46.20	26.60	13.35	7.35	5.95
156 times.....	77.00	43.40	25.20	12.95	7.00	5.60
312 times.....	72.80	40.60	23.80	12.25	6.65	5.25
624 times.....	68.60	37.80	22.40	11.55	6.35	5.00

SPECIAL SATURATION PACKAGE RATES  
(Minute Spots)

10 1-minute spots per day.....	59.50
20 1-minute spots in 2 days.....	112.00
30 1-minute spots in 3 days.....	157.50
40 1-minute spots in 4 days.....	204.40
50 1-minute spots in 5 days.....	245.00

(Station Breaks)

10 station breaks per day.....	45.50
20 station breaks in 2 days.....	84.00
30 station breaks in 3 days.....	115.50
40 station breaks in 4 days.....	148.40
50 station breaks in 5 days.....	175.00

Minutes, 120 words, station breaks, 50 words.

SPECIAL FEATURES

News Service—AP. No extra charge.  
5-minute news hourly 25 minutes past the hour.  
News headlines and weather every hour on the hour daily.

Time signals and weather reports—rates on request.

Participating Programs

"Hal Harris Show"—sunrise to 8:30 a.m. Monday through Saturday. Country and western music.  
"Gab E Tucker Show"—8:30 a.m. to 10:30 a.m. Monday through Saturday.  
"Sleepy Bob Show"—10:30 a.m. to 4:00 p.m. Monday through Saturday.  
"Earl Aycock Show"—4:00 p.m. to sign-off Monday through Saturday.

Closing Time

Copy must be submitted in advance

KREL

BAYTOWN

(Established 1947)

Rates effective December 1, 1954.

Rates received November 30, 1954.

Owned and operated by E. O. Roden & Associates.

Personnel

President—E. O. Roden.  
Vice-President—W. I. Dove.  
General Manager—Zane D. Roden.

Representatives

Hil F. Best Company.

Mailing Instructions

Business Office—P. O. Box 419, Baytown, Tex., Lo 6-5531.

Wave—Power—Time

Operating power—1,000 watts.  
Frequency—1360 kilocycles.  
Directional—separate patterns, day and night.

Licensed to operate full time on regional channel.

Operates on Central Standard Time.

Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to 11:00 p.m. Monday through Saturday; 7:00 a.m. to 9:00 p.m. Sunday.

Agency Commission

15% to recognized agencies on net time; no cash discounts. Bills due and payable when rendered.

General Advertising

Affiliated with Keystone Network.  
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.

Programs and announcements may not be combined to effect greater discounts.

Length of commercial copy:

5 minutes.....	1:45 min.
15 minutes.....	2:45 min.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	75.00	45.00	30.00	15.00	7.50
13 times.....	71.25	42.75	28.50	14.25	7.25
52 times.....	67.50	40.50	27.00	13.50	7.00
156 times.....	60.00	36.00	24.00	12.00	6.00

(\*) 1 minute or less.

Flat Automotive rate, each..... 6.00

SPECIAL FEATURES

News Service—UPI. Rates on request.

POLITICAL

Rates on request. No frequency discounts; cash in advance.

TRANSCRIPTIONS

Instantaneous reference recordings: One reference recording will be made without charge for an announcement or program advertiser. Extra recordings or recordings for regular or one-time playback available at cost.

KTHT

(Established 1944)

THE ADAM YOUNG STATION

Independent

Rates effective April 1, 1958.

Rates received March 19, 1958.

Owned and operated by Texas Radio Corporation.

Personnel

Vice-Pres. and Gen'l Mgr.—Sam H. Bennett.  
Assistant Manager—Grace M. Spanihel.  
Station Manager—Hal Vester.

Representatives

Adam Young, Inc.

Mailing Instructions

Note: Address all correspondence to P. O. Box 3011, Houston 1, Tex.

Business Office and Studio—Radio Plaza, 4005 Travis, Houston 6, Tex., Jackson 3-5535, TWX HO 424.

Transmitter—Near San Jacinto Battle Grounds, Houston, Texas.

**BUY the BIG audience that BUYS!**

KTHT'S AUDIENCE IS

**90.0% ADULT**

• from 7 to 8 A.M.

**75.4% ADULT**

• from 4 to 5 P.M.

**76.3% ADULT**

• from 5 to 6 P.M.

and, of course, ADULT during the remainder of the day when children and teenagers are in school.

5000 WATTS

**KTHT**

790 KC

THE BEST RADIO BUY IN HOUSTON!

Represented Nationally by

**ADAM YOUNG, INC.**

Source: Houston audience composition, special Pulse breakdown, taken from the last published Pulse report, July-August, 1958

Wave—Power—Time

Operating power—5,000 watts.  
Frequency—790 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate full time on regional channel.  
Operates on Central Time.  
Daylight Saving Time not observed.  
Operating schedule: 24 hours daily.

Agency Commission

15% to recognized advertising agencies on time charges only; no cash discount. Bills due by the 10th of each month.

General Advertising

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.

Program periods and announcements are not to be combined to earn larger discounts. Discounts allowed retroactive on the number of broadcasts given within one year. All rates guaranteed for six months from date of first broadcast with or without interruption.

ANNOUNCEMENTS

WEEKLY SATURATION PLANS

PLAN I

1-minute:	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
36 per wk.	486.00	475.20	460.00	450.00	439.20
24 per wk.	386.00	328.80	319.20	312.00	302.40
18 per wk.	261.00	253.80	248.40	241.20	235.80
12 per wk.	180.00	175.20	171.60	166.80	162.00
20-30 seconds:					
36 per wk.	365.40	356.40	345.60	338.40	329.40
24 per wk.	252.00	247.20	240.00	234.00	226.80
18 per wk.	196.20	190.80	186.30	180.90	177.30
12 per wk.	135.00	131.40	129.00	125.40	121.80
10-seconds:					
72 per wk.	486.00	475.20	460.00	450.00	439.20
48 per wk.	386.00	328.80	319.20	312.00	302.40
36 per wk.	261.00	253.80	248.40	241.20	235.80
24 per wk.	180.00	175.20	171.60	166.80	162.00

Maximum of 1/3 of Saturation Plan spots guaranteed in Class "AA" time when available. All other announcements are scheduled in Class "A" time. Saturation Plan advertisers desiring more than the allowable 1/3 of their announcements in Class "AA" time, may increase the number of Saturation Plan announcements in Traffic Time by paying regular rates for those announcements in excess of the allowable 1/3.

PLAN II

1-minute:	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
36 per wk.	414.00	403.20	392.40	381.60	374.40
24 per wk.	288.00	280.80	273.60	266.40	259.20
18 per wk.	225.00	219.60	214.20	208.80	203.40
12 per wk.	156.00	152.40	148.80	144.00	140.40
20-30 seconds:					
36 per wk.	311.40	302.40	295.20	286.20	280.80
24 per wk.	216.00	211.20	205.20	200.40	194.40
18 per wk.	169.20	164.70	161.10	156.60	153.00
12 per wk.	117.00	114.60	111.60	108.00	105.60
10 seconds:					
72 per wk.	414.00	403.20	392.40	381.60	374.40
48 per wk.	288.00	280.80	273.60	266.40	259.20
36 per wk.	225.00	219.60	214.20	208.80	203.40
24 per wk.	156.00	152.40	148.80	144.00	140.40

1/2 of such announcements to be scheduled in Class "A" time and 1/2 in Class "B" time. Saturation plan announcements may not be combined with other announcements to earn additional frequency discounts.

ANNOUNCEMENTS

CLASS "AA"  
(6:00 a.m. to 9:30 a.m. and 4:00 p.m. to 7:00 p.m.)

	1 min.	20-30 sec.	10 sec.
1 time.....	19.50	14.50	14.50
26 times.....	25.00	18.75	13.00
52 times.....	24.00	18.00	12.50
104 times.....	23.00	17.25	12.00
156 times.....	22.00	16.50	11.75
260 times.....	21.00	15.75	11.50
312 times.....	20.00	15.00	11.00
500 times.....	19.50	14.65	10.50
750 times.....	19.00	14.25	10.00
1000 times.....	18.50	13.90	9.75

CLASS "A"  
(9:30 a.m. to 4:00 p.m.)

1 time.....	21.00	15.75	11.50
26 times.....	20.00	15.00	10.50
52 times.....	19.00	14.25	10.00
104 times.....	18.00	13.50	9.50
156 times.....	17.00	12.75	9.25
260 times.....	16.00	12.00	9.00
312 times.....	15.00	11.25	8.50
500 times.....	14.50	10.90	8.00
750 times.....	14.00	10.50	7.50
1000 times.....	13.50	10.15	7.25

CLASS "B"  
(7:00 p.m. to 6:00 a.m.)

1 time.....	13.00	9.75	7.00
26 times.....	12.50	9.40	6.50
52 times.....	12.00	9.00	6.25
104 times.....	11.50	8.65	6.00
156 times.....	11.00	8.25	5.90
260 times.....	10.50	7.90	5.75
312 times.....	10.00	7.50	5.50
500 times.....	9.75	7.30	5.25
750 times.....	9.50	7.15	5.00
1000 times.....	9.25	6.95	4.90

PROGRAMS

	"AA"	"A"	"B"
5-minutes:			
1 time.....	39.00	31.50	19.50
26 times.....	37.50	30.00	18.75
52 times.....	36.00	28.50	18.00
104 times.....	34.50	27.00	17.25
156 times.....	33.00	25.50	16.50
260 times.....	31.50	24.00	15.75
312 times.....	30.00	22.50	15.00
500 times.....	29.25	21.75	14.65
750 times.....	28.50	21.00	14.25
1000 times.....	27.75	20.25	13.90

5-minute newscast, each, additional charge of 3.00.

News Service—AP and local. Rates on request. Charges for news and newscasters commissionable.

POLITICAL  
Regular rates apply.

RELIGIOUS  
Regular rates apply. (Accepted on Sunday only.)

Closing Time  
24 hours before broadcast.  
(Houston continued on next page)

TEXAS

Houston—Continued

KTRH (Established 1930) CBS Radio Network



Rates effective June 1, 1957. (Card No. 13). Rates received April 12, 1957.

Owned and operated by the KTRH Broadcasting Co.

Personnel

General Manager—William C. Bryan. Business Manager—Tom Jacobs. Operations Director—Lew Lowry. Program Director—Tim Osborne.

Representatives

Peters, Griffin, Woodward, Inc.

Mailing Instructions

Business Office and Studio—Rice Hotel, Houston, Texas, CA 7-4361. Transmitter—Cedar Bayou, 25 miles east of Houston.

Wave—Power—Time

Operating power—50,000 watts. Frequency—740 kilocycles. Directional—Separate patterns day and night. Licensed to operate full time on cleared regional channel. Operates on Central Time.

Agency Commission

15% to recognized agencies; no cash discount. Bills due and payable when rendered.

General Advertising

For combination rates see CBS Radio Network (Southwestern Group). FM operated in conjunction with AM. The following rates are for national advertising.

ANNOUNCEMENTS

(6:45 a.m. to 9:00 a.m. Monday through Saturday)

Table with 3 columns: Participations rotating weekly, Each, Flat, Per week. Includes rows for 6 spots, 25-second spots, etc.

Table with 3 columns: Participations weekly, Each, Flat, Per week. Includes rows for 6 1-minute spots, 25-second spots, etc.

Table with 3 columns: Impact Announcement Plans, Each, Flat, Per week. Includes rows for 12, 24, 48, 96 minutes weekly, etc.

Portions of Impact Announcement Plans may be scheduled between 6:45 a.m. and 9:00 a.m. at the applicable rates for that time period.

Table with 3 columns: Participations weekly, Each, Flat, Per week. Includes rows for 6 1-minute spots, 25-second spots, etc.

Table with 3 columns: Impact Announcement Plans, Each, Flat, Per week. Includes rows for 12, 24, 48, 96 minutes weekly, etc.

Day and night Impact Announcement Plans may be scheduled in any combination of day and night at the applicable unit announcement costs for each type of service so long as a minimum of 12 announcements weekly is used.

ID ANNOUNCEMENTS

ID's—50% of applicable minute rate. Not combinable with other broadcasting for frequency discount.

PROGRAMS

(5:30 a.m. to 10:30 p.m. Monday through Sunday)

Table with 5 columns: 1 hr., 1/2 hr., 1/4 hr., 5 min., Rate. Includes rows for 1 time, 52 times, 156 times, etc.

(All other times)

Table with 4 columns: 1 time, 52 times, 156 times, 260 times, Rate. Includes rows for 1 time, 52 times, 156 times, etc.

DISCOUNTS

Above rates guaranteed for six months from date of first broadcast or from the effective date of any announced increase in rates providing advertising is running at time of the effective date of increase and providing broadcasts continue without interruption.

All broadcasts placed with the station for advertiser within one year from date of first broadcast shall be combined for purpose of computing total amount of frequency discount earned provided however, that announcements can not be so combined with five minute or longer programs.

Advertisers who complete a year's broadcasting and earn a frequency discount may continue into the succeeding year at the frequency discount earned during first year so long as the schedule is not reduced or interrupted. In the event such a schedule is interrupted a new contract year will be established from the date of the first broadcast of any resumption of the schedule.

SPECIAL FEATURES

News Service—AP, UPI, special sports and local reporting. All station compiled news and sportscasts 25% of time charge added. Full package commissionable to agency. CBS co-op newscasts, rates on request.

Dealer identification or cut-in announcements made locally within advertiser's network time. Service charge; 10% of applicable one-hour network rate.

"Farm Front"—5:15 a.m. to 6:45 a.m. Monday through Saturday. 15 minute participation. Card rate plus 23.53 commissionable.

"Musical Clock"—6:45 a.m. to 9:00 a.m. Monday through Saturday. See rates listed above for 6:45 a.m. to 9:00 a.m.

"Lew Lowry"—3:00 p.m. to 5:00 p.m., Monday through Friday, announcement participation at regular rates; program participation—rates on request.

"Zak Time"—5:05 p.m. to 5:45 p.m. Monday through Friday. Announcement participation at regular rate; program participation, rates on request.

"Tim's Tunes"—6:15 p.m. to 7:00 p.m. Monday through Friday. Announcement participation at regular rate.

POLITICAL AND RELIGIOUS BROADCASTS

Rates on request.

KXYZ

(Established 1930)

ABC Radio Network



Rates effective December 1, 1954.

Revisions received February 27, 1957.

Revisions (Sat. Plan) received Nov. 28, 1958.

Owned and operated by the Houston Broadcasting Corp.

Personnel

Executive President—Fred Nahas. General Manager—Bill Rozan. National Sales Manager—Chris Robinson. Program Director—Ken Collins.

Representatives

Avery-Knodel, Inc.

Mailing Instructions

Mailing address: P. O. Box 735, Houston, Texas. Business Office and Studio—5th floor of Gulf Building, Houston 2, Texas, Capitol 2-6151, TWX HO 370.

Transmitter—Deepwater, Tex.

Wave—Power—Time

Operating power—5,000 watts. Frequency—1320 kilocycles. Directional—nighttime only. Licensed to operate full time on regional channel. Operates on Central Time. Daylight Saving Time not observed. Operating schedule: 24 hours daily.

Agency Commission

15% on net station time and talent charges to recognized advertising agencies. No cash discount. Bills due and payable 10th of following month.

General Advertising

For combination rates see ABC Radio. Advertising of alcoholic beverages not accepted on Sundays.

BMI, ASCAP and SESAC licenses.

Time rates include copyright fees.

Length of commercial copy:

Table with 2 columns: Length of commercial copy, Rate. Includes rows for 5, 10, 15, 25, 30, 45, 60 minutes.

CLASS "A"

(6:00 a.m. to 10:00 a.m. and 4:00 p.m. to 7:00 p.m.)

Table with 6 columns: 1 hr., 1/2 hr., 1/4 hr., 5 min., Ann., Rate. Includes rows for 1 time, 26 times, 52 times, 156 times, 260 times, 520 times, 1,000 times.

CLASS "B"

Class "B" rates now apply from: (10:00 a.m. to 4:00 p.m. and 7:00 p.m. to 10:30 p.m.)

Table with 6 columns: 1 time, 26 times, 52 times, 156 times, 260 times, 520 times, 1,000 times, Rate.

CLASS "C"

(All other times)

Table with 6 columns: 1 time, 26 times, 52 times, 156 times, 260 times, 520 times, 1,000 times, Rate.

SATURATION SALES PLAN

10 spots weekly..... 130.00 20 spots weekly..... 220.00 15 spots weekly..... 180.00 25 spots weekly..... 250.00 More than 25 per week—prorate 25-time rate.

To qualify for the above saturation rates, spots must be used within 7 consecutive days. Saturation Plan cannot be combined with any other announcements to earn frequency discount.

Station Breaks

75% of the applicable 1-minute rate.

Identifications

50% of the applicable 1-minute rate.

DISCOUNTS

Discounts based on the number of announcements or program periods within one year. Discounts allowed retroactively on the number of broadcasts given within one year. Program periods and announcements are not to be combined to earn larger discounts.

The above rates are for convenient references. They are not to be considered as an offer of facilities and are subject to change without notice. All rates guaranteed for 6 months from date of first broadcast, with or without interruption.

SPECIAL FEATURES

News Service—UPI wires. Complete city coverage with News Patrol Mobile Shortwave unit. Sports Ticker. Rates on request.

Charges for news and newscasters commissionable.

Participating Programs

"Mel Pennington"—6:00 a.m. to 10:00 a.m. "Ken Collins"—10:00 a.m. to noon. "Larry Kane Show"—2:00 p.m. to 5:15 p.m. "Dave Godwin"—6:30 p.m. to midnight.

POLITICAL

Regular rates apply.

REMOTE CONTROL

Additional charges are made for programs originating outside the studios. Within city limits, 15 minute programs, 12.50; 30 minute programs, 17.50. Pick-ups outside city limits—rates on request. All lines billed at cost. Short-wave unit, 25.00.

TRANSCRIPTIONS

Transcriptions of five 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 5.00; 30 minute programs, each 10.00.

Closing Time

Broadcasting copy and program material must be received 24 hours in advance.

KYOK

(Established 1947)

Independent Negro

An OK Group Station

Rates effective April 1, 1957. (Card No. 2.)

Card received February 27, 1957.

Owned and operated by KYOK, Inc.

Affiliated in ownership with The OK Group comprised of WBOK, New Orleans, La.; WXOK, Baton Rouge, La.; KAOK Lake Charles, La.; WLOK, Memphis, Tenn.; KYOK, Houston, Texas; and WGOK, Mobile, Ala.

Personnel

President—Jules J. Paglin. Vice-Pres. & Gen'l Mgr.—Stanley W. Ray, Jr. Station Manager—Bruno Leonardt.

Representatives

Stars National, Inc.

Mailing Instructions

Business Office and Studio—613 Preston St., Houston 2, Tex., Ca 7-5108. Transmitter—Route 12, Post Oak Rd., Houston, Tex.

Wave—Power—Time

Operating power—5,000 watts. Frequency—1590 kilocycles. Directional—nighttime only. Licensed to operate full time on regional channel. Operates on Central Time. Operating schedule: 5:00 a.m. to midnight Monday through Saturday; 6:00 a.m. to 11:00 p.m. Sunday.

Agency Commission

15% to recognized agencies; no cash discount. Bills rendered monthly; payable by 10th of month.

General Advertising

For combination rates see The OK Group listing. Rates are for national advertising and include music copyright fees. All contracts accepted subject to two weeks' cancellation notice. Discounts allowed retroactively on number of broadcasts given within one year from date of first broadcast providing no lapse of time occurs between contracts and actual time on the air. Announcements and programs of five minutes or more cannot be combined to earn larger discounts. All program units 30 seconds less than indicated.

Table with 12 columns: 1, 1/2, 1/4, 10, 5, 1, 30, Rate. Includes rows for 1 tl, 13 tl, 26 tl, 52 tl, 104 tl, 156 tl, 208 tl, 260 tl, 312 tl, 500 tl.

SPECIAL FEATURES

News Service—UPI and local. 5-minute newscasts every hour on the hour. Regular rates apply to 5, 10 and 15 minute news periods. Time signals are limited to 30 words and sold in 13 weeks cycles only. Rates on request.

All participating programs sold at regular rates plus talent of 2.00 per quarter hour commissionable. Both 15 minute and one minute spots available.

Negro Market

"Rev. Harrel Tillman"—5:00 a.m. to 7:00 a.m. Monday through Saturday. "Sweet Chariot"—9:30 a.m. to 11:30 a.m. Monday through Saturday with Rev. Harrel Tillman. Spiritual and Gospel Music. "Sister Sue's House"—8:30 a.m. to 9:30 a.m. daily Spiritual and Gospel music with Sister Sue. "The Hotsy Totsy Show"—7:00 a.m. to 8:30 a.m. and 11:30 a.m. to 2:00 p.m., rhythm and blues with Hotsy Totsy. "Spiritual Sunbeams" with George Nelson—2:00 p.m. to 3:30 p.m. and "Peaceful Valley"—7:30 p.m. to 9:00 p.m. Spiritual and Gospel music. "The Dizzy Lizzie Show"—3:30 p.m. to 5:00 p.m. and 10:30 p.m. to midnight, rhythm and blues with Dizzy Lizzie. "The Zing Zang Show"—5:00 p.m. to 6:30 p.m. and 9:00 p.m. to 10:30 p.m. Rock and roll with Zing Zang. "Groovie George Show"—6:30 p.m. to 7:30 p.m. Pop music with George Nelson.

POLITICAL

Regular rates apply; cash in advance.

Closing Time

48 hours in advance of scheduled broadcast.

# HUNTSVILLE

Walker County—Map Location G-6  
See SRDS consumer market map and data at beginning of the State.

## KSAM

(Established 1938)



Rates received April 29, 1955.

Owned and operated by M. B. Cauthen, dba Huntsville Broadcasting Company.

### Personnel

Owner—M. B. Cauthen.  
General Manager—Jack Nichols.  
Commercial Manager—C. C. Springfield.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—South of Huntsville on Highway 75, P. O. Box 312, Huntsville, Texas, Garfield 5-2651.  
Transmitter—South of Huntsville on Highway 75.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1490 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Central Time.  
Actual operating schedule, 6:30 a.m. to 11:00 p.m.

### Agency Commission

15% to recognized advertising agencies on station time only; no cash discount.

### General Advertising

Affiliated with Keystone Network.  
Beer advertising not accepted.  
No per inquiry advertising accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time....	40.00	24.00	16.00	10.00	5.00	4.00
13 times....	38.00	22.80	15.20	9.50	4.75	3.80
26 times....	36.00	21.60	14.40	9.00	4.50	3.60
52 times....	34.00	20.40	13.60	8.50	4.25	3.40
104 times....	32.00	19.20	12.80	8.00	4.00	3.20
156 times....	30.00	18.00	12.00	7.50	3.75	3.00
260 or more times....	28.00	16.80	11.20	7.00	3.50	2.80

### SPECIAL FEATURES

News Service—AP.  
Time signals, weather, temperature and market reports available—rates on request.

### POLITICAL

Regular rates apply; cash in advance.

### TRANSCRIPTIONS

Library Service—Capitol.

### Closing Time

Announcements 24 hours in advance. Programs one week in advance or depending on type of program.

# JACKSONVILLE

Cherokee County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

## KEBE

(Established 1946)

Rates received April 29, 1955.

Owned and operated by KEBE, Inc.

### Personnel

Pres. & Mgr.—Mrs. Lelta Moye Laurie.  
Commercial Manager—Jerry D. Spencer.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—Box 1071, Jacksonville, Texas.  
Transmitter—Pierce Lane and Lake St., Jacksonville, Tex.

### 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 10:00 p.m.

### Agency Commission

15% to recognized advertising agencies; 2% cash discount.

### General Advertising

Affiliated with East Network, Inc., Keystone Network and Mutual Broadcasting System.  
Accepts AAAA copyrighted contract.  
No per inquiry business accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time....	40.00	24.00	16.00	10.00	6.00	4.50
13 times....	38.00	22.80	15.20	9.50	5.70	4.25
26 times....	36.00	21.60	14.40	9.00	5.40	4.05
52 times....	34.00	20.40	13.60	8.50	5.10	3.90
104 times....	32.00	19.20	12.80	8.00	4.80	3.70
156 times....	30.00	18.00	12.00	7.50	4.50	3.50
260 or more times....	28.00	16.80	11.20	7.00	4.20	3.30

### SPECIAL FEATURES

News Service—UPI and local Farm Editors.  
Official weather bureau station.  
Time Signals: On contract 25 word announcements, six times daily, per month 100.00.  
Weather Forecast: Once daily, per month 60.00.  
"Kebe Korral"—1:00 p.m. to 3:00 p.m. Mail request participation program, daily.

# JASPER

Jasper County—Map Location H-6  
See SRDS consumer market map and data at beginning of the State.

## KTXJ

(Established 1948)



Rates received April 29, 1955.

Owned and operated by Jasper Broadcasting Co.

### Personnel

Station Manager—Gene Heard.  
Commercial Manager—Harold Pendergast.  
Program Director—James Brasher.

### Representatives

Continental Radio Sales.

### Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box 6090, 1-1/4 miles east of courthouse, on U. S. Hwy. 190, Jasper, Tex., telephone Du 4-2544.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1350 kilocycles.  
Non-directional.  
Licensed to operate day time only.  
Operates on Central Time.  
Daylight Saving Time not observed.

### Agency Commission

15% to recognized advertising agencies; no cash discount. For discounts to apply, every contract must be completed within 52 weeks of starting date.

### General Advertising

Affiliated with the East Texas Network.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Advertising of alcoholic beverages not accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time....	50.00	36.00	22.50	12.50	5.00	4.00
13 times....	48.00	34.00	20.50	10.75	4.75	3.80
26 times....	45.00	32.00	18.00	10.00	4.50	3.60
52 times....	40.00	28.50	17.50	9.75	4.25	3.40
104 times....	37.50	26.25	15.75	9.00	4.00	3.20
156 times....	35.00	24.00	14.00	8.50	3.75	3.00
260 or more times....	31.50	21.25	11.75	7.25	3.50	2.80

### SPOT PACKAGES

Five spots per day, 6 days a week, per month, 200.00.

### SPECIAL FEATURES

News Service—AP.

### RELIGIOUS BROADCASTS

Rates on request.

# JUNCTION

Kimble County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

## KMBL

(Established 1950)

Rates effective June 1, 1958.

Rates received July 14, 1958.

Owned and operated by Junction Broadcasting Co.

### Personnel

Owner & Manager—Chas. Wayne Evans III.  
Commercial Manager—Robert Metcalf.

### Representatives

Hil F. Best Company.

### Mailing Instructions

Business Office and Studio—P. O. Box 384, 100 Pecan Street, Junction, Texas.  
Transmitter: 100 Pecan St., Junction, Texas.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Central Standard Time.  
Operating schedule: 6:00 a.m. to midnight.

### Agency Commission

15% to recognized agencies; no cash discount.

### General Advertising

Affiliated with Keystone Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Beer advertising accepted.  
The following rates apply to both national and local advertising; no frequency discount.

1 hour.....	17.00	5 minutes.....	5.00
1/2 hour.....	12.00	1 minute or less.....	1.00
1/4 hour.....	8.00		

### SPECIAL FEATURES

News Service—local news and special events.  
Weather—local and state weather, hourly.

### POLITICAL AND RELIGIOUS

Rates on request.

# KENEDY-KARNES CITY

Karnes County—Map Location E-8  
See SRDS consumer market map and data at beginning of the State.

## KAML

(Established 1954)

Rates received October 4, 1956. (Card No. 1)

Owned and operated by The Camel Co.

### Personnel

Manager—Ed C. Balthrope.  
Office Manager—A. M. Balthrope.  
Program Director—Chuck Martin.

### Representatives

Avery-Krodel, Inc.

### Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box 990, Kennedy, Texas, OLive 9-2990.

### Wave—Power—Time

Operating power—250 watts days.  
Frequency—990 kilocycles.  
Non-directional.

# TEXAS

Licensed to operate daytime only.  
Operates on Central Standard Time.  
Operating schedule: Local sunrise to local sunset.  
Agency Commission  
15% to recognized agencies on station time only; no cash discount. Bills rendered first 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.  
All rates include a 30% talent and production charge.

	1 hr.	1/2 hr.	1/4 hr.	1 min.	30 sec.
1 time..	25.00	18.00	15.00	5.00	3.00
26 times	23.75	17.10	14.25	4.75	2.85
52 times	22.50	16.20	13.50	4.50	2.70
104 times	21.25	15.30	12.75	4.25	2.55
156 times	20.00	14.40	12.00	4.00	2.40
260 times	18.75	13.50	11.25	3.75	2.25
312 times	17.50	12.60	10.50	3.50	2.10
624 times	16.25	11.70	9.75	3.25	1.95

### SPECIAL FEATURES

News Service—AP and local. News service charge 20%.  
Headlines every hour on the hour; 15-minute newscasts at 7:45 a.m., 11:45 a.m. and 2:45 p.m.  
Special farm programs daily; county and State farm programs weekly. Package deal rates on request.  
Foreign Languages  
"Spanish Program"—minimum 1-1/2 hours daily. News headlines and summaries.

### POLITICAL

Regular rates apply; cash in advance.  
Closing Time  
Twenty-four hours in advance of broadcast.

# KERMIT

Winkler County—Map Location A-5  
See SRDS consumer market map and data at beginning of the State.

## KERB

(Established 1950)

Rates effective January 1, 1952. (Card No. 3.)  
Card received March 3, 1952.

Owned and operated by KERB, Inc.

### Personnel

President—E. S. Walden.  
Mgr.-Sec'y—H. V. Brinson.  
Sales Manager—Ernie Allen.

### Representatives

Hil F. Best Company.  
Dallas—Clyde Melville Company.

### Mailing Instructions

Business Office and Studio—No. 110, Highway 302, Kermit, Texas, telephone 3481.  
Transmitter—Two miles west of city limits Kermit, Tex.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—600 kilocycles.  
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 Keystone Network.  
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....	40.00	25.00	15.00	8.00	6.00
26 times..	39.00	24.25	14.60	7.80	5.85
52 times..	38.00	23.75	14.55	7.60	5.70
104 times..	36.00	22.50	13.50	7.20	5.40
156 times..	34.00	21.25	12.75	6.80	5.10
260 times..	32.00	20.00	12.00	6.40	4.80
312 times..	30.00	18.75	11.25	6.00	4.50

(\*) One minute or less.

### POLITICAL AND RELIGIOUS

Rates on request.

### TRANSCRIPTIONS

Library Service—Sesac, Thesaurus.

# KERRVILLE

Kerr County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

## KERV

(Established 1948)

Rates effective January 1, 1958. (Card No. 6.)  
Card received November 18, 1957.

Owned and operated by Kerrville Broadcasting Co.

### Personnel

Manager—Albert F. Mason.  
Sales Manager—C. L. McClish.

### Representatives

Hil F. Best Company.

### Mailing Instructions

Business Office and Studio—P. O. Box 791, Junction Highway, Kerrville, Tex., telephone Clearwater 7-4003  
Transmitter—Junction Highway, Kerrville, Tex.

### Wave—Power—Time

Operating power—250 watts.  
(100% modulation.)  
Frequency—1230 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Central Time.  
Operating schedule: 6:00 a.m. to 10:15 p.m.

### Agency Commission

15%; no cash discount. Bills due 10th of month following broadcast.

(This listing continued on next page)



# TEXAS

## Kerrville—K E R V—Continued

**General Advertising**  
Affiliated with Keystone Network.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Beer and wine accounts accepted when compatible with program adjacencies.

**PROGRAMS**

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time, each.....	75.00	38.00	28.00	13.00
13 times, each.....	53.00	27.00	25.00	13.00
39 or more ti., each	53.00	27.00	14.00	6.00

Each program will have 30 seconds deducted from indicated length for station break purposes. Programs of over 30 minutes will have 30 seconds deducted each 1/2 hour, plus 30 seconds at the conclusion. Contract must be completed within 1 calendar year to earn frequency discounts.

**ANNOUNCEMENTS**

One minute (100 words), flat.....	4.50
30 seconds or less, flat.....	3.75

**PACKAGE PLANS**

	1 mo.	3 mos.
1-minute transcribed plus 25 words or 30 seconds transcribed plus 75 words or 125 words live.....	108.00	102.00
30 seconds transcribed plus 50 words or 1-minute transcribed or 100 words live.....	66.00	62.00
30 seconds transcribed or 50 words live.....	50.00	46.00
15 seconds transcribed or 25 words live.....	46.00	44.00

Announcements must run daily except Sunday for the calendar month, starting on any day in the month. Times cannot be guaranteed.

**SPECIAL FEATURES**

News Service—AP and local.  
5-minute newscasts—maximum commercial time per newscast, 1:30 minutes in 1 or 2 commercials. Per month:

	6-a-wk	7-a-wk
1 year.....	125.00	146.00
6 months.....	127.00	148.00
3 months.....	127.00	160.00
1 month.....	142.00	166.00

15-minute newscasts—maximum length of commercial time per newscast, 3:00 minutes, in 1, 2 or 3 commercials. Per month:

4 months.....	398.00	1 month.....	498.00
2 months.....	426.00		

Sports, baseball, football, basketball, hunting and fishing, auctions and rodeos.  
**Participating Programs**  
"1230 Club"—9:15 a.m. to 10:00 a.m. Monday through Saturday. Station furnishes 2.05 daily (12.30 per week) cash give-away for listeners. Questions are asked each day from one of the sponsors' messages. Each sponsor gets 2 1-minute commercials during the program, and opening and closing mention, and every sixth program the question asked from his current commercial. Limit of 6 non-competing sponsors at 100.00 monthly each; half-sponsorship, (Monday, Wednesday, Friday or Tuesday, Thursday, Saturday) per month, 60.00.

"Bill's Follies" with Bill Richardson—7:00 p.m. to 10:00 p.m. Regular rates apply.  
"Western Alarm Clock"—6:00 a.m. to 7:00 a.m.  
"Breakfast Bandstand"—7:05 a.m. to 7:30 a.m.  
"Coffee Time"—8:05 a.m. to 9:00 a.m.  
"Hill Country Capers"—1:05 p.m. to 2:30 p.m.  
"Afternoon Varieties"—3:05 p.m. to 5:00 p.m.  
"Concert Varieties"—5:00 p.m. to 5:30 p.m.  
"Dinner Music"—5:30 p.m. to 6:00 p.m. and 6:15 p.m. to 6:45 p.m.

**POLITICAL AND RELIGIOUS**  
Regular rates apply.

**TRANSCRIPTIONS**  
Library Service—World.  
Closing Time  
48 hours in advance.

## KILGORE

Gregg County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

### KOCA

(Established 1936)

Rates received April 29, 1955.  
Owned by Radio Station KOCA, Incorporated.

**Personnel**  
President—Roy G. Terry.  
General Manager—H. A. Degner.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—Radio Building 102-1/2 East North Street, Kilgore, Tex., telephone 2001.  
Transmitter—Duval and S. Martin Sts., Kilgore, Tex.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1240 kilocycles.  
Non-directional.  
Operates on Central Standard Time.

**Agency Commission**  
Agency commission 15%. Commission not paid on talent. Cash discount 2% on net—10th of month following broadcast. Cash discount does not apply on talent. Invoice mailed 1st of each month.

**General Advertising**  
Beer advertising accepted.  
Rates include fees charged by owners of music copyrights.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time.....	60.00	36.00	24.00	12.00	6.00	4.50	4.50
13 times.....	57.00	34.00	22.80	11.40	5.70	4.25	4.25
26 times.....	54.00	32.40	21.60	10.80	5.40	4.00	4.00
52 times.....	51.00	30.60	20.40	10.20	5.10	3.75	3.75
104 times.....	48.00	28.80	19.20	9.60	4.80	3.50	3.50
156 times.....	45.00	27.00	18.00	9.00	4.50	3.25	3.25
260 or more times.....	42.00	25.20	16.80	8.40	4.20	3.00	3.00

**Closing Time**  
Program arrangements on talent programs must be made two weeks in advance.  
Announcements and talks close two days preceding.  
Recorded programs accepted up to time of broadcast.

## KILLEEN

Bell County—Map Location E-6  
See SRDS consumer market map and data at beginning of the State.

### KLEN

(Established 1955)



Rates effective ——— (Card No. 2.)  
Rates received December 9, 1957.  
Owned and operated by Highlite Broadcasting Co.

**Personnel**  
Pres. & Gen'l Mgr.—A. W. Stewart.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 935, Killeen, Texas.

Transmitter—Killeen, Tex.

**Wave—Power—Time**  
Operating power—250 watts days.  
Frequency—1050 kilocycles.

Non-directional.  
Licensed to operate daytime only.  
Operates on Central Standard Time.

Operating schedule: ———.

**Agency Commission**  
15% to recognized agencies on station time only; no cash discount. Bills rendered monthly. Talent and/or remote charges to be billed separately; no commission on the latter.

**General Advertising**  
Affiliated with Mutual Broadcasting System and Keystone Network.  
Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.  
In order to earn rates quoted, contracts must be completed within 12 months.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	60.00	30.00	15.00	8.00	6.00	4.00
13 times.....	57.00	28.50	14.25	7.60	5.70	3.80
26 times.....	54.00	27.00	13.50	7.20	5.40	3.60
52 times.....	51.00	25.50	12.75	6.80	5.10	3.40
104 times.....	48.00	24.00	12.00	6.40	4.80	3.20
156 times.....	45.00	22.50	11.25	6.00	4.50	3.00
260 times.....	42.00	21.00	10.50	5.60	4.20	2.80
312 times.....	39.00	19.50	9.75	5.20	3.90	2.60

**SPECIAL FEATURES**  
News Service—AP and local.  
Newscasts—Five or fifteen minute programs.  
Sports, football, basketball, hunting and fishing, auctions and rodeos.

**Participating Programs**  
"Melody Matinee"—9:35 a.m. to 11:00 a.m. Monday through Friday.  
"German Program"—9:15 a.m. to 9:30 a.m.  
"Fort Hood News"—7:15 a.m. to 7:20 a.m., and 4:35 a.m. to 4:40 a.m.  
"Spanish Program"—1:35 p.m. to 2:00 p.m. Monday through Friday.

**POLITICAL AND RELIGIOUS**  
Regular rates apply; cash in advance.

**Closing Time**  
24 hours in advance of broadcast.

## KINGSVILLE

Kleberg County—Map Location E-9  
See SRDS consumer market map and data at beginning of the State.

### KINE

(Established 1948)

Rates effective January 1, 1949.  
Revisions received July 21, 1950.

Owned and operated by Radio Station KINE, Inc.

**Personnel**  
General Manager—Ben Glusing.  
Station Manager—Jerry Fulcrton.  
Commercial Manager—Andy Cook.

**Representatives**  
Hil F. Best Company.

**Mailing Instructions**  
Business Office and Studio—205 E. King Ave., Kingsville, Tex., telephone 2-2822.

Transmitter—Bishop, Tex.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1330 kilocycles.

Non-directional.  
Licensed to operate to local sunset.

Operates on Central Time.  
Daylight Saving Time not observed.

Operating schedule: Sunrise to sunset.

**Agency Commission**  
15% to recognized agencies on station 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.  
Beer advertising accepted.

No Per Inquiry business. Contracts must be completed within 12 months from date of first broadcast.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	60.00	36.00	24.00	15.00
13 times.....	57.00	34.20	22.80	14.25
26 times.....	54.00	32.40	21.60	13.50
52 times.....	51.00	30.60	20.40	12.75
104 times.....	48.00	28.80	19.20	12.00
156 times.....	45.00	27.00	18.00	11.25
260 times.....	42.00	25.20	16.80	10.50
312 times.....	39.00	23.40	15.60	9.75

**ANNOUNCEMENT RATES**

	1 min.	30 sec.	Station break
1 time.....	6.00	4.50	3.00
13 times.....	5.70	4.25	2.85
26 times.....	5.40	4.05	2.70
52 times.....	5.10	3.85	2.55
104 times.....	4.80	3.60	2.40
156 times.....	4.50	3.35	2.25
260 times.....	4.20	3.15	2.10
312 times.....	3.90	2.90	1.95

### SPECIAL FEATURES

News Service—UPI.  
Participating Programs  
"Mexico Latino"—(Spanish language).  
"Jam Sessions," "Musical Grabbag," "Afternoon Varieties."

**Closing Time**  
Three days in advance of broadcast.

## LAMESA

Dawson County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

### KPET

(Established 1946)



Rates effective January 1, 1948.  
Owned and operated by Lamesa Broadcasting Co.

**Personnel**  
Gen'l & Com'l Mgr.—Bob Bradbury.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—502 South 1st, Lamesa, Tex., telephone 690.  
Transmitter—1-1/2 miles southeast of Lamesa, Texas.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—690 kilocycles.

Non-directional.  
Licensed to operate unlimited time.  
Operates on Central Standard Time.

Operating schedule: 6:00 a.m. to 11:00 p.m.

**Agency Commission**  
15% to recognized advertising agencies; 2% cash discount if paid within 10 days following billing.

**General Advertising**  
Affiliated with Keystone Network. To receive discounts contracts must be completed within a year.  
Accepts AAAA copyrighted contract.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	30.00	18.00	12.00	7.50	4.50	3.00
13 times.....	28.50	17.10	11.40	7.13	4.28	2.85
26 times.....	27.00	16.20	10.80	6.75	4.05	2.70
52 times.....	25.50	15.30	10.20	6.38	3.83	2.55
104 times.....	24.00	14.40	9.60	6.00	3.60	2.40
156 times.....	22.50	13.50	9.00	5.63	3.38	2.25
260 times.....	21.00	12.60	8.40	5.25	3.16	2.10
312 times.....	19.50	11.70	7.80	4.88	2.93	1.95
500 times.....	18.00	10.80	7.20	4.50	2.70	1.80
1000 times.....	16.50	9.90	6.60	4.20	2.50	1.65

(\*) One minute transcription or 100 words live.

(†) 1/2 minute transcription, 50 words live or station breaks.

## LAMPASAS

Lampasas County—Map Location E-6  
See SRDS consumer market map and data at beginning of the State.

### KCYL

(Established 1948)

Rates effective September 1, 1951.  
Rates received September 5, 1951.

Owned and operated by Lampasas Broadcasting Corp.

**Representatives**  
Hil F. Best Company.

**Mailing Instructions**  
Business Office and Studio—Highway 281, Lampasas, Tex., Chapel 2-3671.

Transmitter—Lampasas, Tex.

**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: 5:00 a.m. to 10:00 p.m.

**Agency Commission**  
15% to recognized agencies on station time only; no cash discount. Bills rendered 1st of month; payable within 10 days.

**General Advertising**  
Rates include music copyright fees.

In order to earn discounts, contracts must be fulfilled within one year from date of first broadcast. Two or more program units of 15 minutes or more broadcast on the same day by the same sponsor may be combined to earn the 1/2, 3/4 or one hour rate, whichever is applicable.

Advertising of alcoholic beverages not accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	62.00	34.00	19.00	16.00	12.50	5.50
52 times.....	54.00	28.00	16.00	12.00	9.50	4.50
102 times.....	40.00	20.00	11.50	10.00	6.50	3.80

**SPECIAL FEATURES**  
News Service—UPI.  
Time signals, weather, sports, and remotes—rates on request.

**POLITICAL**  
Regular rates apply. Cash in advance.

**Closing Time**  
One week in advance.

**LAREDO AREA (5 AM)**

Webb County—Map Location D-9  
See SRDS consumer market map and data at beginning of the State.

**KVOZ**

LAREDO  
(Established 1952)

Rates effective November 1, 1958.

Rates received October 30, 1958.

Owned and operated by Border Broadcasters, Inc.

Personnel  
General Manager—Bill Harrell.

Representatives  
None.

Mailing Instructions

Business Office and Studio—P. O. Box 1498, Laredo, Tex., Ra 3-4396.

Transmitter—Laredo, Tex.

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 midnight.

Agency Commission

15% to recognized advertising agencies; 2% discount if paid 10th of month following billing.

General Advertising

Affiliated with Mutual Broadcasting System.

Rates are for station time only, including services of studio, personnel. Additional charges are made for programs originating outside of the studio.

Merchandising and publicity aids are considered a part of the service and are offered free as such.

To receive frequency discounts, contracts must be completed within one year.

Beer advertising accepted.

English and Spanish broadcasts accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	45.00	24.00	12.00	9.00
13 times.....	42.75	23.50	11.75	8.75
26 times.....	40.50	23.00	11.50	8.50
52 times.....	38.25	22.50	11.25	8.25
104 times.....	36.00	22.00	11.00	8.00
156 times.....	33.75	19.75	10.75	7.75
260 times.....	31.50	18.00	10.50	7.50
312 times.....	29.25	17.50	10.00	7.25
500 times.....	27.00	16.40	9.50	7.00
1,000 times.....	24.75	14.85	9.00	6.50

**ANNOUNCEMENTS**

	1 min.	30 sec.	ID's
1 time.....	6.00	4.50	3.00
13 times.....	5.75	4.28	2.85
26 times.....	5.40	4.05	2.70
52 times.....	5.07	3.83	2.55
104 times.....	4.75	3.60	2.40
156 times.....	4.40	3.38	2.25
260 times.....	4.05	3.16	2.10
312 times.....	3.75	2.93	1.95
500 times.....	3.57	2.70	1.80
1,000 times.....	3.38	2.50	1.65

**PACKAGE RATES**

Per month:	
100 1-minute announcements.....	450.00
200 1-minute announcements.....	775.00
100 30-second announcements.....	340.00
200 30-second announcements.....	580.00
100 ID's.....	230.00
200 ID's.....	440.00

**Combination Rates**

Package purchase of KVOZ, Laredo, KVOU, Uvalde, KEPS, Eagle Pass. Available on request.

**SPECIAL FEATURES**

News Service—AP. POLITICAL

Regular rates apply.

**XEAS**

NUEVO LAREDO, MEX.

(Established 1948)

Rates effective April 1, 1958. (Card No. 3.)

Card received March 21, 1958.

Owned and operated by Jose Maria Villarreal.

Personnel

Pres. & Gen'l Mgr.—Jose Maria Villarreal.

Sales Manager—Rudy Ceballos.

Representatives

None.

Mailing Instructions

Business Office—P. O. Box 338, Laredo, Tex., Mina 5037.

Studio—5037 Mina St., Nueva Laredo, Mex. Phone 1059.

Transmitter—Nuevo Laredo, Tex.

Wave—Power—Time

Operating power—1,000 watts days, 250 watts nights

Frequency—1410 kilocycles.

Licensed to operate full time.

Operates on Central Time.

Operating schedule: 5:55 a.m. to midnight week days; 7:00 a.m. to midnight Sundays.

Agency Commission

15% to recognized agencies; no cash discount.

General Advertising

Accepts AAAA copyrighted contract.

Entire schedule is broadcast in Spanish; English broadcast facilities available.

Time rates include copyright fees.

Translations of commercials from English to Spanish is free of charge.

P.I. basis campaigns or contracts not accepted.

All rates guaranteed for one year from date of first broadcast, with or without interruptions, when covered by duly signed and accepted contract.

	1 hr.	1/2 hr.	1/4 hr.	(*)
1 time.....	41.50	26.00	13.50	3.70
13 times.....	39.00	24.00	12.50	3.50
26 times.....	36.50	22.00	11.50	3.30
52 times.....	34.00	20.00	10.50	3.10
104 times.....	31.50	18.00	9.50	2.90
156 times.....	29.50	16.00	8.50	2.70
260 times.....	26.50	14.00	7.50	2.50

(\*) One minute or less.

**SPECIAL FEATURES**

News service available—rates on request.

Newcasts:

7:00 a.m. to 7:15 a.m. Monday through Saturday.

12:00 noon to 12:15 p.m. Monday through Saturday.

Sportscasts:

1:30 p.m. to 1:45 p.m. Monday through Saturday.

Participating Programs

"Postré Musical"—1:00 p.m. to 1:30 p.m. Monday through Saturday.

"Felicidades Perla"—5:00 p.m. to 5:30 p.m. Monday through Saturday.

"Disconteca a sus Ordenes"—5:30 p.m. to 6:00 p.m. Monday through Saturday.

**POLITICAL AND RELIGIOUS**

Not accepted.

**TRANSCRIPTIONS**

Library Service—Thesaurus, Capitol.

Mexican Library Service—Musart, Panart.

**XEBK**

NUEVO LAREDO, MEX.

(Established 1935)

Rates effective September 1, 1954.

Rates received June 7, 1957.

Owned and operated by F. J. Cortez.

Personnel

President—Francisco J. Cortez.

General Manager—Mario Cortez.

Public Relations—Rudy Ceballos.

Sales Manager—Mary Lou Cortez.

Continuity Director—Miguel Sanchez.

Representatives

Continental Radio Sales.

Mailing Instructions

Mailing address: P. O. Box 1187, Laredo, Tex.

Business Office and Studio—Teatro de las Americas Depto. No. 3.

Transmitter—Nuevo Laredo, Mexico.

Wave—Power—Time

Operating power—250 watts.

Frequency—1340 kilocycles.

Non-directional.

Licensed to operate full time.

Operates on Central Standard Time.

Operating schedule: 5:55 a.m. to 11:00 p.m. Monday through Saturday.

Agency Commission

15% to recognized agencies; 2% cash discount. Bills rendered 30th or 31st of month and payable in ten days.

General Advertising

Accepts AAAA copyrighted contract.

Rates include music copyright fees.

Entire schedule broadcast in Spanish. Translation of English copy into Spanish free of charge.

All rates guaranteed for one year from date of first broadcast, with or without interruption, when covered by duly signed and accepted contract.

**PACKAGE RATES**

(Monday through Friday)

	1 hr.	1/2 hr.	1/4 hr.
1 week.....	11.00	6.00	3.50
13 weeks.....	10.10	5.50	3.00
26 weeks.....	9.00	4.90	2.70
39 weeks.....	7.60	4.25	2.35
52 weeks.....	6.00	3.50	2.00

**ANNOUNCEMENTS**

One minute or less:	5 spots	15 spots	30 spots
1 week.....	1.25	1.00	.80
13 weeks.....	1.15	.95	.75
26 weeks.....	1.05	.90	.70
39 weeks.....	.95	.85	.65
52 weeks.....	.90	.80	.60

**TRANSCRIPTIONS**

Library Service—RCA Victor, Capitol.

Mexican Library Service—Musart, Capitol, Peerless, RCA Victor, Falcon, Ideal.

**XEK**

NUEVO LAREDO, MEX.

(Established 1937)

**Sombrero Network**

Rates effective August 1, 1957.

Rates received June 21, 1957.

Owned and operated by Ruperto Villarreal.

Personnel

Pres. & Mgr.—Ruperto Villarreal.

Commercial Manager—Felipe Maldonado P.

Representatives

Chicago—Detroit—William J. Reilly, Inc.

New York—Richard O'Connell.

West Coast—Tracy Moore and Associates, Inc.

Boston—Harry Wheeler & Company.

Regional—Broadcast Services, Inc., International Merchandise Building, 206 San Francisco St., El Paso, Texas.

Mailing Instructions

Mailing Address—c/o Richard O'Connell, 527 Madison Ave., New York 22, N. Y., Plaza 5-9751.

Business Office and Studio—El Diario Bldg., 2nd Floor Dr. Mier 2223, Nuevo Laredo, Mex., telephone 55.

Transmitter—Lampazos at Canales, Nuevo Laredo, Mex.

Wave—Power—Time

Operating power—5,000 watts days; 1,000 watts nights.

Frequency—960 kilocycles.

Operates on Central Standard Time.

Operating schedule: 5:55 a.m. to 10:00 p.m. week days; 8:00 a.m. to 2:00 p.m. Sundays.

Agency Commission

15% to recognized agencies on station time only; no cash discount.

Bills rendered 30th or 31st of each month; payable 10 days after rendered.

General Advertising

For combination see The Sombrero Network.

1/2 hour..... 40.00 5 minutes..... 10.00

1/4 hour..... 20.00 1 minute or less.... 7.00

**TEXAS**

**ANNOUNCEMENT PACKAGES**

Per week:	Each	Total
5 announcements.....	6.00	30.00
10 announcements.....	5.00	50.00
15 announcements.....	4.50	67.50
20 announcements.....	4.00	80.00
30 announcements.....	3.50	105.00
50 announcements.....	3.00	150.00

**SPECIAL FEATURES**

News Service—UPI and Mexican CGV.

100% Spanish language.

**TRANSCRIPTIONS**

Library Service—Musart and Panart.

**XERG**

NUEVO LAREDO, MEX.

(Established 1950)

Rates effective December 15, 1955.

Rates received September 4, 1956.

Rev. (rates) rec'd October 24, 1958.

Owned and operated by Radio Laredo, S. A.

Personnel

President—Jesus D. Gonzalez.

General Manager—Remigio G. Gonzalez.

Sales Manager—Alfonso Cordero.

Representatives

Continental Radio Sales.

Mailing Instructions

Mailing Address: P. O. Box 1425, Laredo, Tex.

Business Office and Studio—Bank of Nuevo Laredo Bldg., 2nd floor, Nuevo Laredo, Mexico, Phone 1234.

Transmitter—Nuevo Laredo, Mexico.

Wave—Power—Time

Operating power—2,500 watts days.

Frequency—1090 kilocycles, clear channel.

Non-directional.

Licensed to operate daytime only.

Operates on Central Standard Time.

Operating schedule: Local sunrise to sunset.

Agency Commission

15% to recognized agencies; no cash discount.

General Advertising

Entire schedule broadcast in Spanish. Translation of English copy into Spanish at no extra charge.

All rates guaranteed for 1 year from date of first broadcast, with or without interruption, when covered by duly signed and accepted contract.

Rates include music copyright fees.

	1 hr.	1/2 hr.	1/4 hr.	(*)
1 time.....	31.00	18.70	8.00	3.00
13 times.....	29.00	17.90	7.60	2.80
26 times.....	28.00	17.10	7.20	2.70
52 times.....	26.00	16.40	6.80	2.60
104 times.....	25.00	15.60	6.30	2.40
156 times.....	24.00	14.80	5.90	2.30
260 times.....	22.00	14.10	5.50	2.00

(\*) 1-minute or less transcribed, 100 words live.

# TEXAS

## Levelland—K L V T—Continued

**SPECIAL FEATURES**  
News Service—AP and local. Regular rates apply. Time signals, temperature reports and station breaks available—rates on request.

**POLITICAL**  
Regular rates apply. Frequency discounts and 15% agency commission allowed recognized agencies. Copy must be submitted 24 hours in advance; payment in full must be made in advance.

**TRANSCRIPTIONS**  
Library Service—Thesaurus, World, Sesac.

**Closing Time**  
24 hours in advance of broadcast.

## LITTLEFIELD

Lamb County—Map Location B-3  
See SRDS consumer market map and data at beginning of the State.

### KVOW

(Established 1947)

Rate card undated; received November 19, 1947. Owned and operated by Southwestern Broadcasters.

**Personnel**  
Owners—J. C. Rothwell, J. B. McShan.  
Manager—J. B. McShan.

**Representatives**  
None

**Mailing Instructions**  
Business Office, Studio and Transmitter—Littlefield, Tex.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1490 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Central Standard Time.  
Operating schedule: 6:30 a.m. to 10:00 p.m.

**Agency Commission**  
15% to recognized agencies; 2% cash discount if paid within 10 days after billing.

**General Advertising**  
Rates include music copyright fees.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	(*)	(†)
1 time.....	30.00	18.00	12.00	7.50	4.50	3.00	
13 times.....	28.50	17.10	11.40	7.13	4.25	2.85	
26 times.....	27.00	16.20	10.80	6.75	4.05	2.70	
52 times.....	25.50	15.30	10.20	6.35	3.80	2.55	
104 times.....	24.00	14.40	9.60	6.00	3.60	2.40	
156 times.....	22.50	13.50	9.00	5.60	3.35	2.25	
260 times.....	21.00	12.60	8.40	5.25	3.15	2.10	
312 or more times.....	19.50	11.70	7.80	4.85	2.95	1.95	

(\*) One minute transcription or 100 words.  
(†) 25-second transcription or 50 words.

## LIVINGSTON

Polk County—Map Location G-6  
See SRDS consumer market map and data at beginning of the State.

### KETX

(Established 1957)

Rates effective July 1, 1957.  
Rates received February 25, 1958.  
Owned and operated by Harold J. Haley.

**Personnel**  
Pres. & Gen'l Mgr.—Harold J. Haley.  
Station Manager—Wiley K. Posten.  
Commercial Manager—Eugene Hanson.

**Representatives**  
Hil F. Best Company.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 111, Livingston, Tex. FA 7-8916.  
Transmitter—2 mi. north of Livingston on Hwy. 59.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1440 kilocycles.  
Nondirectional.  
Licensed to operate on Central Standard Time.  
Operating schedule: 5:30 a.m. to local sunset.

**Agency Commission:**  
15% on time only; 2% cash discount. Bills due and payable 10th of month.

**General Advertising**  
Accepts AAAA copyrighted contracts.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

	1 tl.	13 tl.	26 tl.	52 tl.
1 hour.....	35.00	29.00	27.00	25.00
1/2 hour.....	20.00	18.75	17.00	15.00
1/4 hour.....	12.00	11.38	10.50	9.50
5 minutes.....	6.50	6.00	5.38	4.50
1 minute.....	2.75	2.50	2.15	1.75
30 seconds.....	1.75	1.65	1.50	1.25

### SPECIAL FEATURES

News Service—AP and local.

## LONGVIEW (2 AM)

Gregg County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

### KFRO

(Established 1934)



Rates effective October 15, 1943.  
Owned and operated by "Voice of Longview."

**Personnel**  
President—James R. Curtis.

**Representatives**  
Donald Cooke, Inc.

### Mailing Instructions

Business Office and Studio—Curtis Bldg., P. O. Box 792, Longview, Texas, Plaza 3-4461.  
Transmitter 2118 Longview-Marshall Highway, Longview, Texas.

### Wave—Power—Time

Operating power—1,000 watts.  
Frequency—1370 kilocycles.  
Directional—nighttime only.  
Operates on Central Time.  
Daylight Saving Time not observed.  
Operating schedule: Sundays 7:00 a.m. to 11:30 p.m.; week days 6:00 a.m. to 11:05 p.m.

### Agency Commission

Agency commission 15% on net station time to recognized agencies. Commission of 15% also given to recognized agencies on talent purchased through station facilities and paid for in addition to station rates. Invoices mailed 1st of each month, payable on or before the 10th. No cash discount.

### General Advertising

For combination rates see ABC Radio. Accepts AAAA copyrighted contract. The following rates are for national advertising. Rates apply to total number of broadcasts within one year under the same (and/or renewal) contracts. For discounts to apply, contract must be completed within one year of starting date. If contract is cancelled before completion, short rate charges will be made at discount applicable for actual number of periods or announcements used. Contracts extended will earn retroactive rates only when series is continuous. Renewal contracts which are not continuous earn discounts on the face of the contract only. Programs and announcements are different types of programs and cannot be added together to earn higher discount rates.

	1/2 hr.	1/4 hr.	5 min.	1 min.	(*)
1 time.....	36.00	24.00	12.00	7.20	6.00
13 times.....	34.20	22.80	11.40	6.84	5.70
26 times.....	32.40	21.60	10.80	6.48	5.40
52 times.....	30.00	20.40	10.20	6.12	5.10
100 times.....	28.80	19.20	9.50	5.76	4.80
150 times.....	27.00	18.00	9.00	5.40	4.50
300 or more times.....	25.20	16.80	8.40	5.04	4.20

(\*) 50 words or less or station break.

### SPECIAL FEATURES

News Service—AP.

### COMMERCIAL AND POLITICAL TALKS

All manuscripts for commercial talks or political talks must conform to station management requirements in regard to contracts, presentation and other relevant matter. Commercial talks take the regular rates and discounts applicable to regular commercial advertising for time used. Political talks also take the regular rates and discounts applicable to regular commercial advertising for time used except all political talks must be paid in advance. Talks must be submitted in writing for approval 24 hours before broadcast. No deviation from manuscript permitted.

### TRANSCRIPTIONS

Library Service—Lang-Worth.

### Closing Time

Talent programs close one week in advance of broadcast. Announcements, talks, recorded programs and transcriptions close 48 hours in advance of broadcast.

## KLTI

(Established 1948)



Rates received January 10, 1949.  
Owned and operated by LeTourneau Radio Corporation.

**Personnel**  
President—R. G. LeTourneau.  
General Manager—Bob Geerdes.

### Representatives

John E. Pearson Company.

### Mailing Instructions

Business Office and Studio—Highway 149, P. O. Box 1866, Longview, Tex., Plaza 3-4496.  
Transmitter—Highway 149, Longview, Texas.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1280 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Central Standard Time.  
Operating schedule: 5:55 a.m. to sunset.

### Agency Commission

15% to recognized agencies; 2% cash discount in 10 days. Bills rendered monthly.

### General Advertising

Accepts AAAA copyrighted contract. Rates include music copyright fees. BMI, ASCAP and SESAC licenses. Advertising of alcoholic beverages and tobacco not accepted. All contracts cancellable by either party on 28 days written notice, subject to short rate if cancelled by advertiser. Maximum length of contract 52 weeks. Station reserves the last 30 seconds of all programs for its own use and station identification. Times per week discount not applicable to Sunday time. No retroactive discounts.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	56.00	35.00	22.50	11.25	6.60	4.50
13 times.....	52.50	33.00	21.00	10.50	6.20	4.30
26 times.....	49.00	30.75	19.60	9.80	5.90	4.10
52 times.....	45.50	28.50	18.20	9.10	5.60	3.90
104 times.....	42.00	26.50	16.80	8.40	5.30	3.70
208 times.....	38.50	24.50	15.40	7.70	5.00	3.50
312 times.....	35.00	22.50	14.00	7.00	4.70	3.25
624 times.....	31.50	20.50	12.60	6.30	4.40	3.00

(\*) One minute or 100 words.  
(†) 1/2 minute or 50 words.

### WEEKLY PACKAGE PLAN

One minute:				
6 times.....	4.55	18 times.....	4.35	
12 times.....	4.45	24 times.....	4.10	

### SPECIAL FEATURES

News Service—AP.

### POLITICAL

Rates on request.

### TRANSCRIPTIONS

Library Service—Standard, Thesaurus, World.

### ADVERTISEMENT

## KWKH—Shreveport

KWKH serves Longview in primary fashion with 55% weekly daytime average (NCS No. 2 1956) and a signal of at least 2 MV/M.

## LUBBOCK (6 AM)

Lubbock County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

### KCBD

(Established 1946)

## NBC Network



Rates effective March 1, 1957. (Card No. 3.)

Card received January 28, 1957.

Owned and operated by Bryant Radio & Television Inc.

### Personnel

President—Joe H. Bryant.  
Station Manager—Robert L. Snyder.  
National Sales—Ray Poindexter.  
Program Director—Al Goodnight.

### Representatives

Paul H. Itaymer Company, Inc.

### Mailing Instructions

Business Office and Studio—P. O. Box 1507, Lubbock, Tex., Sh 4-1414, TWX LU 8093.  
Transmitter—U. S. Highway No. 84, 5-1/2 miles southeast of Lubbock, Tex.

### Wave—Power—Time

Operating power—1,600 watts.  
Frequency—1590 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate full time on regional channel.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to 12:00 p.m. week-days 7:00 a.m. to 11:00 p.m. Sundays.

### Agency Commission

15% to recognized agencies on station time only; no cash discount. Bills are rendered monthly unless otherwise requested.

### General Advertising

For combination rates see NBC Radio Network. Affiliated with KCBD-TV. All rates include a 20% production charge, which may be increased for special production work. Rates include music copyright fees. BMI, SESAC and ASCAP licenses. Advertising of alcoholic beverages not accepted. Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate. Six months' rate protection allowed beyond effective date of new rate card.

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.	
60 minutes.....	6:00 min.	

### CLASS "A"

(7:00 a.m. to 8:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	70.00	40.00	25.00	11.00	6.00
26 times.....	66.50	37.90	23.60	10.30	5.50
52 times.....	63.00	35.80	22.40	9.60	5.00
104 times.....	59.50	33.70	21.00	8.90	4.50
156 times.....	56.00	31.60	19.60	8.20	4.00
260 times.....	52.50	29.50	18.40	7.50	3.50
312 times.....	49.00	27.40			3.00

20-second announcements—one minute rate, less 25%.  
8-second announcements—one minute rate, less 50%.  
All other times—80% of Class "A".

### WEEKLY PACKAGE PLANS

One minute or less:	
6 announcements weekly.....	24.00
12 announcements weekly.....	42.00
18 announcements weekly.....	54.00

### SPECIAL FEATURES

News Service—AP and local news. Regular rates plus 20% of base rate for newscasts. Time signals, weather forecasts, temperature and market reports—rates on request.

### POLITICAL

Commercial political program broadcasts are acceptable with payment and copy to be furnished the station 48 hours in advance. Regular rates apply.

### TRANSCRIPTIONS

Library Service—Standard.

(Lubbock continued on next page)

## Your best prospects

read and listen to those media which advertise in SRDS Publications . . . get the data from their listings and their ads.



K D A V

(Established 1953)



Rates effective March 1, 1956. (Card No. 1.) Card received April 24, 1958.

Owned and operated by Western Broadcasting Co.

Personnel

General Manager—D. P. Plinkston. Nat'l Sales Mgr.—Hal Ragan. Program Director—Wes Youngblood.

Representatives

Charles Bernard Company.

Mailing Instructions

Mailing Address—P. O. Box 270, Lubbock, Tex. Business Office, Studio and Transmitter—Quirt Ave. at 66th St., Lubbock, Tex., Sh 4-4567.

Wave—Power—Time

Operating power—500 watts days. Frequency—580 kilocycles. Directional antenna. Operates on Central Standard Time. Operating schedule: 5:30 a.m. to local sunset.

Agency Commission

15% to recognized agencies; no cash discount. Bills for gross charges rendered monthly and payable within 15 days.

General Advertising

Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. 1 hour..... 37.50 1/2 hour..... 22.50 1/4 hour..... 15.00 5 minutes..... 10.50

ANNOUNCEMENTS

(1-minute or less) 1 time..... 6.00 208 times..... 4.50 26 times..... 5.75 312 times..... 4.00 52 times..... 5.50 520 times..... 3.50 104 times..... 5.00 1,040 times..... 3.00

SATURATION ANNOUNCEMENT PACKAGE

25 announcements, 1-minute or less, per week.. 100.00

SPECIAL FEATURES

News Service—AP and local news coverage. Direct line to weather bureau; weather and temperature reports in station breaks if desired. Disc Jockey programs—"Dave Stone Roundup" (daily), "Church in the Wildwood" (daily), "Western Roundup" (daily), "Western Hit Parade" (weekly), "Top Tune Parade" (weekly) "Bill Mack Show" (daily).

POLITICAL

Regular rates apply—cash and copy in advance.

K D U B

(Established 1955)



Rates effective November 1, 1956. (Card No. 3.) Card received November 8, 1956.

Owned and operated by Texas Telecasting, Inc.

Personnel

President—W. D. "Dub" Rogers. Vice-President—W. H. Shipley. Station Manager—John Krolger. Promotion Manager—Ray Huffer. Gen'l Sales Mgr.—R. S. "Bud" Nielsen. Nat'l Sales Mgr.—John Henry. Program Director—Jim Potect.

Representatives

The Branham Company.

Mailing Instructions

Business Office and Studio—7400 College Ave., P. O. Box 1475, Lubbock, Tex., Sh. 4-2345, TWX LU 8111.

Transmitter—40th and V St., Lubbock, Tex.

Wave—Power—Time

Operating power—250 watts. Frequency—1340 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 time and talent; no cash discount. Bills rendered first of month; payable when rendered.

General Advertising

Rates include music copyright fees. ASCAP and BMI licenses. 1 time..... 27.00 1/2 hr. 1/4 hr. 5 min. (\*) 13 times..... 25.65 15.70 10.45 5.70 26 times..... 24.30 14.90 9.90 5.40 52 times..... 22.95 14.10 9.35 5.10 104 times..... 21.60 13.30 7.80 4.80 156 times..... 20.25 12.50 7.25 4.50 260 times..... 18.90 11.70 6.70 4.20 312 times..... 17.55 10.90 6.15 3.90

(\*) One minute or less. 10-second announcements: 50% of 1-minute rate at earned frequency.

SATURATION ANNOUNCEMENT PACKAGE

One minute or less: 25 announcements weekly..... 100.00

SPECIAL FEATURES

News Service—AP, UPI and local. No extra charge. Complete mobile news unit.

POLITICAL

Regular rates and discounts apply. Cash in advance.

TRANSCRIPTIONS

Library Service—Standard.

Closing Time

48 hours in advance of broadcast.

K F Y O

(Established 1927)

CBS Radio Network



Rates effective April 1, 1957. (Card No. 6-G.) Card received February 20, 1957.

Owned and operated by Plains Radio Broadcasting Company.

Affiliated with: Avalanche-Journal Publishing Co.

Personnel

General Manager—Gordon Thompson.

Representatives

The Katz Agency, Inc

Mailing Instructions

Business Office and Studio—914 Avenue J, Lubbock, Texas, Porter 5-5567, TWX LU 8036.

Transmitter—82nd and Quacker Ave., Lubbock, Texas.

Wave—Power—Time

Operating power—5,000 watts days; 1,000 watts nights. Frequency—790 kilocycles. Directional—separate patterns, day and night. 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.

Agency Commission

15% to recognized agencies on time and talent; no cash discount. Bills for gross charges rendered monthly and payable within 15 days.

General Advertising

For combination rates see CBS Radio Network. 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. Rates guaranteed for a period of one year from the date of the first broadcast, with or without interruption, provided a schedule of 26 times or more is broadcast. No contract to exceed one year's duration. Announcements and programs cannot be combined to earn larger discounts. 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, or one hour rate, whichever applies. All programs so combined may be scheduled contiguously at the station's option on 28 day's notice to agency or advertiser. Discounts allowed retroactively on total number of broadcasts within one year. Advertising of alcoholic beverages not accepted. Religious broadcasts accepted provided program meets approval of station management. All time units 30 seconds less than indicated. Programs of 10 minutes or less and announcements are subject to removal by program of 15 minutes or more. Station reserves right to change rates effective on such date as it may announce. Six months' rate protection allowed beyond effective date of new rate card. One year contracts, however, will be accepted. Length of commercial copy:

TEXAS

Table with columns: Programs (Day, Eve), News (Day, Eve) and time slots (5 min, 10 min, 15 min, 25 min, 30 min, 60 min).

CLASS "A"

(6:30 a.m. to 9:00 a.m. and noon to 1:00 p.m. Monday through Saturday)

Table with columns: Time slot, Class A rates, Class B rates.

CLASS "B"

(All other times)

Table with columns: Time slot, Class B rates.

MULTI-SPOT PLAN

(Fixed but pre-emptible)

Table with columns: One minute, 6 announcements, 12 announcements, 18 announcements, 24 announcements, 30 announcements, 10-second announcements.

50% of minute rates. May be combined, both ways, with other announcements for frequency discounts and Plan rates.

Plan announcements may be counted for frequency discounts on non-Plan announcements. Non-Plan announcements may be counted to make up the number of announcements necessary to qualify for Plan rates.

SPECIAL FEATURES

News Service—UPI, AP. Avalanche-Journal news department. Regular time rates plus 20%, commissionable but not subject to frequency discount.

TRANSCRIPTIONS

Library Service—Standard, Thesaurus.

Library service charges:

Table with columns: Time slot, Library service charges.

K L L L

(Established 1953)



Rates effective October 1, 1956. Rates received November 7, 1956.

Owned and operated by Corbin Broadcasting Company.

Personnel

General Manager—Glenn Corbin. Station Manager—Ray Corbin.

Representatives

Indle Sales, Inc.

Mailing Instructions

Business Office and Studio—2001 Great Plains Life Bldg., Lubbock, Tex., Porter 3-1911.

Transmitter—52nd and Magnolia, Lubbock, Tex.

Wave—Power—Time

Operating power—1,000 watts days. Frequency—1460 kilocycles. Non-directional. Licensed to operate to local sunset. Operates on Central Standard Time. Operating schedule: 5:30 a.m. until local sunset.

Agency Commission

15% to recognized agencies; no cash discount. Bills rendered 1st of month, payable when rendered.

General Advertising

For combination rates see Mutual Broadcasting System. Affiliated with Keystone Network and Southeastern Key Market Network.

Rates include music copyright fees. ASCAP, BMI, and SESAC licenses. Advertising of alcoholic beverages not accepted. All contracts must be completed within 52 weeks. Length of commercial copy in accordance with NAB Standards.

PROGRAMS

Table with columns: Time slot, Program rates.

ANNOUNCEMENTS

Table with columns: Time slot, Announcement rates.

(\*) One minute or less. (†) 30-seconds.

Special Package rates on request.

SPECIAL FEATURES

News Service—UPI. No extra charge.

Music and news programming.

POLITICAL

Regular rates apply. Cash in advance.

Closing Time

24 hours in advance of broadcast.

(Lubbock continued on next page)

RADIO REPRESENTATIVES CAN HELP YOU . . .

Today's successful radio station representative brings you much more than a rate card, a coverage area map, a list of stations and a brisk manner.

He also has market information and promotional help that you can use when you're considering markets and stations . . . tips on availabilities, remotes, program features and tie-ins that are moving merchandise. From him you can get ideas and information that will help make your radio campaigns more successful.

For your convenience, in each issue of Spot Radio Rates and Data there is a complete, up-to-the-minute list of radio station representatives. Company names are arranged alphabetically, with addresses and telephone numbers

# TEXAS

## Lubbock—Continued

### KSEL

(Established 1946)

Rates effective February 1, 1958. (Card No. 8.)  
Rates received February 24, 1958.

Owned and operated by Lubbock Broadcasting Co.  
FM—Southwestern Broadcasting Company.

#### Personnel

Gen'l Sales Mgr.—M. M. Rochester.  
Program Director—Max Mott.

#### Representatives

Rambeau, Vance, Hopple, Inc.  
Dallas—Clyde Melville Company.

#### Mailing Instructions

Business Office and Studio—P. O. Box 1524, 1916  
Ave. "Q," Lubbock, Tex., PO-30484, TWX LU  
8038.

Transmitter—Lubbock, Texas.

#### Wave—Power—Time

Operating power—1,000 watts days, 500 watts nights.  
Frequency—950 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time on regional channel.  
Operates on Central Time.  
Daylight Saving Time not observed.  
Operating schedule: 19 hours daily.

#### FM Facilities

Effective radiated power—9,600 watts.  
Frequency—93.7 megacycles.  
Antenna height—195 feet above average terrain.  
Operating schedule: noon to midnight daily.

#### Agency Commission

15% to recognized agencies; 2% cash discount on bills paid 10th of month. Bills rendered monthly unless otherwise requested.

#### General Advertising

For combination rates see ABC Radio.  
Accepts AAAA copyrighted contract.  
Retroactive discounts allowed only when contract is extended without interruption.  
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.  
All contracts subject to cancellation by either party upon 14 days' written notice. Advertiser must assume any sale or excise tax that may be placed into effect.  
All programs subject to change of time upon 28 days' notice. All programs are subject to prior booking of time.  
Advertising of alcoholic and spirituous liquors is not acceptable.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	*30 sec.
1 time.....	57.40	34.60	22.90	17.30	11.45	8.30	6.70
26 times.....	54.70	33.05	21.85	16.50	11.10	7.90	6.35
52 times.....	52.10	31.45	20.80	15.65	10.25	7.50	6.10
104 times.....	49.60	29.90	19.80	14.90	9.90	6.95	5.80
156 times.....	47.25	28.45	18.85	14.20	9.15	6.50	5.55
260 times.....	45.00	27.10	17.95	13.50	8.80	5.95	5.25
312 times.....	42.85	25.75	17.10	12.80	8.40	5.40	5.00

(\* Station breaks, guaranteed times.)

#### PACKAGE RATES

35 spots within 7 days, discount.....	5%
50 spots within 7 days, discount.....	8%
75 spots within 7 days, discount.....	12%
100 spots within 14 days, discount.....	15%

Discounts apply after earned frequency has been deducted; FM rates on request.  
20-seconds or less—60% of comparable rate.

#### SPECIAL FEATURES

News Service—AP and local news.  
U. S. Weather Bureau service; rates on request.  
Time signals, weather and temperature reports included in station breaks if desired.  
Baseball coverage available on 15 minute broadcast basis. Rates on request.  
News through Mobile Unit Facilities. Rates on request.

#### POLITICAL

Commercial political program broadcasts are acceptable with payment and copy to be furnished the station 48 hours in advance.

## LUFKIN (2 AM)

Angelina County—Map Location G-6  
See SRDS consumer market map and data at beginning of the State.

### KRBA

(Established 1938)



Rates received April 29, 1955.  
Owned and operated by Darrell E. Yates.

#### Personnel

Owner and Prog. Mgr.—Darrell E. Yates.

#### Representatives

Continental Radio Sales.

#### Mailing Instructions

Business Office and Studio—Lufkin, Texas.  
Transmitter—Lufkin, Texas.

#### Wave—Power—Time

Operating power—250 watts.  
Frequency—1340 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Central Time.

#### Agency Commission

Agency commission 15% to recognized advertising agencies; cash discount 2%.

#### General Advertising

Affiliated with Keystone Network, East Texas Network and ABC Radio.

Rates include music copyright fees.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	45.00	27.00	17.50	8.00	6.00	5.00
13 times.....	42.75	25.65	16.65	7.60	5.70	4.75
26 times.....	40.50	24.30	15.75	7.20	5.40	4.50
52 times.....	38.25	22.95	14.85	6.80	5.10	4.25
104 times.....	36.00	21.60	14.00	6.40	4.80	4.00
156 times.....	33.75	20.25	13.25	6.00	4.50	3.75
260 or more times.....	31.50	18.90	12.25	5.60	4.20	3.50

#### SPECIAL FEATURES

News—Leased wire services available.

### KTRE

(Established 1947)



Rates effective February 1, 1958. (Card No. G-4.)  
Rates received February 1, 1954.

Owned and operated by Forest Capital Broadcasting Co.

#### Personnel

General Manager—Riechman Lewin.  
Sales Manager—Royce Christenson.  
Traffic Manager—Pat Matthews.

#### Representatives

Venard, Rintoul & McConnell, Inc.  
Dallas—Clyde Melville Company.

#### Mailing Instructions

Business Office and Studio—P. O. Box 701, 114-1/2  
N. First St., Lufkin, Tex., Neptune 4-7771. TWX  
Lufkin 778.

Transmitter—Five miles N. W. of Lufkin, Tex., one mile from intersection Highways 103 and 69.

#### Wave—Power—Time

Operating power—1,000 watts.  
(100% modulation)  
Frequency—1420 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Central Standard Time.  
Operating schedule: 5:25 a.m. to 12:05 a.m. weekdays;  
6:25 a.m. to 12:05 a.m. Sunday.

#### Agency Commission

15% to recognized agencies on time charges only; no cash discount. Bills rendered monthly.

#### General Advertising

For combination rates see Mutual Broadcasting System.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Foreign language programs not accepted.  
Advertising of alcoholic beverages other than beer and wine not accepted. Beer and light wines accepted on restricted basis.  
Contract provisions of standard NAB.

No short rate will be made to continuous advertisers after one year of broadcasting has been in effect.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	30.00	20.00	10.00	6.00	6.00
26 times.....	29.25	19.50	9.75	5.85	5.85
52 times.....	28.50	19.00	9.50	5.70	5.70
104 times.....	27.00	18.00	9.00	5.40	5.40
156 times.....	25.50	17.00	8.50	5.10	5.10
260 times.....	24.00	16.00	8.00	4.80	4.80
312 times.....	22.50	15.00	7.50	4.50	4.50

Station breaks: Same as 1-minute announcements except time allowed is 30-seconds.

#### PACKAGE PLAN

Special saturation spot discounts on request.

#### SPECIAL FEATURES

News Service—AP and local news.  
Remote control rates on request.  
Dealer identification or other cut-in announcements made locally within advertiser's network time, 5.00 each, regardless of number used.

#### POLITICAL AND RELIGIOUS

Political—Regular rates apply with discounts as earned; cash in advance. Religious accepted on commercial basis when programs meet certain station qualifications.

#### TALENT

Live talent programs arranged and produced by station staff at cost of talent. No charge for regular staff announcer. If specified announcer is required talent fees of 3.00 per 1/4 hour program and 3.50 for 30 minute programs will apply. On request of advertiser or agency station will submit program ideas and talent costs for specified schedule.

#### TRANSCRIPTIONS

Library Service—World. No extra charge.  
Instantaneous reference recordings: One reference recording free on request to a program or announcement advertiser. Additional reference recordings furnished at following rates:  
Announcements, each..... 2.50  
15 minute programs, each..... 5.00  
30 minute programs, each..... 7.50

#### Closing Time

Copy and material must be in station 72 hours in advance of broadcast.

## MARLIN

Falls County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

### KMLW

(Established 1952)



Rates effective November 1, 1958.  
Rates received November 5, 1958.  
Owned and operated by M-L Radio, Inc.

#### Personnel

Pres. & Gen'l Mgr.—L. F. Leurig.

#### Representatives

None.

#### Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box  
335, located on Waco Hwy., Marlin, Tex., West-  
more 8-2551.

#### Wave—Power—Time

Operating power—250 watts days.  
Frequency—1010 kilocycles.

Non-directional.

Licensed to operate daytime only.  
Operates on Central Standard Time.  
Operating schedule: Daytime.

#### Agency Commission

15%; 2% cash discount. Bills due and payable 10 days.

#### General Advertising

ASCAP, BMI and SESAC licenses.  
Rates include music copyright fees.  
All contracts must be completed within 1 year to earn rates for volume usage. Rates guaranteed for life of contract. Billing on any contract cancelled before expiration date will be adjusted in accordance with actual discount earned.  
Advertising of beer and wine accepted.  
All contracts must be completed within one year from date of contract.

	1/4 hr.	5 min.	1 min.	30 sec.
Per month:				
Less than 4 times.....	21.00	12.00	6.00	4.80
4 times.....	19.25	11.00	5.50	4.40
10 times.....	17.50	10.00	5.00	4.00
15 times.....	16.10	9.20	4.60	3.68
20 times.....	14.70	8.40	4.20	3.36
25 times.....	14.00	8.00	4.00	3.20

All announcements run-of-schedule unless previously arranged from availabilities.

#### Additional Discounts

1 month.....	5%	6 months.....	25%
2 months.....	10%	9 months.....	30%
3 months.....	15%	12 months.....	35%

#### Volume and Saturation Discounts

Less than 125.00 a month, at gross list prices..	5%
125.00 .....	10%
250.00 .....	15%
375.00 .....	20%
500.00 .....	25%

#### SPECIAL FEATURES

News Service—AP and local.  
2-minute-news headlines and weather reports, rates on request.  
Newscasts, weather reports, sports and market reports, when available for sponsorship—regular rates apply.

#### POLITICAL

Regular rates apply; payable in advance.

#### RELIGIOUS

Regular rates apply.

#### Closing Time

24 hours in advance of program.

## MARSHALL (2 AM)

Harrison County—Map Location H-5  
See SRDS consumer market map and data at beginning of the State.

### KADO

(Established 1957)



Rates effective September 20, 1957.

Rates received September 11, 1957.  
Owned and operated by Marshall Broadcasting Corporation.

#### Personnel

President—William R. Sinkin.  
Manager—Harvey J. Tate.

#### Representatives

Weed Radio Corporation.

#### Mailing Instructions

Business Office and Studio—P. O. Box 961, Marshall,  
Tex., Webster 5-6789.  
Transmitter—Carthage Hwy., Marshall, Tex.

#### Wave—Power—Time

Operating power—500 watts days.

Frequency—1410 kilocycles.

Directional

Operates on Central Standard Time.  
Operating schedule: Sunrise to local sunset.

#### Agency Commission

15% to recognized agencies; no cash discount. Bills rendered 1st of month; payable in 10 days.

#### General Advertising

Affiliated with East Texas Network, Inc.  
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.	Ann.
1 time.....	35.00	20.00	12.00	7.00	5.00
13 times.....	33.00	18.50	11.50	6.75	4.75
26 times.....	31.00	17.00	11.00	6.50	4.50
52 times.....	29.00	15.50	10.50	6.25	4.25
104 times.....	27.00	14.00	10.00	6.00	4.00
156 times.....	25.00	12.50	9.50	5.75	3.75
260 or more times.....	23.00	11.00	9.00	5.50	3.50

#### PACKAGE PLAN

25 announcements per week.....	75.00
50 announcements per week.....	125.00

#### SPECIAL FEATURES

News Service—UPI and local. No additional charge.

#### TRANSCRIPTIONS

Library Service—World. No extra charge.

#### Closing Time

24 hours in advance of broadcast.

(Marshall continued on next page)

**KMHT**

(Established 1947)



Rates received April 29, 1955.  
Rev. received September 3, 1957.  
Owned and operated by Harrison County Broadcasting Co.

**Personnel**  
President—E. W. Mahone, Jr.  
Vice-Pres. & Gen'l. Mgr.—H. A. Bridge, Jr.  
News Director—Sam Stringfellow.

**Representatives**  
Sears & Ayer, Inc.  
Southwest—Clyde Melville Co.

**Mailing Instructions**  
Business Office and Studio—408 Marshall Nat'l Bank Bldg., Marshall, Tex., Webster 5-7826.  
Transmitter—Old Jefferson Highway, Marshall, Tex.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Central Time.  
Operating schedule: 6:00 a.m. to 11:00 p.m.

**Agency Commission**  
15% to recognized agencies; no cash discount. Bills due and payable when rendered.

**General Advertising**  
Affiliated with Texas State Network and Keystone Broadcasting System.  
Advertising of alcoholic beverages not accepted.  
Rates apply on a 12 month basis only.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licensees.  
No per inquiry accounts accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	40.00	24.00	16.00	10.00	6.00	4.50
13 times.....	38.00	22.80	15.20	9.50	5.70	4.25
26 times.....	36.00	21.60	14.40	9.00	5.40	4.05
52 times.....	34.00	20.40	13.60	8.50	5.10	3.90
104 times.....	32.00	19.20	12.80	8.00	4.80	3.70
156 times.....	30.00	18.00	12.00	7.50	4.50	3.50
260 times.....	28.00	16.80	11.20	7.00	4.20	3.30

**SPECIAL FEATURES**  
News Service—AP and local news. Mobile news unit.  
Women's programs. Negro programming, 2 hours daily.

**Participating Programs**  
"Bandwagon"—6:00 a.m. to 7:00 a.m.  
"Morning Marshall"—7:00 a.m. to 9:00 a.m.  
"Downbeat"—9:00 a.m. to 10:45 a.m., 11:00 a.m. to noon and 1:00 p.m. to 4:00 p.m.  
"Alice Morgan Show"—10:45 a.m. to 11:00 a.m.  
"Guy Lombardo Show"—12:15 p.m. to 12:30 p.m.  
"Rush Hour"—4:00 p.m. to 6:00 p.m.  
"Candlelight & Silver"—6:00 p.m. to 7:00 p.m.  
"Parade of Stars"—7:00 p.m. to 10:00 p.m.  
"Stars in Night"—10:00 p.m. to 11:00 p.m.

**POLITICAL AND RELIGIOUS**  
Regular rates apply.

**TRANSCRIPTIONS**  
Library Service—Thesaurus.  
Closing Time  
24 hours in advance.

**McALLEN AREA (2 AM)**

Hidalgo County—Map Location E-10  
See SRDS consumer market map and data at beginning of the State.

**KRIO**

McALLEN  
(Established 1947)



Rates effective January 1, 1957.  
Rates received February 1, 1957.  
Owned and operated by Valley Broadcasting Company.

**Personnel**  
President—Gene L. Cagle.  
Manager—C. T. (Chuck) McKasson.

**Representatives**  
Hil F. Best Company.  
Texas—Weed Radio Corporation.

**Mailing Instructions**  
Business Office and Studio—500 East Beaumont St., McAllen, Tex.  
Transmitter—6-1/2 miles N. State Hwy 366.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—910 kilocycles.  
Directional—same pattern, all hours.  
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.

**Agency Commission**  
15% on station time to recognized advertising agencies; no cash discount.

**General Advertising**  
For combination rates see Mutual Broadcasting System and Texas State Network.  
Also sold in combination with KBOR Brownsville, Texas. Combination rates shown in this listing.  
The following rates are for national advertising.  
Accepts AAAA copyrighted contract.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	60.00	40.00	26.00	12.00	8.00	6.00
13 times.....	57.00	38.50	25.00	11.50	7.75	5.75
26 times.....	55.00	37.00	24.00	11.00	7.50	5.50
52 times.....	53.00	35.50	23.00	10.50	7.25	5.25
104 times.....	51.00	34.00	22.00	10.00	7.00	5.00
156 times.....	49.00	32.50	21.00	9.50	6.75	4.75
260 times.....	47.00	31.00	20.00	9.00	6.50	4.50
312 times.....	45.00	29.50	19.00	8.50	6.25	4.25
500 times.....	43.00	28.00	18.00	8.00	6.00	4.00
1,000 times.....				7.50	5.75	3.75

**WEEKLY SPOT PACKAGES**  
To be used in 7 days: 1 min. 30 sec.  
10 times..... 60.00 52.50  
20 times..... 115.00 95.00  
30 times..... 165.00 127.50  
News Patrol rates on request.

**MONTHLY SPOT PACKAGES**

To be used in 30 days:	1 min.	30 sec.
15 times.....	97.50	90.00
30 times.....	187.50	172.50
60 times.....	360.00	315.00
90 times.....	517.50	427.50
120 times.....	660.00	510.00

**KBOR-KRIO COMBINATION RATES**  
The following rates apply for national spot advertising using KRIO, McAllen, and KBOR, Brownsville, in combination.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	108.00	72.00	46.80	21.60	14.85	11.35
13 times.....	103.60	69.30	45.00	20.70	14.20	10.60
26 times.....	99.00	66.60	43.20	19.80	13.75	10.15
52 times.....	95.40	63.90	41.40	18.90	13.30	9.70
104 times.....	92.00	61.20	39.60	18.00	12.60	9.00
156 times.....	88.20	59.50	37.80	17.10	12.15	8.55
260 times.....	84.60	55.80	36.00	16.20	11.70	8.10
312 times.....	81.00	53.10	34.20	15.30	11.25	7.65
500 times.....	77.40	50.40	32.40	14.40	10.80	7.20
1,000 times.....				13.50	10.35	6.75

**SPECIAL FEATURES**  
News Service—AP and local. Mobile news unit.  
Sports and special events, rates on request.

**POLITICAL**  
Regular rates apply; cash and copy in advance.

**XEOR**

REYNOSA, MEX.  
(Established 1950)

**Texas Spanish Language Network**

Rates effective April 1, 1953.  
Rates received February 9, 1953.  
Owned and operated by Radiodifusoras El Gallo, S.A. Statewide business under exclusive contract to General Broadcasting Co., Inc.

**Personnel**  
President—Robert N. Pinkerton.  
General Manager—Severo Garza.

**Representatives**  
New York and Chicago—National Time Sales.  
West Coast—Harlan G. Oakes & Associates.  
San Antonio—Joe Harry, 600 Insurance Bldg., Capital 6-4868.

**Mailing Instructions**  
Business Office—Nassar Bldg., McAllen, Tex., Murray 6-8112.  
Studios—Reynosa, Tamps., Mex.  
Transmitter—Reynosa, Mex.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1390 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Central Standard Time.  
Operating schedule: 5:00 a.m. to midnight week-days; 5:00 a.m. to 10:00 p.m. Sunday.

**Agency Commission**  
15% to recognized agencies; 2% cash discount.

**General Advertising**  
Affiliated with Texas Spanish Language Network.  
Entire schedule is broadcast in Spanish.  
Also sold in combination with XEO (Brownsville).  
See rates below.  
Accepts AAAA copyrighted contract.  
Rates include all music copyright fees.  
Discounts apply to total number of broadcasts within one year under original or renewed contracts. All rates guaranteed for one year from date of first broadcast, with or without interruption, when covered by duly signed and accepted contract.

**XEOR SPONSORED PROGRAMS**

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	58.00	35.00	21.00	12.60	5.60
26 times.....	55.10	33.25	19.95	11.97	5.32
52 times.....	52.20	31.50	18.90	11.34	5.04
104 times.....	49.30	29.75	17.85	10.71	4.76
156 times.....	46.40	28.00	16.80	10.08	4.48
260 times.....	43.50	26.25	15.75	9.45	4.24
312 times.....	40.60	24.50	14.70	8.80	4.00

**XEOR-XEO COMBINATION RATES**

	1 time.....	26 times.....	52 times.....	104 times.....	156 times.....	260 times.....	312 times.....
1 hr.	92.80	56.00	33.60	20.16	8.96		
1/2 hr.	88.16	53.20	31.92	19.15	8.50		
1/4 hr.	83.50	50.40	30.25	18.14	8.05		
5 min.	78.90	47.60	28.55	17.14	7.60		
1 min.	74.24	44.80	26.90	16.13	7.17		
30 sec.	69.80	42.00	25.20	15.12	6.78		
1 min.	65.00	39.20	23.50	14.10	6.40		

(\*) One minute or less.

**SPECIAL FEATURES**  
News services available—rates on request.

**Participating Programs**  
"Juana Maria Show"—10:00 a.m. to 10:45 a.m. Monday through Friday, one time rate for XEO and XEOR combined applies. Carried on both stations.  
"Miscellaneous"—3:00 p.m. to 4:00 p.m. Monday through Saturday. 1-time rate for XEO and XEOR combined applies.

**POLITICAL & RELIGIOUS**  
Not accepted.

**McCAMEY**

Upton County—Map Location B-6  
See SRDS consumer market map and data at beginning of the State.

**KCMR**

(Established 1954)

Rates effective May 1, 1958.  
Rates received May 1, 1958.  
Owned and operated by Stuart Co.  
**Personnel**  
General Manager—Claud Barnett.  
**Representatives**  
Continental Radio Sales.

**Mailing Instructions**

Business Office and Studio—101 E. 5th St., McCamey, Tex., Olive 2-4693. TWX CKT 7551.  
Transmitter—1-1/2 miles from McCamey.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Central Standard Time.  
Operating schedule: 6:00 a.m. to 6:00 p.m. week-days; 7:00 a.m. to 5:00 p.m. Sundays.

**Agency Commission**  
15% to recognized agencies; no cash discount. Bills rendered 1st of month.

**General Advertising**  
Affiliated with Keystone Network.  
Beer and wine advertising accepted.  
No per inquiry accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	36.00	24.00	14.00	7.00	4.00
26 times.....	34.00	22.00	13.00	6.65	3.80
52 times.....	32.00	20.00	12.00	6.30	3.60
104 times.....	28.00	17.00	10.00	5.60	3.40
156 times.....	25.00	14.00	8.00	4.50	3.20

**PACKAGE PLANS**  
10 1-minute spots in 1 day..... 25.00

**Combination Rates**  
10% discount when bought in combination with KBLT, Big Lake, Tex.

**SPECIAL FEATURES**  
News Service—UPI.

**Participating Programs**  
"Claud Barnett Show"—6:00 a.m. to 9:00 a.m.  
"Tunes for Teens"—4:05 p.m. to 5:00 p.m.  
Spanish programs available.

**POLITICAL**  
Regular rates apply.  
**Closing Time**  
72 hours before broadcast.

**McKINNEY**

Collin County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

**KMAE**

(Established 1946)

Rates effective July 1, 1947. (Card No. 1.)  
Owned and operated by McKinney Air Enterprises, Inc.

**Personnel**  
Owner & Gen'l. Mgr.—George W. Smith, Jr.  
Program Director—(Mrs.) Denise Smith.  
Commercial Manager—M. Belew.  
Chief Announcer—Wayne Farrar.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—218 E. Virginia St., McKinney, Tex. LI 2-2651.  
Transmitter—1-1/2 miles west of McKinney, Tex.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1600 kilocycles.  
Non-directional.  
Operates on Central Standard Time.  
Licensed to operate daytime only.  
Daylight Saving Time not observed.  
Operating schedule: 7:00 a.m. to 6:30 p.m.

**Agency Commission**  
15% to recognized agencies; no cash discount.

**General Advertising**  
Discounts allowed retroactively on total number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts. 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 or one hour rate. All programs so combined may be scheduled continuously at the station's option on 28 days' notice.

	1 hr.	13 min.	26 min.	52 min.	104 min.	156 min.	260 min.	312 min.
1 hr.	50.00	47.50	45.00	32.50	40.00	37.50	35.00	32.50
1/2 hr.	30.00	28.50	27.00	25.50	24.00	22.50	21.00	19.50
1/4 hr.	20.00	19.00	18.00	17.00	16.00	15.00	14.00	13.00
10 min.	15.00	14.25	13.50	12.75	12.00	11.25	10.50	9.75
5 min.	11.00	10.45	9.90	9.35	8.80	8.25	7.70	7.15
1 min.	8.00	7.80	7.20	6.80	6.40	6.00	5.60	5.20
1/2 min.	6.00	5.70	5.40	5.10	4.80	4.50	4.20	3.90
50 wds.	5.50	5.23	4.96	4.69	4.42	4.15	3.88	3.61

**SPECIAL FEATURES**  
News Service—AP.  
Complete local news coverage through staff full-time reporters and county correspondents.

**Participating Programs**  
Local Newscast—9:30 a.m. to 10:00 a.m.  
"1600 Club"—4:00 p.m. to 5:00 p.m.  
Foreign Language Programs  
"Mexico Canta"—10:00 a.m. to 11:15 a.m. Monday through Saturday.  
"Mexico Canta"—5:30 p.m. to 6:30 p.m. Monday through Saturday.

**TRANSCRIPTIONS**  
Library Service—World.  
**Closing Time**  
48 hours in advance of broadcast.

**ADVERTISEMENT**

**KLIF—Dallas**

KLIF has primary interest in McKinney, Texas . . . serving this market with 2 mv/m, daytime. Its 50,000-watt power extends to provide 0.5 mv/m coverage of 72 Texas counties . . . popular, independent program appeal.  
See KLIF in Dallas section.



TEXAS

MEXIA

Limestone County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

KBUS

(Established 1956)

Rates effective May 23, 1956.
Rates received June 8, 1956.
Owned and operated by Bi-Stone Broadcasting Company.

Personnel

General Manager—J. B. McNutt, Jr.
Station Manager—Ralph Weedon.

Representatives

None.

Mailing Instructions

Business Office and Studio—215 East Commerce, Mexia, Tex.

Transmitter

Wave—Power—Time

Operating power—500 watts days.
Frequency—1590 kilocycles.
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 station time only; no cash discount. Bills rendered 1st of month; payable 10th of month.

General Advertising

Affiliated with Keystone Network.
Rates include music copyright fees.
ASCAP, BMI and SESAC licenses.
No per inquiry accounts accepted.

Table with columns for time (1/4 hr, 5 min, 1 min, 30 sec) and rates for 1, 13, 26, 52, 104, 260 times.

SPECIAL FEATURES

News Service—UPI. No extra charge.

POLITICAL

One time rates apply. Cash in advance.

Closing Time

24 hours in advance of broadcast.

MIDLAND (3 AM)

Midland County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

KCRS

(Established 1935)



Rates effective September 1, 1958.
Rates received July 21, 1958.
Owned and operated by Midland Broadcasting Co.
Wendell Mayes, Sr., President.

Personnel

General Manager—Wendell Mayes, Jr.
Assistant Manager—Jerry Hahn.
Program Director—Dean Orton.
Traffic Director—Melba Tuggle.

Representatives

Avery-Knodel, Inc.

Mailing Instructions

Mailing address—P. O. Box 1072, Midland, Tex.
Business Office and Studio—3701 W. Wall, Midland, Tex., Mutual 2-4393.

Transmitter

Wave—Power—Time

Operating power—5,000 watts days; 1,000 watts nights.
Frequency—550 kilocycles.
Directional—separate patterns, day and night.
Licensed to operate unlimited time.
Operates on Central Standard Time.

Agency Commission

15% to recognized advertising agencies; no cash discount.

General Advertising

For combination rates see ABC Radio and Texas State Network.

Table with columns for time (1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min) and rates for 1, 26, 52, 104, 156, 260, 312 times.

One-Minute Announcement Package

Table with columns for spots and rates per week for 12, 18, 24, 30 spots.

SPECIAL FEATURES

Football, baseball, sports reviews, newscasts, time signals, home hour—rates on request.

KJBC

(Established 1950)

Rates effective March 1, 1956.
Rates received February 13, 1956.
Owned and operated by Jack Cecil.

Personnel

Owner, Manager & Chief Eng.—Jack Cecil.
Commercial Manager—Naomi Boswell.
Program Director—Keith Ward.
Special Events—Richard Reynolds.
News Director—Mildred Thomason.

Representatives

None.

Mailing Instructions

Business Office—South Lamesa Rd., Midland, Tex., Mu 4-5152.

Studio and Transmitter—1/2 mile south of intersection of San Angelo Hwy. & Cloverdale Rd.

Wave—Power—Time

Operating power—1,000 watts days.
Frequency—1150 kilocycles.
Non-directional.
Operates on Central Standard Time.
Licensed to operate daytime.
Operating schedule: 6:30 a.m. to local sunset.

Agency Commission

15% to recognized agencies; no cash discount.

General Advertising

Affiliated with Keystone Network, World Broadcasting System and Standard Radio.
Accepts AAAA copyrighted contract.
Rates include music copyright fees.
ASCAP, AMP and BMI licenses.
Rates not retroactive.
No cash rebates.

Table with columns for time (1/2 hr, 1/4 hr, 5 min, 1 min, 30 sec) and rates for 52, 104, 156, 260, 312 times.

Special Package Rate

100 fifty-word announcements in one month, each 1.40. 100 one-hundred word announcements in one month, each 2.10.

SPECIAL FEATURES

News Service—UPI and local news. No extra charge. Spanish—45 minutes daily Monday through Saturday. Negro program daily.

POLITICAL

Regular rates apply, regular billing.

TRANSCRIPTIONS

Library Service—World, Standard, and Keystone.

Closing Time

48 hours in advance of broadcast.

KWEL

(Established 1957)



Rates effective April 5, 1957.
Rates received October 7, 1957.
Owned and operated by Bo Johnson.

Personnel

Pres. & Gen'l Mgr.—Bo Johnson.
Program Director—John Allan Wolfe.

Representatives

Gill-Perna, Inc.

Mailing Instructions

Business Office and Studio—13th Floor, Petroleum Life Bldg., Midland Tex. Mu 2-4331.
Transmitter—2-1/2 miles South of Midland, Tex.

Wave—Power—Time

Operating power—1,000 watts days.
Frequency—1580 kilocycles.
Non-directional.
Operates on Central Standard Time.
Operating schedule: 5:30 a.m. to local sunset.

Agency Commission

15%; 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.

Table with columns for time (1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min, 30 sec) and rates for 1, 13, 26, 52, 104, 156, 260, 312 times.

ANNOUNCEMENTS

(station breaks)
500 times, each..... 2.50
1000 times, each..... 2.00

SPECIAL FEATURES

News Service—AP and local. No extra charge.
Sports—rates on request.

POLITICAL

Regular rates apply; cash and copy in advance.

Closing Time

24 hours in advance of broadcast.

MINERAL WELLS

Palo Pinto County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KORC

(Established 1946)



Rates effective July 1, 1958.
Rates received June 2, 1958.
Owned and operated by Action Broadcasting Company.

Personnel

Exec. Vice-Pres. & Gen'l Mgr.—Bill Stinson.
Weatherford Studio supervisor—W. M. McCreary, Jr.
Program Director—John Slaughter.

Representatives

Dallas—Clyde Melville Company.

Mailing Instructions

Business Office and Studio—The Baker Hotel, P. O. Box 31, Mineral Wells, Tex. Fairfax 5-3384.
Other Studio—Weatherford, Tex.

Transmitter

1.3 miles southeast of Mineral Wells business district.

Wave—Power—Time

Operating power—250 watts days.
Frequency—1140 kilocycles.
Non-directional.
Licensed to operate daytime on clear national channel.
Operates on Central Standard Time.
Daylight Saving Time not observed.
Operating schedule: Sunrise to local sunset.

Agency Commission

15% to recognized agencies; no cash discount. Bills due and payable when rendered.

General Advertising

Affiliated with Keystone Broadcasting System.

Accepts AAAA copyrighted contract.

ASCAP, BMI, SESAC licenses.

Table with columns for time (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min, 30 sec) and rates for 1, 13, 26, 52, 156, 312 times.

SPECIAL FEATURES

News Service—AP. Mobile news units on 24 hour duty.

TRANSCRIPTIONS

Library Service—World.

Closing Time

Programs close one week in advance. Announcement copy and transcriptions close 12 hours in advance. Talks close 24 hours in advance.

ADVERTISEMENT

KLIF—Dallas

KLIF has primary interest in Mineral Wells, Texas... serving this market with 2 mv/m, daytime. Its 50,000-watt power extends to provide 0.5 mv/m coverage of 72 Texas counties... popular, independent program appeal. See KLIF in Dallas section.

MISSION

Hidalgo County—Map Location E-10
See SRDS consumer market map and data at beginning of the state.

KIRT

(Established 1957)

Rates effective January 1, 1957. (Card No. 1.)
Card received July 15, 1957.

Personnel

Pres. & Exec. Mgr.—Ray V. Jensen.
Station Manager—Fred Vela.
Sales Consultant—Archie J. Taylor.
Program Director—Fred F. Vela.

Representatives

Clyde Melville Company.

Mailing Instructions

McAllen Business Office & Studios—P. O. Box 270, 320 S. Main, McAllen, Texas, Mu 6-2141.
Business Office and Studio—P. O. Box 708, Mission, Tex. Ju 5-1629.

Transmitter

5-1/4 miles N.W. of Mission.

Wave—Power—Time

Operating power—1,000 watts days.
Frequency—1580 kilocycles.
Non-directional.
Operates on Central Standard Time.
Operating schedule: Local sunrise to local sunset.

Agency Commission

15%; no cash discount.

General Advertising

Rates include music copyright fees.
ASCAP, BMI and SESAC licenses.
In order to earn rates, contracts must be completed in 1 year.
Beer and wine advertising accepted.

Table with columns for time (1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min, 30 sec) and rates for 1, 13, 26, 52, 104, 156, 260, 312 times.

SPECIAL FEATURES

News Service—UPI. Five minute newscasts 5 minutes before the hour; headlines on the half-hour. Regular rates apply.

Two minute weather forecasts on the half hour. 1-minute rates plus 1.00.

Participating Programs

Entire schedule broadcast in Spanish: "Fiesta Ranchera" with Pancho Pineapple—5:00 p.m. to 6:00 p.m. daily. Regular rates apply.

POLITICAL

Regular rates apply; cash and copy in advance.

MONAHANS

Ward County—Map Location A-6
See SRDS consumer market map and data at beginning of the State.

KVKM

(Established 1946)



Rates effective June 1, 1957.
Owned and operated by Monahans Broadcasters.

Personnel

Pres. & Gen'l Mgr.—J. Ross Rucker.
Station Manager—Ken Welch.

Representatives

Everett-McKinney, Inc.
Dallas—Clyde Melville Company.

Mailing Instructions

Business Office and Main Studio—Radio Center, Monahans, Tex.

Transmitter

One mile north of Monahans, Tex.

Wave—Power—Time

Operating power—250 watts.
Frequency—1340 kilocycles.
Non-directional.
Licensed to operate full time on local channel.
Operates on Central Time.

Daylight Saving Time not observed.

Operating schedule: 18 hours daily.

Agency Commission

15% to recognized advertising agencies on station time; no cash discount. Invoices mailed 1st of month. (This listing continued on next page)

Monahans—KVKM—Continued

General Advertising

For combination rates see Mutual Broadcasting Sys-BMI, SESAC and ASCAP licenses. Beer and wine advertising accepted. No per inquiry business accepted. All contracts must be completed within one year from date of first broadcast.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	3 min.	Ann.
1 time.....	36.00	21.00	14.00	7.00	5.50	4.00
26 times....	34.20	19.95	13.30	6.65	5.25	3.80
52 times....	32.40	18.90	12.60	6.30	4.95	3.60
156 times....	28.80	16.80	11.20	5.60	4.40	3.20
260 times....	25.20	14.70	9.80	4.90	4.00	3.05

Automotive Rate—1-minute or less, per announcement, 3.20.

SPECIAL FEATURES

Time signals: Open rate 1.25; 208 times 1.00.

POLITICAL AND RELIGIOUS

Political—per minute, or less 5.00. Minimum of 5 minutes. Must be approved by station. All announcements and talks originating locally must be transcribed in advance of presentation.

Religious—Commercial programs accepted. Closing Time: Talks and continuity should be submitted 24 hours in advance.

MOUNT PLEASANT

Titus County—Map Location G-4

See SRDS consumer market map and data at beginning of the State.

KIMP

(Established 1948)



See NOTE under "General Advertising." Owned and operated by Mt. Pleasant Broadcasting Co.

Personnel

Owner & Manager—Winston O. Ward.

Representatives

None.

Mailing Instructions

Business Office and Studio—P. O. Box 990, Mt. Pleasant, Tex., telephone 915. Transmitter—U. S. Highway 67, Mt. Pleasant, Tex.

Wave—Power—Time

Operating power—1,000 watts days. Frequency—960 kilocycles. Non-directional. Licensed to operate to local sunset. Operate 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. Bills rendered 1st of month; payable when rendered.

General Advertising

Affiliated with Keystone Network. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. In order to earn rates contracts must be completed within one year.

National rates to be listed when received

SPECIAL FEATURES

News Service—AP. No extra charge.

POLITICAL

One time rates apply. Payable in advance

RELIGIOUS

Regular rates apply.

TRANSCRIPTIONS

Library Service—Lang-Worth.

Closing Time

24 hours in advance of broadcast.

MULESHOE

Bailey County—Map Location A-3

See SRDS consumer market map and data at beginning of the State.

KMUL

(C.P. 1380 kc, 500 watts days)

Radio Station KMUL  
W. 8th St. and Ave. "F"  
Muleshoe, Tex.

KZOL

(Established 1958)

Rates effective March 1, 1958. Rates received April 29, 1958. Owned and operated by Blackwater Valley Broadcasters.

Personnel

General Manager—Theodore Rozzell. Sta. & Com'l Mgr.—Jimmy Rozzell.

Representatives

None.

Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box 1295, West Hwy. 84, Muleshoe, Tex.

Wave—Power—Time

Operating power—250 watts days. Frequency—1570 kilocycles. Nondirectional. Operates on Central Standard Time. Operating schedule: Local sunrise to sunset.

Agency Commission

15% on time; no cash discount. Bills due and payable on or before 10th of month rendered.

General Advertising

Affiliated with Keystone Network. Rates include music copyright fees. BMI and ASCAP licenses.

All discounts are contingent upon advertisers using announcements or programs contracted for within 12 months from effective date of contract. The earned rate will apply on unfilled contracts. Two weeks notice of cancellation required. No alcoholic advertising accepted. 30 seconds reserved for station breaks on all programs of 5 minutes or more.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time....	54.00	30.00	18.00	15.00	12.00	6.00	4.50
26 times....	48.00	27.00	16.50	13.50	10.50	5.25	4.13
52 times....	42.00	24.00	15.00	12.00	9.00	4.50	3.75
104 times....	36.00	21.00	13.50	10.50	7.50	3.75	3.00
156 times....	30.00	18.50	12.00	9.75	6.75	3.38	2.63
312 times....	26.25	18.00	10.50	9.00	6.00	3.00	2.25

20-second station break—50% of applicable 1-minute rate.  
10-second time signal—50% of applicable 30-second rate.

	1 min.	30 sec.	Sta. brk.
10 in 1 day.....	22.50	18.75	.....
20 in 1 day.....	37.50	30.00	.....
100 in 10 days.....	187.50	150.00	.....
360 in 1 year.....	.....	.....	550.00

PACKAGES

SPECIAL FEATURES

News Service—Local. No extra charge.

RELIGIOUS

Rates on request.

NACOGDOCHES (2 AM)

Nacogdoches County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

KOSF

(Established 1947)

Rates received April 25, 1955. Owned and operated by Kelly Bell and J. C. Stallings.

Personnel

Owner—Kelly Bell. Owner & Gen'l Mgr.—J. C. Stallings.

Representatives

None.

Mailing Instructions

Business Office—Suite 1, Stone Fort Nat'l Bank Bldg., 300 E. Main St., Nacogdoches, Tex. Studio—2502 South Street, Nacogdoches, Tex., telephone 4-4633. Transmitter—1-1/2 miles south of courthouse, Nacogdoches, Tex.

Wave—Power—Time

Operating power—250 watts. Frequency—1230 kilocycles. Non-directional. Licensed to operate unlimited time. Operates on Central Standard Time. Operating schedule: 5:00 a.m. to 10:45 p.m.

Agency Commission

15% to recognized agencies; no cash discount.

General Advertising

Affiliated with ABC Radio, East Texas Network and Keystone Network. Rates include music copyright fees. ASCAP, BMI and SECAC licenses.

The following rates are for national advertising.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	45.00	27.00	17.50	8.00	6.00	5.00
13 times....	42.75	25.65	16.65	7.60	5.70	4.75
26 times....	40.50	24.30	15.75	7.20	5.40	4.50
52 times....	38.25	22.95	14.85	6.80	5.10	4.25
104 times....	36.00	21.60	14.00	6.40	4.80	4.00
156 times....	33.75	20.25	13.25	6.00	4.50	3.75
260 or more times.....	\$1.50	18.90	12.25	5.60	4.20	3.50

SPECIAL FEATURES

News Service—UPI. Local newscasts and sports.

KSFA

(Established 1947)

Rates effective January 1, 1958. Rates received November 2, 1949. Owned and operated by the Nacogdoches Broadcasting Company, Inc.

Personnel

Pres. & Gen'l Mgr.—W. C. Fouts. Sales & Merchandising Dir.—Sara Jane Moon.

Representatives

Bob Dore Associates.

Mailing Instructions

Business Office and Studio—2107 N. St., P. O. Box 56, N. St. Station, Nacogdoches, Tex., telephone 4-3723. Merchandise Studio—Hotel Fredonia, Nacogdoches, Tex., telephone 4-3371. Transmitter—Nacogdoches, Tex.

Wave—Power—Time

Operating power—1,000 watts. Frequency—860 kilocycles. Non-directional. Licensed to operate daytime. Operates on Central Time. Daylight Saving Time not observed. Operating schedule: Sunrise to local sunset.

Agency Commission

15% to recognized agencies; 2% cash discount. Payable within 20 days.

General Advertising

Rates include music copyright fees. ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	50.00	36.00	18.00	12.00	3.75	1.40
13 times....	45.00	27.00	14.00	11.00	3.40	1.35
26 times....	39.00	26.00	13.00	10.00	3.10	1.30
52 times....	35.00	20.00	10.00	7.00	2.75	1.25
104 times....	32.00	17.00	8.50	6.00	2.45	1.20
156 times....	31.00	15.00	6.95	5.50	2.20	1.15
260 times....	29.00	14.00	6.50	5.00	2.00	1.10
312 times....	25.00	13.00	6.25	4.00	1.40	1.05

(\*) One minute or 100 words or less. (†) 30 second transcriptions.

SPECIAL FEATURES

News Service—AP and local. Farm news, sportscasts and food commentator available. DJ Service and Local personalities shows. POLITICAL Regular rates apply. Payable in advance. RELIGIOUS Regular rates apply. TRANSCRIPTIONS Library Service—Thesaurus.

NEW BRAUNFELS

Comal County—Map Location E-7  
See SRDS consumer market map and data at beginning of the State.

KGNB

(Established 1950)

Rates effective October 1, 1956. (Card No. 5.) Card received October 8, 1956. Owned and operated by Comal Broadcasting Co.

Personnel

Pres. & Gen'l Mgr.—F. T. Wilson. Program Director—Arlon E. Moeller, Jr. Chief Engineer—Bob Stewart.

Representatives

None.

Mailing Instructions

Business Office and Studio—184 Castel St., P. O. Drawer 593, New Braunfels, Tex., telephone Madison 5-3443.

Wave—Power—Time

Operating power—1,000 watts days. Frequency—1420 kilocycles. Non-directional. Licensed to operate daytime. 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 station time only; no cash discount. Bills rendered end of month, payable 10 days.

General Advertising

Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. In order to earn net rates indicated, contracts must be completed within 12 months.

	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time....	30.00	20.00	15.00	6.00	4.00
13 times....	28.50	19.00	14.25	5.70	3.80
26 times....	27.00	18.00	13.50	5.40	3.60
52 times....	25.50	17.00	12.75	5.10	3.40
156 times....	24.00	16.00	12.00	4.80	3.20
260 or more times....	22.50	15.00	11.25	4.50	3.00

SPECIAL FEATURES

News Service—AP News service charges on request. 21 hours German programs weekly; 12 hours Spanish programs weekly.

Participating Programs

"Wake Up and Be Happy with Hans"—6:00 a.m. to 7:00 a.m., Monday through Saturday and 1:00 p.m. to 4:00 p.m. Sundays. "Morning Tempo Time"—7:00 a.m. to 7:30 a.m., Monday through Saturday. "Three T's"—8:00 a.m. to 8:30 a.m., Monday through Friday. "KGNB House Party"—8:30 a.m. to 10:00 a.m., Monday through Friday. "Polka As You Like It"—10:00 a.m. to 11:30 a.m., Monday through Sunday. "It's on the Jukebox"—11:30 a.m. to noon, Monday through Friday. "Music in Marchtime"—Noon to 12:15 p.m., Monday through Saturday. Spanish Music and News—1:00 p.m. to 3:00 p.m., Monday through Saturday. "Around the Corral"—3:00 p.m. to 4:00 p.m., Monday through Friday. "1420 Club"—4:00 p.m. to 5:00 p.m., Monday through Friday.

POLITICAL

Regular rates apply; cash in advance.

TRANSCRIPTIONS

Library Service—Sesac.

Closing Time

24 hours in advance of broadcast.

ODESSA (4 AM)

Ector County—Map Location A-5  
See SRDS consumer market map and data at beginning of the State.

KECK

(Established 1946)

Rates effective November 15, 1950. (Card No. 4.) Card received January 5, 1951. Revision received November 9, 1953. Owned and operated by Ector County Broadcasting Co.

Personnel

Owner—Ben Nedow. Station Manager—Roy A. Elsner. Assistant Manager—Garland Green. Chief Engineer—Chuck Strauss.

Representatives

Forjoe & Company. Regional—Clarke Brown Company.

Mailing Instructions

Business Office and Studio—120 W. Third St., P. O. Box 1369, Odessa, Tex., Federal 2-5791. Transmitter—U. S. Highway 80, four miles west of Odessa, Texas.

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 Central Time. Daylight Saving Time not observed. Operating schedule: 6:00 a.m. to 12:05 a.m.

(This listing continued on next page)

TEXAS

Odessa—K E C K—Continued

Agency Commission

15% to recognized advertising agencies on net charges for station time; no cash discount. No commission on talent, program, line or service charges. Bills due and payable when rendered.

General Advertising

Affiliated with Mutual Broadcasting System. Accepts AAAA and NAB copyrighted contracts. Rates include music copyright fees. ASCAP and BMI licenses.

In order to earn net rates quoted contracts must be completed in 12 months.

Programs and/or participating announcements cannot be combined to earn frequency rate.

Announcements and programs may not be combined to earn greater frequency discount. Discounts are allowed retroactively on broadcasts within a contract year. No contract accepted for longer period than one year.

All programs or announcements subject to change of time on 14 days written notice.

Programs take precedence over announcements. Programs take precedence in proportion to duration of time on air.

All proposals are subject to prior sale. Rates subject to change without notice. Contract rates guaranteed until expiration of contract.

Table with 7 columns: 1 hr., 1 1/2 hr., 1/4 hr., 5 min., 1 min., 30 sec., 10 sec. Rows include 1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 260 times, 312 times, 1,000 times.

WEEKLY PACKAGE RATES

Within 7 days: 12 spots..... 52 time rate 24 spots..... 156 time rate 18 spots..... 104 time rate

SPECIAL FEATURES

News Service—AP and local news. Sportscasts, baseball, football and special sporting events—rates on request.

Mobile News Patrol, full time local "on the-the-spot" news service—5 minute rate applies.

Participating Programs

"920 Special"—6:00 a.m. to 9:00 a.m. weekdays. "Music for the Missus"—9:05 a.m. to noon weekdays. "Music On Wheels"—4:05 p.m. to 6:00 p.m. weekdays. "Rismo Mexicana"—7:05 p.m. to 7:30 p.m. weekdays. "Nightwatchman"—7:35 p.m. to midnight, daily.

POLITICAL

Regular rates apply. Payable in advance.

RELIGIOUS

Regular rates apply.

TRANSCRIPTIONS

Library Service—Standard.

Closing Time

24 hours in advance of broadcast.

KOSA

(Established 1947)

Rates effective October 15, 1958. (Card No. 4.) Rates received October 10, 1958. Owned and operated by Odessa Broadcasting Co.

Personnel

Pres. & Gen'l Mgr.—Cecil L. Trigg. Station Manager—D. G. Scribner. Assistant Manager—Brunell Harvey.

Representatives

The Bolling Company, Inc.

Mailing Instructions

Business Office and Studio—P. O. Box 2529, Odessa, Tex., Federal 2-4301. Transmitter—One mile south of Second St. on Crane Ave., Odessa, Tex.

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: 5:00 a.m. to midnight.

Agency Commission

15% on time only. No cash discount. Bills due and payable 10th of following month.

General Advertising

All copy, programs, and contracts must meet NAB and governmental regulations and subject to approval by station management. Station retains the right to move any broadcast, upon sponsor notification, in order to present a program in the public interest. Rates are subject to change without notice. All proposals subject to prior booking of time. 1-minute and 30-second announcements may be combined to earn frequency discounts if broadcast within contract year. Program sponsors may purchase announcements during life of their program contract at frequency discounts earned by the total number of programs and a announcements broadcasts within contract year.

Table with 7 columns: 1/2 hr., 1/4 hr., 5 min., 1 min., 30 sec., Stat'n break. Rows include 1 time, 26 times, 52 times, 104 times, 156 times, 260 times, 312 times.

PACKAGE PLANS

Table with 2 columns: Package, Price. Rows include 5 per week, 10 per week, 15 per week, 20 per week, 35 per week.

All package plans will be run-of-schedule and as neatly as possible be equally spaced within the day's broadcast on a fixed but pre-emptible basis.

Discounts

Each renewal or extension of a contract earns applicable discounts; applicable only when an order is continued without interruption beyond the time specified in the original contract. New discounts apply only to the new contract. Discounts on gross rates for number of periods under contract not to exceed one year's duration.

SPECIAL FEATURES

News Service—A. Complete local, regional news, sports, mobile news. Special weather equipment at studio. Rates quoted herein cover normal use of studio facilities. Additional charges for remote broadcasts, transcription and tape service, etc. quoted upon request.

Participating Programs

Monday through Friday: "Don Myers Show"—5:00 a.m. to 10:00 a.m. "Steve Trigg Show"—11:05 a.m. to 12:30 p.m. "A Date with Don"—2:30 p.m. to 6:30 p.m.

Saturday: "Beautiful Weekend"—5:00 a.m. to 10:00 a.m. "Beautiful Weekend"—12:45 p.m. to 8:00 p.m. "KOSA Teen Hop"—8:00 p.m. to 11:00 p.m. "Beautiful Weekend"—11:00 p.m. to midnight.

Sunday: "Beautiful Weekend"—6:00 a.m. to 10:00 a.m.; and noon to 6:30 p.m.

POLITICAL

Regular rates apply, non-commissionable.

TRANSCRIPTIONS

Library Service—World.

Closing Time

Contracts close one week in advance; announcements, transcriptions and talks close 24 hours in advance.

KOYL

(Established 1957)

Rates effective March 1, 1958. Rates received July 29, 1958. Owned and operated by Mid-Cities Broadcasting Co.

Personnel

Pres. & Gen'l Mgr.—E. L. Roskelley.

Representatives

Rambeau, Vance, Hopple, Inc.

Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box 2228, 39th & Rasco St., Odessa, Tex.

Wave—Power—Time

Operating power—500 watts days. Frequency—1310 kilocycles. Non-directional. Operates on Central Standard Time. Operating schedule: 5:00 a.m. to local sunset.

Agency Commission

15% on time and talent; no cash discount. Bills payable 10th of the month.

General Advertising

Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, BMI and SESAC licenses.

Table with 7 columns: 1 hr., 1 1/2 hr., 10 min., 5 min., 1 min., 30 sec., 10 sec. Rows include 1 time, 26 times, 52 times, 104 times, 156 times, 256 times, 312 times.

SPECIAL FEATURES

News Service—UPI and local. 5-minute news before the hour. Spanish Program 6:00 p.m. Participation 9:00. 3 Mobile Units, daytime.

Closing Time

24 hours before broadcast.

KRIG

(Established 1946)

NBC Radio Network

Rates effective October 1, 1957. Rates received October 21, 1957. Owned and operated by Radio Odessa, Inc.

Personnel

Chairman of the Board—Milton R. Underwood. Pres. & Gen'l Mgr.—Carl S. Goodwin. Program Director—Jim Simon. Sales Manager—Carl Boone. Station Manager—Marquerite La Rue.

Representatives

Thomas F. Clark Company, Inc. Regional—Clyde Melville Company.

Mailing Instructions

Business Office and Studio—P. O. Box 231, Crane Highway, Odessa, Texas. Federal 2-6871, 2. Transmitter—south city limits, Highway 51, Odessa, Tex.

Wave—Power—Time

Operating power—1,000 watts. Frequency—1410 kilocycles. Directional—nighttime only. Licensed to operate full time. Operating schedule: 24 hours daily, except 1:00 a.m. to 5:00 a.m. on Monday.

Agency Commission

15%; no cash discount. Bills rendered monthly; payable at face when rendered. Talent and/or remote charges to be billed separately with 10% commission deductible from talent only.

General Advertising

Affiliated with NBC Radio Network. Beer and wine advertising accepted. ASCAP, BMI, and SESAC licenses. NAB and AAAA copyrighted contracts accepted, subject to station approval and government regulations.

Contracts must be completed within 12 months.

Table with 7 columns: 1 hr., 1/2 hr., 1/4 hr., 5 min., 1 min., 20 sec. Rows include 1 time, 26 times, 52 times, 104 times, 156 times, 260 times, 312 times.

SATURATION SCHEDULE

(Run-of-schedule)

KRIG Special No. 6

6 spots (65 words), 6 days, per week..... 108.00

KRIG Special No. 3

3 spots (65 words), 6 days, per week..... 60.00

8-second quickies—50% of earned 1-minute rate.

SPECIAL FEATURES

News Service—UPI. Local and regional news coverage. Remote broadcasts—remote consolette.

Participating Programs

"On 'Til Dawn with Bob Mettler"—midnight to 5:00 a.m. "Jim Simon Show"—5:00 a.m. to 9:00 a.m. "Don Luttrell Show"—9:00 a.m. to 11:00 a.m. "John Logan Show"—11:00 a.m. to 2:00 p.m. "Don Luttrell Show"—2:00 p.m. to 4:00 p.m. "Jim Simon Show"—4:00 p.m. to 6:00 p.m. "John Logan Show"—6:45 p.m. to 9:00 p.m.

POLITICAL

Regular rates apply. Closing Time 24 hours in advance of broadcast.

ORANGE

Orange County—Map Location H-7 See SRDS consumer market map and data at beginning of the State.

KOGT

(Established 1947)

East Texas Network

Rates received April 27, 1956. Owned and operated by Sabine Area Broadcasting Corp.

Personnel

Station Manager—Ed. Lovelace. Program Director—Gordon Clark.

Representatives

Hil F. Best Company.

Mailing Instructions

Business Office, Studio and Transmitter—On Hwy. 87, 3 miles north of Orange, Tex., telephone Tuxedo 3-4381.

Wave—Power—Time

Operating power—1,000 watts. Frequency—1600 kilocycles. Directional—nighttime only. Licensed to operate unlimited time. Operates on Central Standard Time.

Agency Commission

15% to recognized agencies on station time only; no cash discount. Bills rendered monthly. Talent and/or remote charges to be billed separately with 10% commission deductible from talent only.

General Advertising

Affiliated with Keystone Network and East Texas Network. Following rates are for both local and national advertising. Rates are for station time and include music copyright fees. BMI, ASCAP and SESAC licenses. Advertising of alcoholic beverages other than beer and wine not accepted. Contracts must be signed one week before start of broadcasting. No cash rebates. Maximum length of contract, 52 weeks.

Table with 7 columns: 1 hr., 1/2 hr., 1/4 hr., 5 min., 1 min., 30 sec. Rows include 1 time, 13 times, 26 times, 52 times, 104 times, 156 times.

SPECIAL FEATURES

News Service—UPI. Commercial political broadcasts from members and/or recognized political parties, will be accepted upon compliance with FCC rulings.

TRANSCRIPTIONS

Library Service—World, Lang-Worth.

Closing Time

24 hours prior to initial broadcast.



**PALESTINE**

Anderson County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

**KNET**

(Established 1936)

Rates effective September 1, 1958.

Rates received August 28, 1958.

Owned and operated by Palestine Broadcasting Corp.

**Personnel**

Pres. & Gen'l Mgr.—Allen E. Vinson,  
Sales Manager—Milton M. Evans.

**Representatives**

None.

**Mailing Instructions**

Business Office and Studio—Corner Main and Queen  
Sts., P. O. Box 649, Palestine, Tex., telephone  
8686.

Transmitter—Strickland Park, Palestine, Texas.

**Wave—Power—Time**

Operating power—250 watts.

Frequency—1450 kilocycles.

Non-directional.

Licensed to operate full time on local channel.

Operates on Central Time.

Operating schedule: 6:30 a.m. to 10:15 p.m.

**Agency Commission**

Agency commission 15%. No cash discount. Commission not paid on talent. Invoices mailed 1st of each month.

**General Advertising**

Affiliated with East Texas Network.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	30.00	22.00	15.00	10.00	4.00	3.70
26 times.....	29.00	21.00	14.00	9.50	3.90	3.60
52 times.....	28.00	20.00	13.00	9.00	3.80	3.50
104 times.....	27.00	19.00	12.00	8.50	3.70	3.40
156 times.....	26.00	18.00	11.00	8.00	3.60	3.30
260 times.....	25.00	17.00	10.00	7.50	3.50	3.20

**Package Plan**

15-second announcements:  
5 or more spots per day, each..... 2.00  
10 or more spots per day, each..... 1.50

**SPECIAL FEATURES**

News Service—UPI. No extra charge.  
Time signals, weather, temperature and market reports available—rates on request.

**POLITICAL**

Political broadcasts subject to frequency discounts.

**TRANSCRIPTIONS**

Library service—World.

**Closing Time**

Announcements 24 hours in advance; programs one week in advance depending on type of program.  
Accepts AAAA copyrighted contract.

**PAMPA (2 AM)**

Gray County—Map Location C-2  
See SRDS consumer market map and data at beginning of the State.

**KHHH**

(Established 1951)

Rates effective April 1, 1958.

Rates received April 24, 1958.

Owned and operated by Garrison and Huntly Enterprises.

**Personnel**

General Manager—Bob Garrison.

**Representatives**

Continental Radio Sales.  
Regional—Clyde Melville Company.

**Mailing Instructions**

Business Office and Studio—P. O. Box 1779, 1701-1/2  
N. Hobart, Pampa, Tex., telephone Mo 4-2551.  
Transmitter—Pampa, Tex.

**Wave—Power—Time**

Operating power—250 watts.

Frequency—1230 kilocycles.

Non-directional.

Licensed to operate unlimited time.

Operates on Central Standard Time.

Operating schedule: weekdays 6:00 a.m. to 10:30 p.m.; Sundays 7:00 a.m. to 10:30 p.m.

**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.  
ASCAP, BMI and SESAC licenses.  
Discounts are allowed on total number of broadcasts used within one year.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	40.00	24.00	16.00	10.00	6.00	4.00
13 times.....	38.00	22.80	15.20	9.50	5.60	3.80
26 times.....	36.00	21.60	14.40	9.00	5.40	3.60
52 times.....	34.00	20.30	13.60	8.50	5.10	3.40
104 times.....	32.00	19.20	12.80	8.00	4.80	3.20
156 times.....	30.00	18.00	12.00	7.50	4.50	3.00
260 times.....	28.00	16.80	11.20	7.00	4.20	2.80
312 times.....	26.00	15.60	10.40	6.50	3.90	2.60

(\*) One minute or 100 words.

(†) One-half minute, 50 words or station break.

8 second rate is 50% of the 1/2 minute rate.

**PACKAGE PLAN**

One-minute or less spot announcements—to be scheduled within one week:  
25 times..... 62.50 50 times..... 115.00  
35 times..... 84.00 100 times..... 220.00

**SPECIAL FEATURES**

News Service—AP and local.  
Weather and market reports available—details on request.

Sports—football, basketball and baseball.

**POLITICAL**

Regular rates apply.

**KPDN**

(Established 1936)



Rates effective April 23, 1958. (Card No. 1-B.)

Card received April 23, 1958.

Rev. rec'd August 25, 1958.

Owned and operated by Coy Palmer & Warren L. Hasse.

**Personnel**

General Manager—Coy Palmer.  
Station Manager—Warren Hasse.

**Representatives**

Hil F. Best Company.

**Mailing Instructions**

Business Office and Studio—Hughes Bldg., Pampa, Tex., Mohawk 4-7461-2-3.

Transmitter—8/10 of a mile east of city limits.

**Wave—Power—Time**

Operating power—250 watts.

Frequency—1340 kilocycles.

Non-directional.

Licensed to operate unlimited time.

Operates on Central Standard Time.

Operating schedule: Sundays 7:00 a.m. to 12:00 mid-  
night; week days 6:00 a.m. to 12:00 midnight.

**Agency Commission**

15% to all recognized advertising agencies on net time and talent charges. No cash discount. All bills due and payable when rendered.

**General Advertising**

For combination rates see Mutual Broadcasting system.

Accepts AAAA copyrighted contract.

Rates include music copyright fees.

All contracts must be completed within one year.

No cash rebates.

All rates guaranteed for 1 year from date of 1st broadcast, with or without interruption.

Discounts allowed retroactively on number of broadcasts given within 1 year. Announcements and programs cannot be combined to earn a larger discount.

Length of commercial copy: All commercial copy must conform to NAB standards.

BMI, ASCAP and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)	(†)
1 time.....	46.65	31.50	18.50	15.55	8.82	3.82	3.24
13 times.....	41.90	28.15	16.50	13.80	7.35	3.47	2.94
26 times.....	37.25	24.90	13.80	12.10	6.76	3.24	2.64
52 times.....	32.15	22.17	11.45	10.30	6.12	2.94	2.41
104 times.....	27.85	19.40	10.30	8.54	5.58	2.82	2.25
156 times.....	23.11	16.90	9.11	7.76	5.00	2.76	2.12
260 times.....	20.95	14.99	.....	6.88	4.70	2.71	2.00
312 times.....	18.65	13.50	8.75	6.00	4.40	2.64	1.88
624 times.....	13.80	10.60	.....	5.40	3.82	2.48	1.76
936 times.....	.....	.....	.....	5.12	3.53	2.36	1.65

(\*) 1-minute, 100 words or less.

(†) 30-second transcription or 50 words or less.

**SPECIAL FEATURES**

News Service—UPI and local. Rates on request.

Mobile news patrol.

Time signals, weather and temperature reports, markets and quotations—rates on request.

Athletic events available for sponsorship on application.

**POLITICAL**

Rates on request.

**TRANSCRIPTIONS**

Library Service—World.

**PARIS (2 AM)**

Lamar County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

**KFTV**

(Established 1950)



Rates effective April 1, 1951.

Owned and operated by Lamar Broadcasting Company Inc.

**Personnel**

General Manager—James F. Hendrix.

**Representatives**

Hil F. Best Company.

**Mailing Instructions**

Business Office and Studio—210 First National Bank Bldg., Paris, Texas., telephone 4-6676, 4-6677.

Transmitter—Highway 271, Paris, Texas.

**Wave—Power—Time**

Operating power—500 watts days.

Frequency—1250 kilocycles.

Non-directional.

Licensed to operate daytime only.

Operates on Central Standard Time.

Daylight Saving Time not observed.

Operating schedule: Sundays 7:00 a.m. to local sunset; week days 6:00 a.m. to local sunset.

**Agency Commission**

15% to recognized agencies; 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.

No cash rebates.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	1/2 min.
1 time.....	60.00	36.00	24.00	18.00	12.00	7.20	4.80
13 times.....	54.00	32.40	21.60	16.20	10.80	6.48	4.32
26 times.....	48.00	28.80	19.20	14.40	9.60	5.76	3.84
52 times.....	42.00	25.20	16.80	12.60	8.40	5.04	3.36
104 times.....	39.00	23.40	15.60	11.70	7.80	4.68	3.12
156 times.....	36.00	21.60	14.40	10.80	7.20	4.32	2.88
260 times.....	30.00	18.00	12.00	9.00	6.00	3.60	2.40

Automotive Spot Package 156 time rate applies.

**SPECIAL FEATURES**

News Service—UPI and local.

Mobile Units.

**POLITICAL**

One time rates apply. Payable in advance.

**TEXAS**

**KPLT**

(Established 1935)

Rates effective March 1, 1958.

Rates received February 26, 1958.

Owned and operated by the North Star Broadcasting Co.

**Personnel**

Pres. & General Manager—Fred Kincaid.

**Representatives**

John E. Pearson Company.

**Mailing Instructions**

Business Office and Studio—1/2 miles south on Texas Highway 24, Paris, Tex., Su 4-3311,2,3.

Transmitter—Located one-half mile south on Texas State Highway No. 24.

**Wave—Power—Time**

Operating power—250 watts.

Frequency—1490 kilocycles.

Non-directional.

Licensed to operate full time.

Operates on Central Time.

Daylight Saving Time not observed.

Operating schedule: 6:00 a.m. to 11:05 p.m. Monday through Friday; 6:00 a.m. to 12:00 midnight, Saturday; 7:00 a.m. to 11:05 p.m. Sunday.

**Agency Commission**

15% to advertising agencies recognized by station on announcements and time only. No cash discount.

Commissions not payable on political. Bills are rendered monthly unless otherwise requested.

**General Advertising**

Accepts AAAA copyrighted contract.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

Retroactive discounts allowed only when contract is extended without interruption. Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.

Length of commercial copy:

	Day	Evening
5 minutes.....	1:15 min.	1:00 min.
15 minutes.....	2:10 min.	2:00 min.
30 minutes.....	4:00 min.	3:00 min.
60 minutes.....	7:00 min.	6:00 min.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	30.00	24.00	18.00	9.00	5.00
13 times.....	28.50	22.80	17.10	8.55	4.75
26 times.....	27.00	21.60	16.20	8.10	4.50
52 times.....	25.50				



**TEXAS**

**Pecos—K I U N—Continued**

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time....	36.00	18.00	9.00	7.00	4.00
26 times...	34.20	17.00	8.50	6.65	3.80
52 times...	32.40	16.00	8.00	6.30	3.60
156 times...	28.80	15.00	7.75	5.60	3.20
312 times...	25.20	14.00	7.50	4.90	3.05

Above rates include 20% for talent and production.  
**SPECIAL FEATURES**  
 News Service—UPI.  
 Time Signals—Limit 10 words, on contract, each 1.00.  
 Spanish Hour, daily, at regular rates.  
**POLITICAL RATES**  
 Per minute 4.00. Minimum five minutes. Political scripts must be approved by station management.  
**Closing Time**  
 Closing date one week prior to date of broadcast.

**PERRYTON**

Ochiltree County—Map Location C-1  
 See SRDS consumer market map and data at beginning of the State.

**KEYE**

(Established 1948)



Rates effective November 19, 1948. (Card No. 1.)  
 Owned and operated by Great Plains Broadcasting Co.

**Personnel**  
 General-Station Manager—Irvin R. Buchanan.  
**Representatives**  
 None.  
**Mailing Instructions**  
 Business Office and Studio—Box 917, Perryton, Tex.  
 General 5-5771.  
 Transmitter—Perryton, Tex.  
**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: 7:30 a.m. to 10:15 p.m. Sundays; 6:00 a.m. to 10:30 p.m. week days.

**Agency Commission**  
 15% to recognized agencies on station time; no cash discount. Bills rendered monthly; payable within 10 days.

**General Advertising**  
 For combination rates see Cactus State Network and National Broadcasting Company.  
 Rates include music copyright fees.  
 ASCAP, SESAC and BMI licenses.  
 Discounts allowed retroactively on total number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts; but two or more program units of 15 minutes or more broadcast on the same day for the same sponsor and within the same time bracket may be combined to earn the one-half or one hour rate. No contract to exceed one year's duration.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	40.00	25.00	15.00	10.00	4.00	3.00
13 times....	38.00	23.75	14.25	9.50	3.80	2.85
26 times....	36.00	22.50	13.50	9.00	3.60	2.70
52 times....	34.00	21.25	12.75	8.50	3.40	2.55
104 times...	32.00	20.00	12.00	8.00	3.20	2.40
156 times...	30.00	18.75	11.25	7.50	3.00	2.25
208 times...	29.00	18.00	10.90	7.25	2.90	2.15
260 times...	28.00	17.50	10.50	7.00	2.80	2.10
12 or more times....	26.00	16.25	9.75	6.50	2.60	1.95

(\*) One minute or 100 words.  
 (†) One-half minute or 50 words.  
**SPECIAL FEATURES**  
 News Service—AP. Newscasts—20% extra.  
**POLITICAL**  
 One time rates apply.

**PLAINVIEW**

Hale County—Map Location B-3  
 See SRDS consumer market map and data at beginning of the State.

**KVOP**

(Established 1944)



Rates effective January 1, 1956.  
 Rates received December 27, 1955.  
 Owned and operated by KVOP, Incorporated.

**Personnel**  
 Manager—Kermit Ashby.  
 Sales Manager—Tut Tawwater.  
**Representatives**  
 None.  
**Mailing Instructions**  
 Business Office, Studio and Transmitter—1100 W. 24th St., Plainview, Tex., telephone 4-2771.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1400 kilocycles.  
 Non-directional.  
 Licensed to operate full time.  
 Operating schedule: Week days 6:00 a.m. to 11:00 p.m.; Sundays 6:30 a.m. to 11:00 p.m.

**Agency Commission**  
 15% to recognized advertising agencies; 2% discount if paid by 10th of month following billing.

**General Advertising**  
 For combination rates see Mutual Broadcasting System and Keystone Network.  
 BMI, SESAC and ASCAP licenses.  
 To earn discounts, contracts must be completed within one year.  
 Frequency rebates are not permitted except when stipulated in original contract.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time....	30.00	18.00	12.00	7.50	4.50	3.00
26 times...	28.50	17.10	11.40	7.13	4.28	2.85
156 times...	27.00	16.20	10.80	6.75	4.05	2.70
312 times...	25.50	15.30	10.20	6.38	3.83	2.55
1,000 times...	24.00	14.40	9.60	6.00	3.60	2.40

(\* One-minute transcription or 100 words.  
 (†) One-half minute transcription, 50 words live or station break.  
 Station produced announcements add 15%.  
**SPECIAL FEATURES**  
 News Service—AP. Regular rates apply.  
 Time signals, weather and market reports — regular rates apply.  
**POLITICAL**  
 Regular rates apply.

(Call letters not received)  
 (C.P.—1050 kc; 1,000 w. days)

Plainview Radio  
 P. O. Box 322  
 Plainview, Texas

**PLEASANTON**

Atascosa County—Map Location D-8  
 See SRDS consumer market map and data at beginning of the State.

**KBOP**

(Established 1950)

Rates effective January 15, 1951. (Card No. 1.)  
 Card received April 25, 1951.  
 Owned and operated by Ben L. Parker.

**Personnel**  
 Manager—Ben L. Parker.  
**Representatives**  
 Hil F. Best Company.

**Mailing Instructions**  
 Business Office—P. O. Box 247, Pleasanton, Tex.  
 Transmitter—Farm Road, Pleasanton, Tex.

**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—1380 kilocycles.  
 Non-directional.  
 Licensed to operate daytime only.

**Agency Commission**  
 15% discount allowed to recognized agencies.

**General Advertising**  
 Affiliated with Keystone Network.  
 No contract accepted for longer than 12 months.  
 Short rate earned is billed if contract is cancelled before expiration date.  
 Rates are subject to change without notice.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	3 min.	(*)	(†)
1 time....	52.50	31.50	18.90	11.25	6.30	3.75	3.15
13 times...	49.95	29.70	17.70	10.50	5.99	3.53	2.93
26 times...	47.25	27.90	16.50	9.53	5.67	3.30	2.70
52 times...	42.00	27.00	15.30	8.48	5.04	3.08	2.48
104 times...	37.80	24.30	13.80	7.43	4.51	2.85	2.25
156 times...	34.05	22.20	11.10	6.38	4.20	2.63	2.10
260 times...	30.23	19.43	10.65	5.25	3.88	2.40	1.95
312 times...	.....	.....	.....	.....	.....	2.25	1.73

(\*) 100 words or one minute.  
 (†) 50 words or 1/2 minute or less.  
 In order to earn net rates quoted, contracts must be completed within 12 months.

**SPECIAL FEATURES**  
 News Service—AP.  
 Four hours Spanish programs daily.  
**POLITICAL**  
 Cash in advance. Rates on request.

**PORT ARTHUR (2 AM)**

Jefferson County—Map Location H-7  
 See SRDS consumer market map and data at beginning of the State.

**KOLE**

(Established 1947)

Rates effective November 1, 1955.  
 Rates received September 30, 1955.  
 Owned and operated by Port Arthur Broadcasting Co.

**Personnel**  
 General Manager—Socs Vratiss.  
 Station Manager—Mary A. Petru.  
 Sales Manager—Bob Tucker.

**Representatives**  
 None.

**Mailing Instructions**  
 Business Office and Studio—P. O. Box 1126, Port Arthur, Tex. Yukon 2-9436.  
 Transmitter—Port Arthur, Tex.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1340 kilocycles.  
 Non-directional.  
 Licensed to operate unlimited time.  
 Operates on Central Standard Time.  
 Operating schedule: 6:00 a.m. to 12:00 midnight.

**Agency Commission**  
 15% to recognized agencies; cash discount —. Discounts are earned as time is used. Statements are rendered for net charges and are payable monthly.

**General Advertising**  
 The following rates are for national advertising.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time.....	60.00	47.50	24.50	18.50	10.00	5.00	3.75
13 times....	55.00	42.50	22.50	17.00	9.25	4.75	3.50
26 times....	50.00	37.50	20.50	15.50	8.50	4.50	3.25
52 times....	45.00	32.50	18.50	14.00	7.75	4.25	3.00
156 times...	40.00	27.50	16.50	12.50	7.00	4.00	2.75
312 times...	35.00	22.50	14.50	11.00	6.25	3.75	2.50

**SPECIAL FEATURES**  
 News Service—UPI. Regular rates plus 10%.

**KPAC**

(Established 1934)



Rates effective May 15, 1946.  
 Owned and operated by Port Arthur College.

**Personnel**  
 General Manager—Marjorie Vickers.  
 Sales Manager—George Crouchet.  
 Program Director—Corinne Enos.

**Representatives**  
 John E. Pearson Company.

**Mailing Instructions**  
 Business Office and Studio—P. O. Box 511, Port Arthur, Tex., telephone Yukon 5-7458.  
 Transmitter—Five miles from Port Arthur, Tex., on Highway 87.

**Wave—Power—Time**  
 Operating power 5,000 watts days; 1,000 watts nights.  
 (100% modulation — crystal control)  
 Frequency—1250 kilocycles.  
 Directional — nighttime only.  
 Licensed to operate full time on regional channel.  
 Operates on Central Standard Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 5:30 a.m. to midnight.

**Agency Commission**  
 15% to recognized agencies on time charges; no cash discount. Bills for gross charges rendered monthly and payable within 10 days.

**General Advertising**  
 For combination rates see Mutual Broadcasting System.  
 Accepts AAAA copyrighted contract.  
 Continuing discount allowed. Announcement or program service which has been maintained for 52 consecutive week and continues without lapse will receive the same rates or the rate applicable to that portion of the service which continues without interruption. Announcements and programs cannot be combined for discount purposes.  
 Rates include charges by owners of music copyrights. The following rates are for national advertising.

**CLASS "A"**  
 (5:59 p.m. to midnight week days; noon to midnight Sundays)

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	260 tl.
1 hour....	110.00	104.50	99.00	93.50	88.00	82.50
1/2 hour....	65.00	61.75	58.50	55.25	52.00	48.75
1/4 hour....	45.00	42.75	40.50	38.25	36.00	33.75
5 minutes	25.00	23.75	22.50	21.25	20.00	18.75
1 minute or less, live or transcription	13.00	12.35	11.70	11.05	10.40	9.75

**CLASS "B"**  
 (Midnight to 5:59 p.m. week days and 7:00 a.m. to noon Sundays)

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	260 tl.
1 hour....	65.00	61.75	58.50	55.25	52.00	48.75
1/2 hour....	40.00	38.00	36.00	34.00	32.00	30.00
1/4 hour....	25.00	23.75	22.50	21.25	20.00	18.75
5 minutes	15.00	14.25	13.50	12.75	12.00	11.75
1 minute or less, live or transcription	8.00	7.60	7.20	6.80	6.40	6.00

**SPECIAL FEATURES**  
 News Service—AP.  
 Time signals, sports, political or religious talks, weather reports and special disc jockey shows—rates on request.

**RELIGIOUS PROGRAMS**  
 One time rate applies in each classification.

**TRANSCRIPTIONS**  
 Library Service—Standard  
**Closing Time**  
 Closing date one week in advance of service.

**POST**

Garza County—Map Location B-4  
 See SRDS consumer market map and data at beginning of the State.

**KPOS**

(Established 1955)

Rates effective August 15, 1955. (Card No. 2.)  
 Card received October 12, 1955.  
 Owned and operated by Maples-McAllister Broadcasting Company.

**Personnel**  
 General Manager—Paul Crow.  
 Sales Manager—Ray Henderson.

**Representatives**  
 Clyde Melville Company.

**Mailing Instructions**  
 Business Office and Studio—115 W. Main, Post, Tex.  
 Transmitter—2 miles southeast of Post, Tex.

**Wave—Power—Time**  
 Operating power—500 watts days.  
 Frequency—1370 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 and talent; no cash discount. Bills rendered first of month; payable ten days.

**General Advertising**  
 For combination rates see Keystone Broadcasting System.  
 Rates 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.  
 Length of commercial copy recommended NAB standards. All discounts shown are contingent upon advertisers' using announcements or time programs contracted for within 12 months from effective date of contract. The earned rate will apply on unfilled contracts.  
 Alcoholic beverage advertising not accepted.  
 (This listing continued on next page)

Post—K P O S—Continued

	1	1/2	1/4	5	100	50
	hr.	hr.	hr.	min.	wds.	wds.
1 time.....	40.00	24.00	15.00	9.00	4.00	3.00
14 times.....	33.00	22.80	14.25	8.55	3.80	2.85
27 times.....	36.00	21.60	13.50	8.10	3.60	2.70
52 times.....	34.00	20.40	12.75	7.65	3.40	2.55
78 times.....	32.00	19.20	12.00	7.20	3.20	2.40
156 times.....	30.00	18.00	11.25	6.75	3.00	2.25
250 times.....	28.00	16.80	10.50	6.30	2.80	2.10
312 or more times.....	24.00	14.40	9.25	5.85	2.60	1.95

SPECIAL FEATURES

News Service—UPI and local news. Regular rates apply. Time and temperature signal rates on request.  
 POLITICAL  
 Regular rates apply; cash in advance. Copy must be submitted 24 hours in advance.  
 Closing Time  
 24 hours in advance of broadcast.

QUANAH

Hardeman County—Map Location C-3  
 See SRDS consumer market map and data at beginning of the State.

KOLJ

(Established 1952)

Rates received October 31, 1952.  
 Owned and operated by Orville L. Jenkins.

Personnel

Owner—Orville L. Jenkins.

Representatives

Hil F. Best Company.

Mailing Instructions

Business Office and Studio—Quanah, Tex., Mo 3-2572.  
 Transmitter—One mile north, 1/4 mile west of Quanah, Tex.

Wave—Power—Time

Operating power—500 watts days.  
 Frequency—1150 kilocycles.  
 Non-directional.  
 Operating schedule: 6:00 a.m. to local sunset.

Agency Commission

15% to recognized agencies; no cash discount.

General Advertising

Affiliated with Keystone Network.  
 Beer or wine advertising not accepted.  
 1-156 times:  
 1 hour..... 36.00 5 minutes..... 10.00  
 1/2 hour..... 21.00 1 minute..... 5.00  
 1/4 hour..... 16.50 30 seconds..... 3.00

PACKAGE PLAN

Rates on request.

SPECIAL FEATURES

News Service—AP.

RELIGIOUS AND POLITICAL

Rates on request.

TRANSCRIPTIONS

Library Service—World.

RAYMONDVILLE

Willacy County—Map Location E-10  
 See SRDS consumer market map and data at beginning of the State.

KSOX

(Established 1955)

Rates effective June 1, 1957.  
 Rates received December 9, 1957.  
 Owned and operated by Hale Schaleben and Van N. Culpepper.

Personnel

Manager—James Paar.

Representatives

None.

Mailing Instructions

Business Office and Studio—P. O. Box 1240, Raymondville, Tex.  
 Transmitter—2 miles south of Raymondville, Tex.

Wave—Power—Time

Operating power—250 watts.  
 Frequency—1240 kilocycles.  
 Non-directional.  
 Operating schedule: 5:45 a.m. to 10:30 p.m. weekdays; 7:00 a.m. to 10:00 p.m. Sunday.

Agency Commission

15% on time and talent; no cash discount. Bills due and payable 10th of 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..... 50.00 30.00 20.00 10.00 5.00 4.00  
 26 times..... 47.50 28.50 19.00 9.00 4.50 3.75  
 52 times..... 45.00 25.00 17.00 8.00 4.00 3.50  
 104 times..... 40.00 23.50 15.00 7.00 3.75 3.25  
 156 times..... 35.00 20.00 13.00 6.50 3.50 3.00  
 260 times..... 32.00 19.00 12.00 6.00 3.25 2.75  
 312 times..... 30.00 18.00 12.50 5.50 3.00 2.50  
 (\*) 50 words or less.

SPECIAL FEATURES

News Service—AP and local. No extra charge.  
 Live talent show—5:00 p.m. to 6:00 p.m. Sunday.  
 Foreign Language Programs  
 "Spanish Programs"—7:00 p.m. to 10:30 p.m. Monday through Saturday; 1:00 p.m. to 10:00 p.m. Sunday. Other participating program at no extra charge.

Closing Time

24 hours in advance of broadcast.

ROSENBERG

Fort Bend County—Map Location F-7  
 See SRDS consumer market map and data at beginning of the State.

KFRD

(Established 1948)



Rates effective February 1, 1956.  
 Rates received January 27, 1956.  
 Owned and operated by Fort Bend Broadcasting Co.

Personnel

General Manager—Jim Hairgrove.

Representatives

None.

Mailing Instructions

Business Office and Studio—P. O. Box 832, Rosenberg, Tex., Northfield 2-3776.  
 Transmitter—1501 Radio Lane, Rosenberg, Tex.

Wave—Power—Time

Operating power—1,000 watts.  
 Frequency—980 kilocycles.  
 Non-directional.  
 Licensed to operate daytime.  
 Operates on Central Standard Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 5:00 a.m. to local sunset.

Agency Commission

15% to recognized agencies; no cash discount. Bills rendered 1st of month; payable within 10 days.

General Advertising

Accepts AAAA copyrighted contract.  
 Rates are for station time and include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Wine and beer advertising accepted.  
 No per inquiry business accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	51.75	28.18	14.09	11.50	6.50	4.80
13 times.....	50.20	27.90	13.95	10.98	6.24	4.62
26 times.....	48.58	27.80	13.90	10.47	5.98	4.44
52 times.....	43.99	27.15	13.75	9.95	5.72	4.32
104 times.....	41.40	27.03	13.10	9.43	5.46	4.20
156 times.....	38.81	26.45	12.50	8.91	5.20	4.02
260 times.....	36.23	23.00	11.00	8.40	5.07	3.84
312 times.....	33.64	21.85	10.50	7.98	4.94	3.60

(\*) One-minute or 100 words.  
 (†) 1/2-minute or 50 words.

SPECIAL FEATURES

News Service—UPI and local.  
 Time signals, temperature reports, sports, political or religious talks or weather reports—rates on request.

Foreign Language Programs

"American Czech Hour"—8:30 a.m. Monday through Saturday; recorded music with one minute participating commercials read in both Czech and English.  
 "Progreso Latino"—1:30 p.m. Monday through Saturday; recorded music with one minute participating commercials read in Spanish only—rates on request.  
 Farm and agricultural programs, rates on request.

POLITICAL

Cash in advance.

Closing Time

24 hours in advance of broadcast.

RUSK

Cherokee County—Map Location G-5  
 See SRDS consumer market map and data at beginning of the State.

KTLU

Rates received April 30, 1956.  
 Owned and operated by E. H. Whitehead.

Personnel

General Manager—E. H. Whitehead.

Representatives

Hil F. Best Company.

Mailing Instructions

Mailing Address—P. O. Box 316, Rusk, Tex. Telephone 533.

Wave—Power—Time

Operating power—500 watts days.  
 Frequency—1580 kilocycles.  
 Non-directional.  
 Licensed to operate daytime only.  
 Operating schedule: sunrise to sunset.

Agency Commission

15% to recognized agencies; 2% cash discount.

General Advertising

	1	1/2	1/4	10	5	1	30
	hr.	hr.	hr.	min.	min.	min.	sec.
1 time.....	42.00	21.00	12.25	8.40	7.00	4.20	3.50
27 times.....	39.20	19.60	11.20	7.70	6.30	3.85	3.15
53 times.....	36.40	18.20	10.15	7.00	5.60	3.50	2.80
105 times.....	33.60	16.80	9.10	6.30	4.90	3.15	2.45
157 times.....	30.80	14.00	8.05	5.60	4.20	2.80	2.10
260 or more times.....	28.00	12.60	7.45	5.30	3.85	2.45	1.75

SPECIAL FEATURES

News Service—AP.

RELIGIOUS AND POLITICAL

Rates on request.

SAN ANGELO (4 AM)

Tom Green County—Map Location C-6  
 See SRDS consumer market map and data at beginning of the State.

KGKL

(Established 1928)



Rates effective March 1, 1949. (Card No. 4.)  
 Owned and operated by Angelo Broadcasting-Television, Inc.

Personnel

Pres. and Gen'l Mgr.—Lewis O. Selbert.

Representatives

National—John E. Pearson Company.

TEXAS

Mailing Instructions

Business Office and Studio—St. Angelus Hotel, San Angelo, Tex., telephone 6715.  
 Transmitter—Texas Avenue, San Angelo, Tex.

Wave—Power—Time

Operating power—5,000 watts days; 1,000 watts night.  
 Frequency—960 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate full time on regional channel.  
 Operates on Central Standard Time.  
 Operating schedule: 6:00 a.m. to 11:00 p.m.

Agency Commission

15% to recognized advertising agencies on station time only; no cash discount. Bills are rendered monthly unless otherwise requested.

General Advertising

For combination rates see ABC Radio, Texas State Network.  
 Rates include music copyright fees.  
 BMI, SESAC and ASCAP licenses.  
 No foreign language programs.  
 Beer advertising accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min	(*)
1 time.....	70.00	42.00	28.00	14.00	10.00
13 times.....	68.50	39.90	26.60	13.30	9.50
26 times.....	63.00	37.80	25.20	12.60	9.00
52 times.....	59.50	35.70	23.80	11.90	8.50
104 times.....	56.00	33.60	22.40	11.20	8.00
156 times.....	52.50	31.50	21.00	10.50	7.50
260 times.....	49.00	29.40	19.60	9.80	6.50
312 times.....	45.50	27.30	18.20	9.10	6.00

(\*) One minute or less.

ANNOUNCEMENTS

20% discount from announcement rates when advertiser places a run-of-the-schedule campaign.

SPECIAL FEATURES

News Service—PA, AP.  
 News charge, including newscaster: 5 minutes 1.00, 15 minutes, 2.00. Not commissionable.

POLITICAL

Commercial political program broadcasts are acceptable with payment and copy furnished station 48 hours prior to broadcast time.

TRANSCRIPTIONS

Instantaneous reference recordings: 15 minute programs 5.00; 30 minute programs 7.50.

(San Angelo continued on next page)

FARM PROGRAMMING

Another Special Feature  
 To Provide a Shortcut  
 in Buying Radio Time

To aid users of *Spot Radio Rates and Data* who are particularly concerned with reaching the farm audience, SRDS contains a section devoted especially to farm radio programming. Check the Contents page for its location.

This section enables time buyers to locate more easily those radio stations that devote part of their program time to shows for the farm audience. Information given for all or most of these stations includes the name of the farm director and the total number of hours of regularly scheduled farm programs per week. Stations are listed alphabetically by state and city.

Once the desired stations have been located in this section, the user can turn to the stations' regular listings in *SRRD* for rates and other data.

A similar section, on farm television programming, appears in *Spot Television Rates and Data*.

TEXAS

San Angelo—Continued

KPEP

(Established 1954)

Rates effective May 1, 1958. Rates received April 23, 1958. Owned and operated by C. H. (Joe) Treadway and David Pinkerton.

Personnel: General Manager—C. H. (Joe) Treadway. Commercial Manager—Milton Dove.

Representatives: Broadcast Time Sales.

Mailing Instructions: Business Office, Studio and Transmitter—P. O. Box 1350, San Angelo, Tex., telephone 8118.

Wave—Power—Time: Operating power—1,000 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 and talent; no cash discount. Bills rendered 1st of month; payable 10th of month.

General Advertising: For combination rates see Great Plains Trio. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Beer advertising accepted.

Table with 6 columns: 1 hr., 1/2 hr., 1/4 hr., 5 min., 1 min. and 1,040 times. Rates range from 72.00 to 3.00.

SPECIAL FEATURES

News Service—UPI. No extra charge. Mobile local news.

POLITICAL

Regular rates apply; cash in advance.

KTXL

(Established 1947)



Rates effective March 1, 1958. Owned and operated by San Angelo Broadcasting Company.

Personnel: General Manager—Warren J. Fortier. Commercial Manager—Russell G. Harlow. Program Director—Russell G. Harlow.

Representatives: Indie Sales, Inc.

Mailing Instructions: Business Office—P. O. Box 2139, Continental Fidelity Bldg., San Angelo, Texas. Phone 3131. Transmitter—24th & Lillie Sts.

Wave—Power—Time: Operating power—250 watts. Frequency—1340 kilocycles. Non-directional. Licensed to operate full time. Operates on Central Standard Time. Operating schedule—5:00 a.m. to 1:00 a.m.

Agency Commission: 15%; 2% cash discount. Bills payable 10th of month.

General Advertising: Affiliated with Keystone Network. Accepts AAAA copyrighted contract with certain exceptions; modified contract forms available. ASCAP, SESAC and BMI licenses. Beer advertising accepted.

Table with 6 columns: 1 hr., 1/2 hr., 1/4 hr., 5 min., (\*) and 312 times. Rates range from 50.00 to 4.88.

SPECIAL FEATURES

News Service—UPI. No extra charge. "Echoes of Mexico"—6:00 a.m. to 7:30 a.m.

Closing Time: Copy and program material 24 hours in advance.

KWFR

(Established 1954)

Rates effective December 1, 1954. Rates received October 30, 1958. Owned and operated by Solar Broadcasting Co., Inc.

Personnel: President—Arthur R. Foster. General Manager—Walter Foster. Commercial Manager—Dick Dean. News Director—Stan Skelton. Program Director—Ray Bankston.

Representatives: Thomas F. Clark Company, Inc. Dallas—Weed Radio Corporation.

Mailing Instructions: Business Office, Studio and Transmitter—421 W. 26th St., P. O. Box 1269, San Angelo, Tex., telephone 2-3388.

Wave—Power—Time: Operating power—1,000 watts days. Frequency—1260 kilocycles. Non-directional. Licensed to operate to local sunset. Operates on Central Time. Operating schedule: 6:00 a.m. to local sunset.

Agency Commission: 15% to recognized agencies on time and talent; no cash discount. Bills rendered monthly; payable when rendered.

General Advertising: Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Advertising of alcoholic beverages accepted.

Table with 6 columns: 1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min. and 300 times. Rates range from 52.00 to 4.25.

ANNOUNCEMENTS

Table with 3 columns: (\*), (†), (‡) and 1 time to 300 times. Rates range from 5.20 to 4.25.

SPECIAL FEATURES

News Service—AP. No extra charge.

POLITICAL

One time rate applies. Closing Time: 36 hours in advance of broadcast.

SAN ANTONIO (9 AM; 3 FM)

Bexar County—May Location D-7

See SRDS consumer market map and data at beginning of the State.

KAKI

The former call letters have been reinstated:

KTSA

KCOR

(Established 1945)

Sombrero Network



Rates effective January 1, 1958. (Card No. 5.) Card received November 25, 1957. Owned and operated by KCOR, Inc.

Personnel: President—R. A. Cortez, Sr. Executive Vice-Pres.—Nathan Saflir. Vice-President—R. A. Cortez, Jr. Commercial Manager—Ben Tamborello. Program Director—Guillermo Lozano.

Representatives: Chicago-Detroit—William J. Reilly. New York—Richard O'Connell. West Coast—Tracy Moore and Associates, Inc. Southeast—Dora Clayton Agency, Inc. Boston—Harry Wheeler & Company.

Mailing Instructions: Business Office and Studio—KCOR Bldg., 111 Martinez St., San Antonio 4, Tex., Ca 5-2751. Transmitter—Whitby & Oxford Roads, San Antonio, Tex.

Wave—Power—Time: Operating power—5,000 watts days; 1,000 watts nights. Frequency—1350 kilocycles. Directional—separate patterns, day and night. Licensed to operate on regional channel. Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission: 15% on time charges to recognized agencies; no cash discount. Bills due and payable on the 10th of month following broadcasts.

General Advertising: For combination rates see The Sombrero Network. Approximately 90% of schedule broadcast in Spanish. 10% Negro programmed. Spanish from 6:00 a.m. to 10:00 p.m., daily, Negro 10:00 p.m. to 12:00 midnight, daily. One rate only both day and night. Translating English copy into Spanish included in rates. Advertising of alcoholic beverages, other than beer and wine, not accepted.

Table with 6 columns: 1/2 hr., 1/4 hr., 5 min., 1 min. and 312 times. Rates range from 108.00 to 8.50.

SPECIAL PACKAGE

Table with 3 columns: Each, Per wk. and 5 to 50 announcements per week. Rates range from 12.00 to 350.00.

AM-TV Package

Minimum package of 5 one-minute radio and 5 one-minute TV announcements weekly, flat, 160.00. Minimum package of 10 one-minute radio and 10 one-

minute television announcements weekly, flat, 250.00.

SPECIAL FEATURES

Newscast Packages: 3 5-minute newscasts weekly, per week... 90.00. 5 5-minute newscasts weekly, per week... 125.00. 6 5-minute newscasts weekly, per week... 135.00. Packages include news charge, fully commissionable. "Scratch Phillips"—10:00 p.m. to 12:00 midnight Monday through Saturday. 10:00 a.m. to 11:30 a.m. Sundays. Negro show. Per announcement, flat—4.50. Closing Time: Copy must be submitted to station 24 hours in advance.

KEEZ

—FM—

Rates received February 1, 1952. Owned and operated by Musical Kite, Inc.

Personnel: Pres. & Sta. Mgr.—Charles W. Bathrope.

Representatives: None.

Mailing Instructions: Business Office and Studio—2005 Transit Tower, San Antonio 5, Tex., Capitol 6-3111. Transmitter—Perrin Beitel Road, San Antonio, Tex.

Wave—Power—Time: Effective radiated power—17,300 watts. Frequency—97.3 megacycles. Licensed to operate unlimited time. Operates on Central Standard Time. Operating schedule: 8:00 a.m. to 11:00 p.m. daily.

Agency Commission: 15%; no cash discount.

Table with 6 columns: 1 hr., 1/2 hr., 1/4 hr., 1 min., 10 sec. and 10-second announcements. Rates range from 20.00 to .65.

KENS

(Established 1926)

CBS Radio



Rates effective January 1, 1955. (Card No. 10.) Card received December 21, 1954. Owned and operated by Express Publishing Co.

Personnel: President—Frank G. Huntress, Jr. General Manager—Albert D. Johnson. Local Sales Manager—William H. Joekel. Program Director—Kent Burkhardt. Promotion Manager—Ken McClure.

Representatives: Peters, Griffin, Woodward, Inc.

Mailing Instructions: Business Office and Studio—Avenue E and Fourth St., P. O. Box 2171, San Antonio 6, Tex. Capitol 5-7411. TWX SA 100. Transmitter—Leon Valley, Tex.

Wave—Power—Time: Operating power—50,000 watts days, 10,000 watts nights. Frequency—680 kilocycles. Directional—nighttime only. Licensed to operate full time. Operates on Central Standard Time. Daylight Saving Time not observed. Operating schedule: 5:00 a.m. to 12:00 midnight.

Agency Commission: 15% on net charges for station time to recognized agencies; no cash discount. All bills are due and payable when rendered.

General Advertising: Affiliated with CBS Radio Network. ASCAP, BMI and SESAC licenses. Discounts allowed retroactively on number of broadcasts given within one year. No contract to exceed one year's duration. All contracts subject to the conditions of the standard station form.

In the event of revision of station rates or discounts, any continuous broadcasts under this contract will receive 26 weeks rate protection. Announcements and programs may not be combined for frequency discounts.

All contracts must start within 90 days. Contracts starting further than 60 days in advance must carry 90 days' non-cancellable clause from starting date. Contracts starting more than 30 but less than 60 days in advance must carry 30 days' non-cancellable clause from starting date. Ten minute rate 85% of 1/4 hour rate in each category.

Table with 2 columns: One minute: and Per wk. Rates range from 90.00 to 312.00.

Class "B": 50% of Class "A" packages. Regular announcements may be combined with package announcements to qualify for announcement package rates, but package announcements may not be combined with regular announcements to earn greater frequency discounts on the regular announcements.

(This listing continued on next page)

**San Antonio—K E N S—Continued**

Run-of-schedule Announcements  
25% discount from earned rate on all broadcast services listed above. Advertiser may specify morning, afternoon, evening or any combination thereof.

**SHORTS**  
10 second transcriptions: 50% of earned station break rate.

**GENERAL RATES**

CLASS "A"						
(6:30 a.m. to 10:30 p.m.)						
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min. (*)
1 time..	150.00	90.00	60.00	45.00	35.00	22.00
26 times	142.50	85.50	57.00	42.75	33.25	20.90
52 times	135.00	81.00	54.00	40.50	31.50	19.80
156 times	127.50	76.50	51.00	38.25	29.75	18.70
260 times	120.00	72.00	48.00	36.00	28.00	17.60
520 times	112.50	67.50	45.00	33.75	26.25	16.50
1000 times	105.00	63.00	42.00	31.50	24.50	15.40

CLASS "B"						
(All other times)						
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min. (*)
1 time..	100.00	60.00	35.00	25.00	20.00	12.00
26 times	95.00	57.00	33.25	23.75	19.00	11.40
52 times	90.00	54.00	31.50	22.50	18.00	10.80
156 times	85.00	51.00	29.75	21.25	17.00	10.20
260 times	80.00	48.00	28.00	20.00	16.00	9.60
520 times	75.00	45.00	26.25	18.75	15.00	9.00
1000 times	70.00	42.00	24.50	17.50	14.00	8.40

**ANNOUNCEMENTS**  
Fifty word live copy interchangeable with maximum of 20 second transcription. One hundred twenty-five word live copy interchangeable with maximum of 60 second transcription. 10% leeway allowed on live copy only. All words counted. Abbreviations counted as though individual words. Maximum of 50 words or 20 second transcription allowed on station break. Copy or transcriptions running beyond limitations subject to editing by station. Limit of three announcements of one minute or less per news broadcasts. Specified time: 10:30 p.m. and 6:30 a.m. take higher rate.

**SPECIAL FEATURES**  
News Service—AP and local news from city room, Express-News.  
News charges: On studio originated newscasts add 20% to earned rate, all commissionable. Network co-op news in accordance with established network co-op rates for individual programs.

**Closing Time**

Generally one week is desired for musical or dramatic productions.

**K E X X**

(Established 1953)

Rates effective April 1, 1956.  
Rates received January 22, 1956.  
Rev. (Spot packages) rec'd April 30, 1957.  
Owned and operated by Leal Spanish Broadcasting System.

**Personnel**

President and Gen'l Mgr.—Manuel D. Leal.  
Ass't Gen'l Mgr.—Louie M. Muro.  
Program Director—R. Chavez.  
Merchandising Manager—M. Davila.

**Representatives**

Joseph Hershey McGillvra, Inc.

**Mailing Instructions**

Business Office and Studio—KEXX Bldg., 501 W. Quincy, San Antonio, Tex. Capitol 7-6373.  
Transmitter—304 Yucca St., San Antonio, Tex.

**Wave—Power—Time**

Operating power—500 watts days.  
Frequency—1250 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:00 a.m. to local sunset week days; 6:00 a.m. to local sunset Sundays.

**Agency Commission**

15% to recognized agencies on time only; no cash discount. Bills rendered first of the month, payable within 10 days.

**General Advertising**

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
No periods are sold in bulk for resale. Advertisers cooperating in group broadcasts are required to make individual contracts.  
Time programs cannot be combined with announcements to earn a larger discount.  
In order to earn the frequency rate discounts of this card the total amount of times contracted for must be broadcast within a period of one year from starting date.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time..	60.00	37.00	22.50	13.00	6.50
13 times..	57.00	36.00	21.00	12.50	6.25
26 times..	54.00	35.00	20.00	12.00	6.00
52 times..	52.00	33.00	19.00	11.50	5.75
104 times..	50.00	31.00	18.00	11.00	5.50
156 times..	45.00	30.00	17.50	10.50	5.25
260 times..	42.00	28.00	17.00	10.00	5.00
312 times..	40.00	27.00	16.75	9.50	4.75

Special rates for 500 or more times within one year furnished on request.

WEEKLY SPOT PACKAGES		
Per week:	Each	Total
12 to 17 spots.....	6.00	75.00
18 or more spots.....	5.00	85.00

**SPECIAL FEATURES**

Foreign Language Programs  
100% of schedule broadcast in Spanish.  
**POLITICAL**  
Regular rates apply; cash in advance.

**In San Antonio . . .**

**MORTGAGE INVESTMENT CORPORATION**

uses **MORE TIME**

on **KiTE**

**SAN ANTONIO**

than

**ANY OTHER STATION**

**Radio or TV!**

**WHY??**

"KITE Reaches the Audience That **BUYS**"

says

A. H. Cadwallader III  
Exec. Vice Pres., MIC

CALL  
Mr. Cadwallader  
AT  
**OUR EXPENSE**  
CA 7-0171

He'll Tell You  
the Full Story!

★ ★ ★ ★

Now, a **BIG BONUS**  
at **NO EXTRA COST!**

**5 Times More Powerful**

**5000 Watts FULL TIME**

Get On the **KITE BANDWAGON**

and  
Get Your Share  
of the **Sales!**

THE BOLLING CO.  
HAS THE KITE STORY

**KiTE**  
930

A Member of  
Connie B. Gay's Town & Country Network

**TEXAS**

**KISS**  
— FM —

(Established 1946)  
Rates effective October 1, 1957.  
Rates received August 26, 1957.  
Owned and operated by Howard W. Davis—The Walmas Company.

**Personnel**

General Manager—Howard W. Davis.  
Program Director—Tony Bessan.

**Representatives**

FM Unlimited, Inc.

**Mailing Instructions**

Business Office and Studio—KMAC Bldg., 222-224 W. Commerce St., San Antonio 5, Tex., Capitol 3-6211.  
Transmitter—Highway 87 at Martinez Road, San Antonio, Tex.

**Wave—Power—Time**

Effective radiated power—14,850 watts.  
(C. P. 247,000 watts.)  
Frequency 99.5 megacycles; Class B.  
Antenna height—517 feet above average terrain.  
Operating schedule: 3:00 p.m. to 9:00 p.m.

**Agency Commission**

Agency commission of 15% allowed to advertising agencies recognized by the station, on both time and talent; no cash discount. All bills rendered and payable according to the terms of the contract, unless credit is definitely established—cash in advance monthly or weekly.

**General Advertising**

Per week:	1 hr.	1/2 hr.	1/4 hr.
1 time.....	40.00	24.00	16.00
3 times.....	108.00	64.00	42.67
5 times.....	140.00	90.00	60.00
7 times.....	180.00	108.00	72.00

**ANNOUNCEMENTS**

Per week:	Min. spots
1 time.....	8.00
7 times.....	45.00
14 times.....	75.00
21 times.....	100.00

**Discounts**

13 weeks.....	5%	52 weeks.....	20%
26 weeks.....	10%		

**ANNOUNCEMENTS**

Spot announcements will be carried only on station breaks. No double spot announcements. No participating programs.

**Closing Time**

Contracts must be closed at least 48 hours in advance of opening date of broadcast in order to make program adjustments. All written quotations subject to prior disposal of time.

**KITE**

(Established 1947)

Rates effective April 15, 1956. (Card No. 3.)  
Card received March 16, 1956.  
Revisions (Pkg. Plan) rec'd September 9, 1957.  
Owned and operated by Connie B. Gay, Inc.

**Personnel**

President—Connie B. Gay.  
Exec. Vice-Pres.—Jane E. Trimner.  
Station Manager—Alex A. Coe.  
Commercial Manager—Kelly Wofford.  
Program Director—Don Tucker.

**Representatives**

The Bolling Company, Inc.

**Mailing Instructions**

Business Office and Studio—310 Transit Tower, San Antonio 5, Tex., Capitol 6-0335.  
Transmitter—Perrin-Bielert Road, San Antonio, Tex.

**Wave—Power—Time**

Operating power—5,000 watts days. 1,000 watts nights.  
Frequency—930 kilocycles.  
Non-directional.  
Licensed to operate on regional channel.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:00 a.m. to midnight.

**Agency Commission**

15% commission; no cash discount.

**General Advertising**

Rates include music copyright fees.  
All rates include a 30% talent and production charge.

	1 hr.	1/2 hr.	1/4 hr.	(*)
1 time.....	90.00	54.00	36.00	20.00
13 times.....	85.50	51.30	34.20	19.00
26 times.....	81.00	48.60	32.40	18.00
52 times.....	76.50	45.90	30.60	17.00
104 times.....	72.00	43.20	28.80	16.00
156 times.....	67.50	40.50	27.00	15.00
260 times.....	63.00	37.80	25.20	14.00
312 times.....	58.50	35.10	23.40	13.00

(\*) One-minute or less.

**Weekly PACKAGE PLAN**

(Run-of-schedule 5:00 a.m. to 7:30 p.m.)

One minute or less, per week:	
2 a day.....	144.00
3 a day.....	198.00
4 a day.....	240.00

**SPECIAL FEATURES**

News Service—AP, UPI. Newscasts; regular rate plus 20%. Headlines on the hour; news extras on the half-hour. Rates on request.

**Closing Time**

Copy must be submitted to station 24 hours in advance.

(San Antonio continued on next page)



**TEXAS**

For busy media buyers:

**MORE INFORMATION  
IN LESS TIME**

In 40 years of publishing 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 information—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 data about media to aid you in your comparisons and selections.

Service-Ads and the regular listings offer a "double exposure." The regular listings give the quantitative data while the Service-Ads give the needed information relative to editorial 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.

San Antonio—Continued

**KIWW**

(Established 1948)

**Texas Spanish Language  
Network**



Rates effective April 1, 1954.  
Card received March 3, 1954.  
Revisions received December 26, 1956.  
Owned and operated by Radio KIWW, Inc.  
Personnel President—Robert N. Pinkerton.  
General Manager—W. M. (Bill) Simpson.  
**Representatives**  
New York—Chicago—National Time Sales.  
Los Angeles—San Francisco—Harlan G. Oakes & Associates.  
San Antonio—Joe Harry, 600 Insurance Bldg., Capitol 6-4868.  
**Mailing Instructions**  
Business Office and Studio—518 W. Houston St., San Antonio, Tex., Capital 6-5254.  
Transmitter—1911 S. Navidad St., San Antonio, Tex.  
**Wave—Power—Time**  
Operating power—250 watts days. C.P. 5,000 watts.  
Frequency—1540 kilocycles. C.P. 1310 kc.  
Non-directional.  
Licensed to operate to local sunset.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
**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 National Spanish Language Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Programs and announcements in Spanish.  
1 hr. 1/2 hr. 1/4 hr. 5 min. 1 min.  
26 times... 60.00 40.00 30.00 15.60 7.80  
52 times... 54.00 36.00 25.00 14.20 7.10  
104 times... 50.00 34.00 24.00 13.80 6.80  
156 times... 46.00 32.00 22.00 13.40 6.60  
260 times... 43.00 31.00 21.00 13.20 6.40  
312 times... 40.00 30.00 20.00 13.00 5.90

**WEEKLY SPOT PACKAGES**

15 ann. weekly, flat 78.50 18 ann. weekly, flat 90.00

**SPECIAL FEATURES**

News Service—UPI.  
100% Spanish Language programming. Translation to Spanish at no extra charge. Rates for jingles and production announcements on request.  
Participating Programs  
"Miscelanea"—2:00 p.m. to 3:00 p.m. Monday through Saturday. 1-time rates apply.

**KMAC**

(Established 1926)

Rates effective September 1, 1948.  
Owned and operated by Howard W. Davis—The Wal-mac Company.  
**Personnel**  
General Manager—Howard W. Davis.  
Program Director—Tony Bessan.  
**Representatives**  
Broadcast Time Sales.  
**Mailing Instructions**  
Business Office and Studio—KMAC Bldg., 222-224 W. Commerce St., San Antonio 5, Tex., Capitol 3-6211.  
Transmitter—On Highway 87 at Martinez Road, San Antonio, Texas.  
**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—630 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate full time.  
Operates on Central Time.  
Operating schedule; 6:00 a.m. to midnight, Sunday through Saturday.  
**Agency Commission**  
Agency commission of 15% allowed to advertising agents recognized by the station, on both time and talent. No cash discount. All bills rendered and payable according to the terms of the contracts, unless credit is definitely established—cash in advance, monthly or weekly.  
**General Advertising**  
For combination rates see Mutual Broadcasting System and ABC.  
**CLASS "A"**  
(5:59 p.m. to 10:30 p.m.)  
1 hr. 1/2 hr. 1/4 hr. 5 min. (\*) 50 words  
1 time... 200.00 120.00 80.00 40.00 24.00 18.00  
13 times... 190.00 114.00 76.00 38.80 22.80 17.10  
26 times... 180.00 108.00 72.00 36.00 21.60 16.20  
52 times... 170.00 102.00 68.00 34.00 20.40 15.30  
104 times... 160.00 96.00 64.00 32.00 19.20 14.40  
156 times... 150.00 90.00 60.00 30.00 18.00 13.50  
300 or more times... 140.00 84.00 56.00 28.00 16.80 12.60  
**CLASS "B"**  
(All other times)  
1 time... 100.00 60.00 40.00 20.00 12.00 9.00  
13 times... 95.00 57.00 38.00 19.00 11.40 8.55  
26 times... 90.00 54.00 36.00 18.00 10.80 8.10  
52 times... 85.00 51.00 34.00 17.00 10.20 7.65  
104 times... 80.00 48.00 32.00 16.00 9.60 7.20  
156 times... 75.00 45.00 30.00 15.00 9.00 6.75  
300 or more times... 70.00 42.00 28.00 14.00 8.40 6.30  
(\*) One minute or less.  
**PACKAGE RATES**  
Announcements each week for one or more weeks:  
14 times... 126.00  
21 times... 184.80  
28 times... 240.80  
42 times... 352.80

Announcements daily, except Sunday: Per month  
3 30-second announcements... 500.00  
3 one-minute announcements... 750.00

**SPECIAL FEATURES**

All newscasts take regular program rates plus 20%.  
Time signal, weather, station background and time signal follow-up—rates quoted on groups by special request.

**RELIGIOUS**

Religious availabilities upon request.

**Closing Time**

Contracts must be closed at least 48 hours in advance of opening date of broadcast in order to make program adjustments. All written quotations subject to prior disposal of time.

**KONO**

(Established 1927)

**Independent**



Rates effective May 1, 1958.  
Rates received April 17, 1958.  
Owned and operated by Mission Broadcasting Co.

**Personnel**

President—Eugene J. Roth.  
Manager—Jack Roth.  
Commercial Manager—Bob Roth.  
General Manager—James M. Brown.

**Representatives**

H-R Representatives, Inc.  
Southern—Clarke Brown Company.

**Mailing Instructions**

Mailing Address—P. O. Box 2338, San Antonio, Tex.  
Studio—KONO Bldg., 317 Arden Grove, San Antonio, Tex. Capitol 6-5171. TWX SA 122.  
Transmitter—Corner Gembler Road and KONO Road, San Antonio, Tex., Circle 4-8622.

**Wave—Power—Time**

Operating power—5,000 watts days; 1,000 watts nights.  
Frequency—860 kilocycles.  
Directional—nighttime only.

Licensed to operate full time.

Operates on Central Standard Time.

Daylight Saving Time not observed.

Operating schedule: 24 hours daily except 12:00 mid-night Monday until 5:00 a.m. Tuesday.

**Agency Commission**

15% on time only; no cash discount. All other charges billed net at station cost.

**General Advertising**

Accepts AAAA copyrighted contract.  
ASCAP, BMI and SESAC licenses.

(This listing continued on next page)

**BEFORE YOU  
BUY ANY  
RADIO  
IN  
SAN ANTONIO**

Read one of the most far-reaching reports on a metropolitan market ever prepared on facts compiled by PULSE. Get a copy of:

**"An Evaluation of Radio Audience Purchasing Power in San Antonio"**

See your **H-R** REPRESENTATIVE or Clarke Brown man or write direct to



P. O. Box 2338  
San Antonio 6, Texas

**San Antonio—KONO—Continued**

KONO-FM operates simultaneously from 1:00 p.m. to 5:30 p.m. Commercial copy and program content subject to station approval. No contracts issued for more than one year. Rates are guaranteed for 6 months from effective date of any increase. Each renewal or extension of contract earns an additional discount based on the total number of broadcasts made during a 12-month period from original starting date. Contracts for programs cannot be combined with announcements to earn a large discount on either service. Fixed position announcements available if verified with station prior to preparing schedule. Length of commercial copy in accordance with NAB standards.

**CLASS "A"**  
(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m.)

	1	1/2	1/4	5	1	30
	hr.	hr.	hr.	min.	min.	sec.
1 time....	125.00	75.00	50.00	37.00	25.00	20.00
26 times..	120.00	72.00	47.50	35.00	24.00	19.00
52 times..	115.00	69.00	45.00	33.00	23.00	18.00
104 times..	110.00	66.00	42.50	31.00	22.00	17.00
260 times..	105.00	63.00	40.00	29.00	21.00	16.00

**CLASS "B"**  
(All other times)

1 time....	100.00	63.00	42.00	28.00	20.00	16.00
26 times..	95.00	60.00	40.00	26.50	19.00	15.00
52 times..	90.00	57.00	38.00	25.00	18.00	14.00
104 times..	85.00	54.00	36.00	23.50	17.00	13.00
260 times..	80.00	51.00	34.00	22.00	16.00	12.00

ID's—rates on request.

**PACKAGE ANNOUNCEMENT RATES**

Per week:  
12 spots weekly.... 192.00 24 spots weekly.... 336.00  
18 spots weekly.... 270.00 36 spots weekly.... 468.00  
Package Plan not available in Class "A" times. Combinable with Class "A" announcements for frequency only. Talent charges included in time costs and are 20% thereof.

**SPECIAL FEATURES**

News Service—AP, UPI, and local.  
4 mobile units available 24 hours.  
Regularly scheduled newscasts take regular station rates plus 20% surcharge. Time signals, temperature reports and other special services quoted on request.

**Participating Programs**

Monday through Saturday:  
"The Herb Carl Show"—5:30 a.m. to 8:00 a.m.  
"The Howard Edwards Show"—8:00 a.m. to 10:00 a.m.  
"The Jerry Miller Show"—10:00 a.m. to noon.  
"The Howard Edwards Show"—noon to 2:00 p.m.  
"The Jerry Miller Show"—2:00 p.m. to 4:00 p.m.  
"The Charlie Van Show"—5:30 p.m. to 8:00 p.m.  
"Bill Davis Show"—8:00 p.m. to midnight.  
"Swing Shift"—midnight to 5:30 a.m.

**POLITICAL**

Regular rates apply.

**Closing Time**

48 hours in advance of broadcast.

**KONO-FM**

(Established 1947)  
Rates effective January 1, 1958.  
Rates received December 30, 1957.  
Owned and operated by Mission Broadcasting Co.  
Personnel  
President—Eugene J. Roth.  
Manager—Jack Roth.  
General Manager—James M. Brown.  
Commercial Manager—Bob Roth.

**Representatives**

H-R Representatives, Inc.  
South—Clarke Brown Co.

**Mailing Instructions**

Mailing Address—P. O. Box 2338, San Antonio 6, Tex.  
Studio—KONO Bldg., 317 Arden Grove, San Antonio, Tex. Capitol 6-5171. TWX SA 122.  
Transmitter—317 Arden Grove, San Antonio. Capitol 6-5171.

**Wave—Power—Time**

Effective radiated power—4,400 watts.  
Frequency—92.9 megacycles.  
Licensed to operate full time.  
Operates on Central Standard Time.  
Antenna height—475 feet.  
Operating schedule: 1:00 p.m. to 11:00 p.m.

**Agency Commission**

15% on time and talent; no cash discount. Bills rendered last of month; payable 20th of following month.

**General Advertising**

See AM listing.

	1 hr.	1/2 hr.	1/4 hr.	1 min.
1 time.....	20.00	15.00	10.00	5.00
13 times.....	19.00	14.25	9.50	4.75
26 times.....	18.00	13.50	9.00	4.50
52 times.....	17.00	12.75	8.50	4.25
104 times.....	16.00	12.00	8.00	4.00
156 times.....	15.00	11.25	7.50	3.75
260 times.....	14.00	10.50	7.00	3.50

**KTSA**

(Formerly KAKI)  
(Established 1922)

**THE JOHN BLAIR STATION**

**Independent  
The Texas Triangle**

**A McLendon Station**

Rates effective September 1, 1957.  
Rates received August 7, 1957.  
Rev. rec'd September 26, 1958.

Owned and operated by Sunshine Broadcasting Co.

**Personnel**

Chairman of the Board—Barton R. McLendon.  
President—Gordon B. McLendon.  
General Manager—Jack Fieder.  
Dir. of Nat'l Sales—Bill Morgan, Executive Offices, 2104 Jackson St., Dallas 1, Texas. Riverside 2-7121.

**Representatives**

John Blair & Company.

**Mailing Instructions**

Business Office and Studio—1130 Broadway, San Antonio, Texas, Capitol 7-1251.  
Transmitter—Eisenbauer and W. W. White Roads, San Antonio, Tex.

**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 not observed.  
Operating schedule: 24 hours daily.

**Agency Commission**

15% to recognized agencies on time and talent charges; no cash discount. All bills rendered monthly, payable in 10 days.

**General Advertising**

Affiliated with the Texas Triangle.

**TEXAS**

Accepts AAAA copyrighted contract. Advertising of alcoholic beverages other than beer and light wine not accepted. BMI, ASCAP and SESAC licenses. Rates are guaranteed for six months from the effective date of any rate increase, providing that broadcasting is actually running on the effective date of the increase and is continuous thereafter.

**ANNOUNCEMENTS**

(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday)

One minute or less:	Flat	Each Weekly
Specified position (6:00 a.m. to 9:00 a.m. only)	35.00	
Less than 6 weekly, staggered	30.00	
6 weekly, staggered, 1 per day (9:00 a.m. to 4:00 p.m. Monday through Saturday)	25.00	150.00
Less than 6 weekly	23.00	
6 weekly, 1 per day	22.00	132.00
12 minutes weekly	20.00	240.00
24 minutes weekly	19.00	456.00
48 minutes weekly	18.00	864.00
96 minutes weekly	16.00	1,536.00

(After 7:00 p.m. Monday through Saturday; all day Sunday)

Less than 6 weekly	16.00	
6 weekly, 1 per day	15.00	90.00
12 minutes weekly	14.00	168.00
24 minutes weekly	13.00	312.00
48 minutes weekly	12.00	576.00
96 minutes weekly	10.00	960.00

Portions of plans of 12 or more announcements per wk. 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 rates for these periods. Since these announcements may count toward announcement plan frequency, the balance of the schedule will be sold pro-rata to the announcement plan rate.

**Station Breaks**

75% of the applicable minute rate. Identifications 50% of the applicable minute rate. Minutes, station breaks and identifications may be combined for maximum frequency discount.

**NEWS STRIP RATES**

(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday)

5-Minute Newscasts:	Flat	Each Weekly
Less than 6 weekly	45.00	
6 weekly (1 per day) (9:00 a.m. to 4:00 p.m. Monday through Saturday)	40.00	240.00
Less than 6 weekly	35.00	
6 weekly (1 per day) (All other times)	30.00	180.00
Less than 6 weekly	25.00	
6 weekly (1 per day)	20.00	120.00

**SPECIAL FEATURES**

News Service—UPI and local. Charges for news services: 20% of earned rate, commissionable.  
"Ricci Ware Show"—6:00 a.m. to 9:00 a.m.; 5:30 a.m. to 9:00 a.m. Monday.  
"Larry Fischer Show"—9:00 a.m. to noon.  
"Ed Dunn Show"—Noon to 4:00 p.m.  
"Ricci Ware Show"—4:00 p.m. to 6:00 p.m.  
"Pat Tallman Show"—6:00 p.m. to 9:00 p.m.  
"Carey Deckard Show"—9:00 p.m. to 11:00 p.m.  
"Pat Tallman Show"—11:00 p.m. to midnight.  
"Dave Light Show"—Midnight to 6:00 a.m.

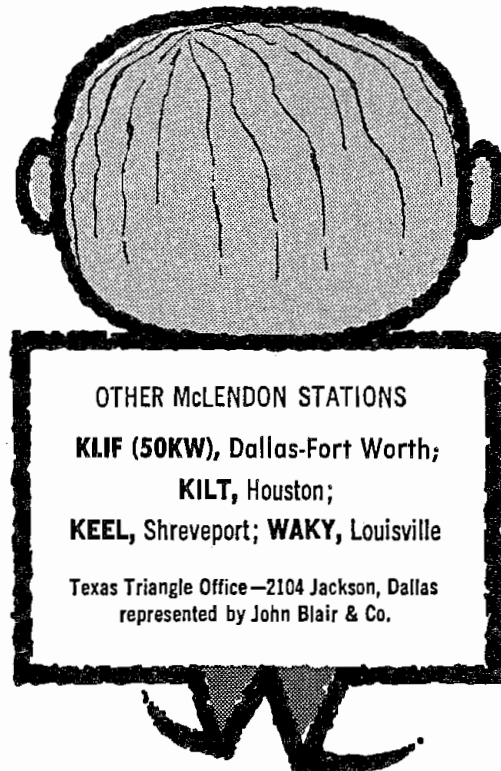
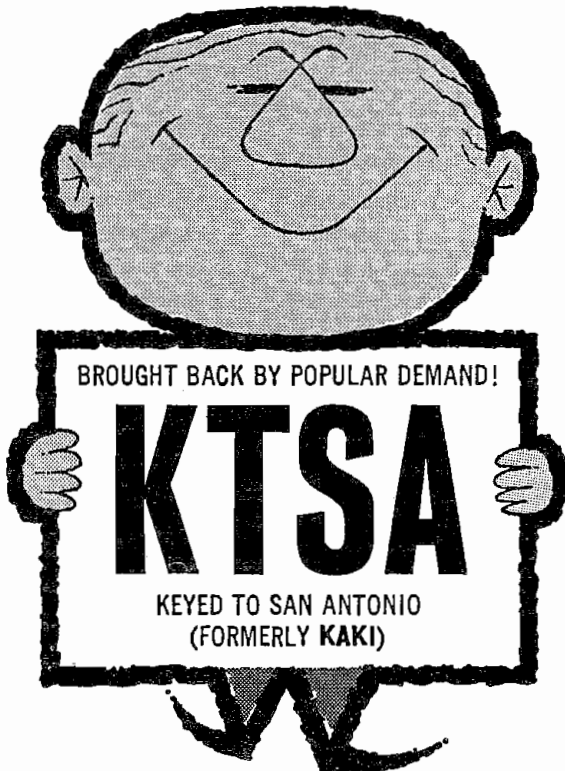
**POLITICAL**

Regular rates apply; cash in advance.

**Closing Time**

Copy must be in station at least 48 hours in advance of day scheduled for broadcast.

(San Antonio continued on next page)



**TEXAS**

**San Antonio—Continued**

**WOAI**

(Established 1922)



Rates effective November 1, 1958. (Card No. 36.)  
Card received October 27, 1958.

Owned and operated by Southland Industries, Inc.

**Personnel**

Chairman of the Board—Hugh Half, Jr.  
President—James M. Gaines.  
Vice-Pres. & Treas.—George C. Beaury.  
Vice-President, Engineering—Charles L. Jeffers.  
Commercial Manager—Rex Preis.  
Program Manager—Barclay Russell.  
Promotion Manager—Frank Bell, Jr.

**Representatives**

Edward Petry & Company, Inc.

**Mailing Instructions**

Business Office and Studio—P. O. Box 2641, WOAI Bldg., 1031 Navarro St., San Antonio 6, Tex. Capitol 7-4221.

Transmitter—Selma, Tex.

**Wave—Power—Time**

Operating power—50,000 watts.

Frequency—1200 kilocycles.

Non-directional.

Licensed to operate full time on clear channel.

Operates on Central Standard Time.

Daylight Saving Time not observed.

Operating schedule: 5:00 a.m. to 12:00 midnight week days; 5:30 a.m. to 12:00 midnight Sundays.

**Agency Commission**

15% to agencies recognized by station on time only. No cash discount. Rates quoted herein apply only if payments are made on or before 20th of month following service. 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 and Texas Quality Network.

Advertising of alcoholic beverages other than beer and light wines, not accepted.

Rates include music copyright fees.

ASCAP and BMI licenses.

Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.

Cancellation notice, 28 days on programs; 14 days on announcements. No cancellation notice effective until 28 or 14 days after start of broadcast schedule.

Broadcast time may be renewed, providing there is no interruption, by giving 28 days' written notice.

Rates for time guaranteed for six months from effective date of increased rates, providing broadcast is without interruption.

If contract confirmed 31 to 60 days prior to start, such confirmation is non-cancellable for 8 weeks after start.

Contracts accepted 30 days in advance of start. No contracts accepted for longer than 52 consecutive weeks.

Length of commercial copy subject to station standard policies:

5 minutes 1:15 min. 1:00 min. 1:15 min. 1:00 min.

15 minutes 3:00 min. 2:30 min. 2:15 min. 1:45 min.

30 minutes 4:15 min. 3:00 min.

60 minutes 7:00 min. 6:00 min.

CLASS "A" (6:30 a.m. to 10:30 p.m.)

1 hr. 1/2 hr. 1/4 hr. 5 min. (\*) (†)

1 time... 187.00 112.20 74.80 56.10 35.75 33.00

26 times... 182.33 109.40 72.93 54.70 34.86 32.18

52 times... 177.65 106.59 71.06 53.30 33.97 31.35

104 times... 168.30 100.98 67.32 50.49 32.18 29.70

156 times... 158.95 95.37 63.58 47.69 30.39 28.05

260 times... 149.60 89.76 59.84 44.88 28.60 26.40

312 times... 140.25 84.15 56.10 42.08 26.82 24.75

CLASS "B" (All other times)

1 time... 112.20 67.23 44.88 33.66 17.88 16.50

26 times... 109.40 65.64 43.76 32.82 17.42 16.09

52 times... 106.59 63.95 42.64 31.98 16.98 15.68

104 times... 100.98 60.59 40.39 30.29 16.09 14.85

156 times... 95.37 57.22 38.15 28.61 15.19 14.03

260 times... 89.76 53.86 35.90 26.93 14.30 13.20

312 times... 84.15 50.49 33.66 25.25 13.41 12.38

(\*) 1 minute transcribed or 125 words live.

(†) 20 seconds transcribed or 35 words live.

**DISCOUNTS**

If a contract is renewed for the same schedule without interruption beyond a 52 week period, the same earned time rate will be allowed. If a contract is continued without interruption beyond a 52 week period, but the schedule reduced in frequency, the time rate will be that which would have been earned during the preceding 52 week period had the reduced schedule prevailed throughout.

All broadcasts placed with station for the advertiser for broadcasting within one year from the date of the 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 five minute or longer programs. Two or more program units of 15 minutes or more broadcast on the same day for the same sponsor within the same time bracket, may be combined to earn 1/2 hour, 3/4 hour, or one hour rate, whichever applies. All programs so combined to earn a lower rate may be scheduled contiguously at the station's option, on 28 days' notice.

**SPECIAL FEATURES**

News Service—AP, UPI and local.

Newscasts—rates on request.

**WEEKLY PACKAGE PLAN**

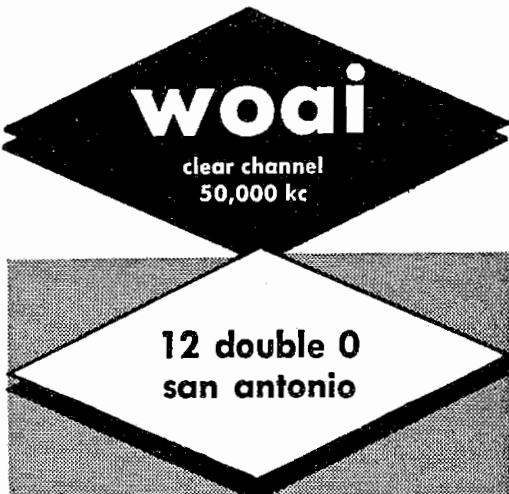
(Fixed position not guaranteed)

Subject to pre-emption with or without notice for regular rate advertisers.

**WIDE coverage ORIGINAL programming ACTION radio IMPRESSIVE ratings**

**NEW TOWER NEW 50,000 WATT TRANSMITTER**

We've combined warm personalities with cheerful music and the same outstanding news coverage that has made WOAI famous throughout the United States. The result: a clear channel rating story that means more and more sales to you.



**texas quality network nbc call petry or woai radio sales**

**Announcements per week: (6:30 a.m. to 11:00 p.m.)**

	(*)	20 sec.
		1 min. 20 sec.
5 spots.....	90.00	75.00
10 spots.....	170.00	140.00
20 spots.....	320.00	260.00
(11:00 p.m. to 6:30 a.m.)		
5 spots.....	45.00	37.50
10 spots.....	85.00	70.00
20 spots.....	160.00	130.00

(\*) Package plan available between 7:00 a.m. and 9:00 a.m. Monday through Friday. 50% over 6:30 a.m. to 11:00 p.m. package rates.

Regular rate announcements can count towards minimum number in weekly package, but package announcements cannot be counted on schedules combined with regular announcements for frequency discounts. Package announcements can be split between minutes and station breaks and/or between time classifications at pro-rata package rates, but minimum of five must be used within each 7 day period. Usual 2 weeks' cancellation notice required.

**TEN-SECOND SATURATION PLAN**

(6:30 a.m. to 10:30 p.m.)

10-seconds transcribed or 16 words live. Fixed position but not guaranteed. Subject to pre-emption with or without notice. Can be combined with regular rate or weekly package plan rate for minimum number per week, minimum 5 per week, flat, each, 10.00.

**TIME SIGNALS**

(6:30 a.m. to 11:00 p.m.)

10-seconds transcribed or 16 words live, plus time service.

5 per week..... 77.50 15 per week..... 202.50

10 per week..... 145.00 20 per week..... 250.00

Sold only at same time daily.

**POLITICAL**

Regular rates apply; no discount or commission. Cash in advance.

**SAN MARCOS**

Hays County—Map Location E-7

See SRDS consumer market map and data at beginning of the State.

**KCNY**

(Established 1948)



Rates effective August 1, 1955.

Rates received August 8, 1955.

Owned and operated by Central Broadcasting Co., Inc

**Personnel**

President—Dr. Forest L. Whan.  
Vice President—Geraldine C. Whan.  
General Manager—William C. Veldt.

**Representatives**

Hil F. Best Company.

**Mailing Instructions**

Business Office, Studio and Transmitter—1105 McKie St., San Marcos, Tex., Export 2-3545.

Mailing Address—P. O. Box 32, San Marcos, Tex.

**Wave—Power—Time**

Operating power—250 watts days.

Frequency—1470 kilocycles.

Non-directional.

Licensed to operate daytime on regional channel.

Operates on Central Standard Time.

Daylight Saving Time not observed.

Operating schedule: 5:00 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 due and payable 10th of month following broadcast.

**General Advertising**

Affiliated with Keystone Network.

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 time..... 45.00 25.50 14.75 11.75 4.50 3.00

13 times..... 42.00 22.50 13.50 10.50 4.25 2.80

26 times..... 36.00 20.00 12.50 9.50 4.00 2.60

52 times..... 30.00 17.50 11.25 8.25 3.75 2.45

104 times..... 28.00 15.50 10.25 7.25 3.50 2.30

156 times..... 25.50 13.95 9.25 6.25 3.25 2.15

312 times..... 22.50 12.25 8.25 5.25 3.00 2.00

(\*) One minute transcription or 100 words.

(†) 30 second transcription or 50 words.

**SPECIAL FEATURES**

News Service—AP.

**Participating Programs**

"Spanish Language"—4:45 a.m. to 6:45 a.m.

"Morning Show"—7:30 a.m. to 10:00 a.m.

"For Women Only"—10:00 a.m. to 10:30 a.m.

"News, Weather, Markets"—Noon to 12:30 p.m.

"Housewives' Matinee"—2:00 p.m. to 4:00 p.m.

**Foreign Language Programs**

Spanish language programs—5:00 a.m. to 7:00 a.m. daily.

**POLITICAL**

Regular rates apply; cash in advance.

**TRANSCRIPTIONS**

Library Service—World.

# SEGUIN

Guadalupe County—Map Location E-7  
See SRDS consumer market map and data at beginning of the State.

**KWED**  
(Established 1948)



Rates effective January 1, 1953.  
Card received December 1, 1952.  
Owned and operated by Seguin Broadcasting Co.

**Personnel**  
General Manager—Garfield Kiel.  
Station & Com'l Mgr.—Stan McKenzie.  
Program Director—Henry Lehnhoff.

**Representatives**  
Hil F. Best Company.

**Mailing Instructions**  
Business Office and Studio—609 E. Court St., Seguin, Tex. Fr 9-2234. TWX SEGUIN TEX 68.  
Transmitter—Old McQueeney Road, Seguin, Tex.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1580 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Central Time.  
Daylight Saving Time not observed.  
Operating schedule:  
Jan... 7:30 a.m.-6:00 p.m. July... 5:45 a.m.-7:30 p.m.  
Feb... 7:15 a.m.-6:15 p.m. Aug... 6:00 a.m.-7:15 p.m.  
Mar... 6:45 a.m.-6:45 p.m. Sept... 6:15 a.m.-6:45 p.m.  
Apr... 6:00 a.m.-7:00 p.m. Oct... 6:30 a.m.-6:00 p.m.  
May... 5:45 a.m.-7:15 p.m. Nov... 7:00 a.m.-5:30 p.m.  
June... 5:30 a.m.-7:30 p.m. Dec... 7:15 a.m.-5:30 p.m.

**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Bills rendered 2nd of month; payable within 10 days.

**General Advertising**  
Rates are for station time and include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
No per inquiry business accepted.  
No cash rebates.  
Advertising of beer accepted.  
Contracts must be completed within 12 months from date of first broadcast.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	55.00	32.00	22.00	10.00
13 times.....	52.25	30.40	20.00	9.50
26 times.....	49.50	28.80	19.80	9.00
52 times.....	46.75	27.20	18.70	8.50
104 times.....	44.00	25.60	17.60	8.00
156 times.....	41.25	24.00	16.50	7.50
312 times.....	38.50	22.40	15.40	7.00

### ANNOUNCEMENTS

	(*)	(†)	(*)	(†)
1 time.....	4.80	3.20	104 times....	3.85
13 times.....	4.55	3.05	156 times....	3.60
26 times.....	4.30	2.90	312 times....	3.35
52 times.....	4.05	2.70		

(\*) 100 words or one minute.  
(†) 50 words or one-half minute or less.

**SPECIAL FEATURES**  
News Service—UPI. Regular rates apply.  
Two-hour Latin-American program daily.

### POLITICAL

Regular rates apply; cash in advance.  
**Closing Time**  
One week in advance of broadcast.

# SEMINOLE

Gaines County—Map Location A-4  
See SRDS consumer market map and data at beginning of the State.

**KSML**  
(Established 1955)

Rates effective December 15, 1954.  
Rates received October 24, 1955.  
Owned and operated by Marshall Formby dba Seminole Broadcasters.

**Personnel**  
Owner—Marshall Formby.  
General Manager—Hal Blymiller.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—402 South Main St., Seminole, Texas.  
Transmitter—1.8 miles southeast of Seminole, Texas.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1250 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Central Standard Time.  
Operating schedule: 6:30 a.m. to 6:00 p.m. week days; 7:30 a.m. to 6:00 p.m. Sunday.

**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Bills rendered first of month; payable by 10th.

**General Advertising**  
Affiliated with Keystone Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
To earn discounts, contracts must be completed within a year.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	45.00	22.50	12.00	9.00	6.00
13 times.....	42.75	21.35	11.40	8.55	5.70
26 times.....	40.50	20.25	10.80	8.10	5.40
52 times.....	38.25	19.00	10.20	7.65	5.10
78 times.....	36.00	18.00	9.60	7.20	4.80
104 times.....	33.75	16.85	9.00	6.75	4.50
156 times.....	31.50	15.75	8.40	6.30	4.20
260 times.....	29.25	14.60	7.80	5.85	3.90
300 or more times .....	27.00	13.50	7.00	5.00	3.00

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	32.00	16.00	8.00	5.50	4.00	3.00
13 times.....	31.00	15.50	7.75	5.25	3.90	2.90
26 times.....	30.00	15.00	7.50	5.00	3.80	2.80
52 times.....	29.00	14.50	7.25	4.75	3.70	2.70
104 times.....	28.00	14.00	7.00	4.50	3.60	2.60
156 times.....	27.00	13.50	6.75	4.25	3.50	2.50
312 times.....	26.00	13.00	6.50	4.00	3.25	2.25

### SPECIAL FEATURES

News Service—AP. No extra charge.  
**POLITICAL**  
Regular rates and discounts apply. Cash in advance.  
**Closing Time**  
One week in advance of broadcast.

# SEYMOUR

Baylor County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

**KSEY**  
(Established 1950)

Rates effective October, 1950.  
Owned and operated by W. C. Moss, Jr.

**Personnel**  
Station Manager—W. C. Moss, Jr.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—Lubbock Highway, Seymour, Tex.  
Transmitter—Lubbock Highway, Seymour, Tex.

**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: week days 6:00 a.m. to 10:00 p.m.; Sundays 7:00 a.m. to 10:00 p.m.

**Agency Commission**  
15% to recognized agencies on time only; cash discount 2%. Bills rendered 2nd of month; payable within 10 days.

**General Advertising**  
Rates are for station time and 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 min.	(*)
1 time.....	24.80	15.00	8.95	4.35	3.15	1.90
26 times.....	23.80	14.45	8.60	4.20	3.08	1.85
52 times.....	22.80	13.90	8.25	4.05	3.01	1.80
104 times.....	21.80	13.35	7.90	3.90	2.94	1.75
156 times.....	20.80	12.80	7.55	3.75	2.87	1.70
260 times.....	19.80	12.25	7.20	3.60	2.80	1.65
312 times.....	18.80	11.70	6.95	3.45	2.73	1.60

(\*) 50 words or less.

### Radio Shorts

Up to 8 seconds and 16 words, 1.50 per spot.  
**SPECIAL FEATURES**  
News Service—AP.

### POLITICAL

Regular one time rates apply; cash in advance.  
**Closing Time**  
One week in advance of broadcast.

# SHAMROCK

Wheeler County—Map Location C-2  
See SRDS consumer market map and data at beginning of the State.

**KEVA**  
(Established 1949)

Rates effective February 1, 1955.  
Rates received January 24, 1955.  
Owned and operated by Shamrock Texas Broadcasting Company.

**Personnel**  
Mgr. & Prog. Dir.—Charles R. Gibson.

**Representatives**  
Hil F. Best Company.

**Mailing Instructions**  
Business Office and Studio—c/o Albert Cooper, P. O. Box 21, Shamrock, Tex., telephone 620.  
Transmitter—One mile north of Shamrock, Tex.

**Wave—Power—Time**  
Operating power—250 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; 2% cash discount. Bills rendered 1st of month; payable 10 days.

**General Advertising**  
Affiliated with Keystone Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising not accepted.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	45.00	22.50	12.00	9.00	6.00
13 times.....	42.75	21.35	11.40	8.55	5.70
26 times.....	40.50	20.25	10.80	8.10	5.40
52 times.....	38.25	19.00	10.20	7.65	5.10
78 times.....	36.00	18.00	9.60	7.20	4.80
104 times.....	33.75	16.85	9.00	6.75	4.50
156 times.....	31.50	15.75	8.40	6.30	4.20
260 times.....	29.25	14.60	7.80	5.85	3.90
300 or more times .....	27.00	13.50	7.00	5.00	3.00

# TEXAS

### ANNOUNCEMENTS

	1 min.	1/2 min.	(*)
1 time.....	3.75	2.75	2.00
13 times.....	3.55	2.60	1.87
26 times.....	3.30	2.45	1.75
52 times.....	3.10	2.35	1.70
78 times.....	2.85	2.25	1.65
104 times.....	2.65	2.15	1.60
156 times.....	2.40	2.00	1.55
260 times.....	2.15	1.85	1.50
300 or more times .....	2.00	1.50	1.25

(\*) Station break.

### SPECIAL FEATURES

News Service—UPI and local. No extra charge.  
Two-way radio for news coverage.  
Special area news service with 6 stations in area.

### POLITICAL

Rates on request. Cash in advance.  
**Closing Time**  
24 hours in advance of broadcast.

# SHERMAN (3 AM)

Grayson County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

**KDSX**  
(Established 1948)



Rates effective July 1, 1956.  
Rates received June 29, 1956.  
Owned and operated by KDSX, Inc.

**Personnel**  
President (Denison studio)—B. V. Hammond.  
Vice-Pres. (Sherman studio)—L. L. Hendrick.  
Station Director—William A. Duke.  
Commercial Manager—William A. Jaco.

**Representatives**  
Clyde Melville Company.

**Mailing Instructions**  
Business Offices—P. O. Box 263, Denison, Tex., phone HO 5-1600; P. O. Box 569, Sherman, Tex., Twinbrook 2-8737.  
Transmitter and Studios—Texomaland Radio Center, midway between Denison and Sherman at intersection of Fannin Ave., and Des Voignes Road.

**Wave—Power—Time**  
Operating power—500 watts.  
Frequency—950 kilocycles.  
Directional—separate patterns, day and night.  
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 station time. No cash discount. Bills rendered on first of each month for previous month's service.

**General Advertising**  
Affiliated with Keystone Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
No contract accepted for longer than 52 weeks.  
Rates for periods of time longer than 5 minutes on request.

	5 min.	(*)	5 min.	(*)
Open.....	8.00	2.00	208 times.....	5.60
13 times.....	7.60	4.75	260 times.....	5.20
26 times.....	7.20	4.50	312 times.....	4.80
52 times.....	6.80	4.25	624 times.....	4.40
104 times.....	6.40	4.00	936 times.....	4.00
156 times.....	6.00	3.75		

(\*) Announcements of 60 seconds or less.

	Monthly Rates—No Contract Required
26 announcements per month.....	97.50
52 announcements per month.....	182.00
104 announcements per month.....	338.00
156 announcements per month.....	468.00
234 announcements per month.....	643.50
312 announcements per month.....	780.00

	Saturation Schedule (Must be used in 24 hours)
6 announcements.....	22.50
9 announcements.....	31.50
17 announcements.....	55.25
34 announcements.....	102.00
51 announcements.....	140.25
68 announcements.....	170.00

Above rates carry additional discounts when each unit is used more than one day. 2 days, 5%; 3 days, 7-1/2%; 4 days, 10%; 5 days, 12-1/2%; 6 days, 15%; 7 days, 17-1/2%.  
To earn discounts, days must be consecutive.  
Billboards—10 seconds transcribed, 25 words live, each, 2.00. No frequency discounts.

### SPECIAL FEATURES

News Service—AP and local news service. Rates on request.

### POLITICAL

Regular rates apply. Cash in advance.

**KRRV**  
(Established 1936)

Rates effective November 1, 1948.  
Owned and operated by The Red River Valley Broadcasting Corporation.

**Personnel**  
Manager—Tom E. Spellman.

**Representatives**  
John E. Pearson Company.

**Mailing Instructions**  
Business Office and Studio—Sherman, Texas. (P. O. Box 665), telephone 201.

(This listing continued on next page)



# TEXAS

## Sherman—K R R V—Continued

Other studios and Business Offices—Fannin Avenue and Owing St., Denison, Tex., telephone 423.  
Transmitter—Highway 75 between Sherman and Denison, Texas.

### Wave—Power—Time

Operating power—1,000 watts.  
(100% modulation—crystal control.)  
Frequency—910 kilocycles.  
Directional—same pattern, all hours.  
Licensed to operate full time.  
Operates on Central Time.  
Actual operating schedule: 6:00 a.m. to midnight.

### Agency Commission

Agency commission of 15% to recognized advertising agencies on net charges for station time only. No cash discount. Bills payable on 15th of month following service.

### General Advertising

For combination rates see Texas State Network and Mutual Broadcasting System.

#### CLASS "A"

(6:00 p.m. to 10:00 p.m. week days and 12:00 noon to 10:00 p.m. Sundays)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	60.00	36.00	21.00	15.00	10.00
26 times.....	57.00	34.20	20.52	14.24	8.10
52 times.....	54.00	32.40	19.44	13.50	7.32
100 times.....	51.00	30.60	18.25	12.74	6.60
156 times.....	48.00	28.80	17.28	12.00	6.00
500 or more times	45.00	27.50	16.20	11.24	5.40

#### CLASS "B"

(6:00 a.m. to 6:00 p.m. and after 10:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	50.00	30.00	18.00	12.50	7.50
26 times.....	47.50	28.50	17.10	11.87	6.75
52 times.....	45.00	27.00	16.20	11.25	6.10
100 times.....	42.50	25.50	15.30	10.62	5.50
156 times.....	40.00	24.00	14.40	10.00	5.00
300 or more times	37.50	22.50	13.50	9.37	4.50

(\*) One minute announcements or less.

## KTXO

(formerly KTAN)  
(Established 1947)



Rates effective November 1, 1958.  
Rates received September 18, 1958.  
Owned and operated by KTAN Broadcasting Co.

### Personnel

General Manager—Harry O'Connor.  
Commercial Manager—Ray Lewis.

### Representatives

Bogner & Martin.

### Mailing Instructions

Business Office and Studio—P. O. Box 661, Sherman, Tex. Twinbrook 2-8188.  
Transmitter—Highway 75, 1/2 mile north of Sherman, Tex.

### Wave—Power—Time

Operating power—250 watts days.  
Frequency—1500 kilocycles.  
Non-directional.  
Licensed to operate sunrise to sunset.  
Operates on Central Time.  
Daylight Saving Time not observed.  
Operating Schedule: 6:00 a.m. to local sunset.

### Agency Commission

15% to recognized agencies on station time only; no cash discount. Bills rendered 1st of month; payable within ten days.

### General Advertising

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

#### ANNOUNCEMENTS

60 seconds or less, flat, each..... 3.00

#### MONTHLY PACKAGE

Per month:	1 months	6 months	12 months
30 times.....	2.30	2.00	1.80
60 times.....	2.20	1.90	1.70
90 times.....	2.10	1.80	1.60
120 times.....	2.00	1.70	1.50

News and program rates on request.

#### SPECIAL FEATURES

News Service—AP and mobile news unit.

#### POLITICAL

Regular rates apply; cash in advance.

### Closing Time

24 hours in advance of broadcast.

#### ADVERTISEMENT

## KLIF—Dallas

KLIF has primary interest in Sherman, Texas . . . serving this market with 2 mv/m, daytime. Its 50,000-watt power extends to provide 0.5 mv/m coverage of 72 Texas counties . . . popular, independent program appeal.  
See KLIF in Dallas section.

# SINTON

San Patricio County—Map Location E-9  
See SRDS consumer market map and data at beginning of the State.

## KANN

(Established 1954)

Rates received September 7, 1954.  
Owned and operated by San Patricio Broadcasting Co.

### Personnel

President—Tom C. Fleet.

### Representatives

Clyde Melville Company.

### Representatives

Hil F. Best Company.

### Mailing Instructions

Business Office & Studio—P. O. Box 1366, Sinton, Texas. EM 4-1488.  
Corpus Christi Office & Studio—P. O. Box 7207, Corpus Christi, Tu 4-1590.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1590 kilocycles.  
Directional.  
Licensed to operate daytime only.  
Operating schedule: 5:00 a.m. to local sunset.

### Agency Commission

15% to recognized agencies; no cash discount.

### General Advertising

Accepts AAAA copyrighted contract.  
Beer advertising accepted.  
No P. I. advertising accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	100 wds.	50 wds.
1 time.....	42.50	22.50	12.50	7.50	5.50	4.50
13 times.....	40.00	21.60	12.10	7.25	5.25	4.25
26 times.....	37.50	20.70	11.75	7.00	5.00	4.00
52 times.....	35.00	19.80	11.30	6.75	4.75	3.75
104 times.....	32.50	18.90	10.90	6.50	4.50	3.50
256 times.....	30.00	18.00	10.45	6.25	4.25	3.25
312 times.....	27.50	17.00	10.00	6.00	4.00	3.00

#### SPECIAL FEATURES

News Service—AP.

#### Participating Programs

"Wake Up Western Style"—6:00 a.m. to 8:00 a.m.  
"Noon Smorgasbord" with Jimmy Bell—11:30 a.m. to 1:00 p.m.  
"Artie Bland Show"—1:00 p.m. to 2:00 p.m. daily. Negro dj.  
"Eco Show"—9:00 a.m. to 11:00 a.m. daily. Spanish dj.  
"Court of Good Music" with Jimmy Bell—3:30 p.m. to 6:00 p.m.

#### TRANSCRIPTIONS

Library Service—World.

# SNYDER

Scurry County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

## KSNY

(Established 1949)



Rates effective October 1, 1958.  
Rates received November 28, 1958.  
Owned and operated by Snyder Broadcasting Company

### Personnel

President—Mrs. Flora Hughes.  
General Manager—Mel Z. Gilbert.

### Representatives

Continental Radio Sales.  
Clyde Melville Company.

### Mailing Instructions

Business Office and Studio—P. O. Box 1468, Snyder, Tex.  
Transmitter—One mile west of Snyder, Tex.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Central Time.  
Operating schedule: 6:00 a.m. to 11:00 p.m.

### Agency Commission

15%; no cash discount.

### General Advertising

Affiliated with the Mutual Broadcasting System.  
Contracts must be completed within a year.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	40.00	22.00	12.00	7.00	5.50	3.10
52 times.....	37.50	20.00	11.50	6.50	5.00	3.00
100 times.....	35.00	18.00	10.50	6.00	4.75	2.90
150 times.....	32.50	16.00	10.00	5.50	4.25	2.75
300 times.....	30.00	15.00	9.00	5.00	4.00	2.50

(\*) 1 minute transcription or 100 words live.  
(†) 1/2 minute transcription or 50 words live.

#### SPECIAL FEATURES

News Service—AP.

#### POLITICAL

One time rates apply, cash in advance.

# For More and Better Buying Information

Standard Rate & Data Service is complimented by numerous letters from subscribers applauding (as some in effect call it) "the SRDS campaign to foster informative media promotion."

While, in a sense, the effort to inject greater usefulness into media-promotion advertising might be called "the SRDS campaign," it should, more rightfully, be known as "the SRDS subscribers' campaign." SRDS has acted, and will continue to act, merely as the clearing house of media-buying needs, with a modicum of guidance on plan and method necessary to put subscribers' needs and desires into practical, everyday workable form.

But it is the enlightened, far-seeing cooperation of users of SRDS publications that is, by every means of measure, the biggest factor in the success so far achieved.

The subscriber who continues to encourage this factually informative advertising technique by every influence short of a black-jack will get the greatest good out of the job . . . his voice will be heard the loudest . . . and finally, and justly, he will be entitled to the acclamation of both beneficiaries—advertiser and advertising media alike.

G-128

# STAMFORD

Jones County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

## KDWT

(Established 1947)

Rates effective January 1, 1957.  
Rates received November 9, 1953.

Owned and operated by A. Boyd Kelley.

### Personnel

General Manager—Robert A. Prichard.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—P. O. Box 1205, Stamford, Tex., Prospect 3-3401.  
Transmitter—Highway 380, 1-3/4 miles from Stamford, Tex.

### 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: 6:15 a.m. to 7:00 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.

### ANNOUNCEMENTS

One minute, each.....	3.00
30 seconds, each.....	2.25
10 seconds, each.....	1.87

No further discounts for cash or frequency. These are minimum.  
Package rates quoted upon written request only.

### SPECIAL FEATURES

News Service—UPI.

# STEPHENVILLE

Erath County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

## KSTV

(Established 1947)

Rates effective November 1, 1950.  
Revisions received July 1, 1953.

Owned and operated by Dixie Broadcasters.

### Personnel

Commercial Manager—Mel Bennett.

### Representatives

Hill F. Best Company.  
Southwest—Clyde Melville Company.

### Mailing Instructions

Business Office and Studio—Dublin Highway, P. O. Box 102, Stephenville, Tex., telephone L-3141  
Transmitter—Dublin Hwy. Stephenville, Tex.

### Wave—Power—Time

Operating power—250 watts days.  
Frequency—1510 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Central Standard Time.  
Operating schedule: Sunrise to local sunset.

### Agency Commission

15% to recognized agencies; no cash discount.

### General Advertising

Accepts AAAA copyrighted contract.  
Contracts must be completed within a year.

	1	1/2	1/4	5		
	hr.	hr.	hr.	min.	(*)	(†)
1 time.....	40.00	25.00	12.50	9.00	6.00	3.50
26 times.....	37.50	22.00	12.00	7.00	5.50	3.10
52 times.....	35.00	20.00	11.50	6.50	5.00	3.00
100 times.....	32.50	18.00	10.50	6.00	4.75	2.90
150 times.....	30.00	16.00	10.00	5.50	4.25	2.75
300 times.....	27.50	15.00	9.00	5.00	4.00	2.50

(\*) One minute transcription or 100 words live.  
(†) 1/2 minute transcription or 50 words live.

### SPECIAL FEATURES

News Service—UPI.

### POLITICAL

Regular rates apply. Payment and copy 24 hours in advance.

# SULPHUR SPRINGS

Hopkins County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

## KSST

(Established 1947)

Rates effective March 1, 1947.  
Owned and operated by Hopkins County Broadcasting Co.

### Personnel

Commercial Manager—Clovis Pinlon.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—Radio Rd., P. O. Box 284, Sulphur Springs, Tex., Tu 5-3111.  
Transmitter—Radio Road, Sulphur Springs, Tex.

### 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: 5:00 a.m. to 11:00 p.m.

### Agency Commission

15% to recognized agencies on net time charges. No cash discount. Bills due and payable when rendered.

### General Advertising

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.

	1	1/2	1/4	10	5	1	50
	hr.	hr.	hr.	min.	min.	min.	ws.
1 time.....	31.20	18.72	12.48	9.36	6.24	2.98	1.95
13 times.....	29.64	17.78	11.85	8.89	5.93	2.78	1.86
26 times.....	28.08	16.85	11.23	8.42	5.62	2.64	1.75
52 times.....	26.52	15.91	10.61	7.95	5.30	2.48	1.66
104 times.....	24.96	14.98	9.98	7.49	4.99	2.34	1.56
156 times.....	23.40	14.01	9.36	7.62	4.68	2.20	1.47
300 times.....	21.84	13.10	8.74	6.55	4.36	2.05	1.36

### SPECIAL FEATURES

News Service—AP.  
Weather forecast, temperature reports, market quotations and time signals—rates on request.

## ADVERTISEMENT

### KLIF—Dallas

KLIF has primary interest in Sulphur Springs, Texas . . . serving this market with 2 mv/m, daytime. Its 50,000-watt power extends to provide 0.5 mv/m coverage of 72 Texas counties . . . popular, independent program appeal.  
See KLIF in Dallas section.

# SWEETWATER

Nolan County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

## KXOX

(Established 1939)



Rates effective April 15, 1956.  
Card received October 28, 1955.  
Owned and operated by KXOX.

### Personnel

General Manager—Myrl Stein.  
Commercial Manager—Elwood Fritsch.

### Representatives

Dallas—Clyde Melville Company.

### Mailing Instructions

Business Office, Studio and Transmitter—Highway 70, P. O. Box 570, Sweetwater, Texas.

### 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 11:00 p.m.

### Agency Commission

15% to recognized advertising agencies on station time; no cash discount.

### General Advertising

For combination rates see Keystone Network.  
Accepts AAAA copyrighted contract.  
BMI and ASCAP licenses.

	1	1/2	1/4	10	5	100	50
	hr.	hr.	hr.	min.	min.	ws.	ws.
1 time.....	48.00	21.60	14.40	10.80	7.20	3.60	3.00
13 times.....	42.00	20.40	12.60	9.60	6.00	3.20	2.88
26 times.....	36.00	19.20	10.80	9.30	5.82	3.00	2.76
39 times.....	33.60	18.00	9.60	8.82	5.70	2.88	2.70
52 times.....	30.00	16.80	9.00	8.40	5.52	2.76	2.40
78 times.....	26.40	15.60	8.40	7.80	5.34	2.58	2.10
156 times.....	24.00	14.40	7.80	6.60	5.10	2.22	1.92
312 times.....	21.60	13.20	7.20	5.40	4.80	2.10	1.80

### DISCOUNTS

Each renewal or extension of a contract earns applicable discounts, provided, however, that cumulative discounts are applicable only when an order is continued without interruption beyond the time specified in the original contract.

### SPECIAL FEATURES

News Service—AP.

### POLITICAL

Regular rates apply. Payment and copy 24 hours in advance.

### Closing Time

Closing time depends on the type of program. Generally one week is desired for musical or dramatic productions.

# TAYLOR

Williamson County—Map Location E-6  
See SRDS consumer market map and data at beginning of the State.

## KTAE

(Established 1942)



Rates effective February 1, 1957.  
Owned and operated by KTAE, Inc.

### Personnel

General Manager—Gillis Conoley.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—2nd & Porter, Taylor, Tex., Elmwood 2-3631.  
Transmitter—2-1/2 miles N. of Taylor on Hwy. 95.

# TEXAS

### Wave—Power—Time

Operating power—1000 watts days.  
Frequency—1260 kilocycles.  
Non-directional.  
Licensed to operate daytime only on regional channel.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to local sunset.

### Agency Commission

15% to recognized advertising agencies on station time only; no cash discount. Bills rendered monthly; if desired by advertiser, agency and/or station bills will be rendered weekly.

### General Advertising

Affiliated with Keystone Network  
Accepts AAAA copyrighted contract.  
BMI and ASCAP licenses.  
No contract accepted for more than 52 consecutive weeks.  
Program sponsors may purchase announcements during life of program contract at frequency discounts earned by programs.  
Weekly rates based on consecutive weeks of uninterrupted broadcast.

### Length of commercial copy: NAB Standards.

	1-tl-	3-tl-	5-tl-	6-tl-
	a-wk	a-wk	a-wk	a-wk
1 hour:				
1-12 weeks.....	50.00	47.50	45.00	42.50
13-25 weeks.....	47.50	45.13	42.75	40.38
26-51 weeks.....	45.00	42.75	40.50	38.26
52 weeks.....	42.50	40.38	38.25	36.14
1/2 hour:				
1-12 weeks.....	30.00	28.50	27.00	25.50
13-25 weeks.....	28.50	27.08	25.65	24.23
26-51 weeks.....	27.00	25.66	24.80	22.96
52 weeks.....	25.50	24.24	22.95	21.69
1/4 hour:				
1-12 weeks.....	20.00	19.00	18.00	17.00
13-25 weeks.....	19.00	18.05	17.10	16.15
26-51 weeks.....	18.00	17.10	16.20	15.30
52 weeks.....	17.00	16.15	15.30	14.45
10 minutes:				
1-12 weeks.....	15.00	14.25	13.50	12.75
13-25 weeks.....	14.25	13.54	12.83	12.11
26-51 weeks.....	13.50	12.83	12.15	11.47
52 weeks.....	12.75	12.12	11.48	10.84
5 minutes:				
1-12 weeks.....	10.00	9.50	9.00	8.50
13-25 weeks.....	9.50	9.03	8.55	8.03
26-51 weeks.....	9.00	8.55	8.10	7.65
52 weeks.....	8.50	8.08	7.65	7.23

### ANNOUNCEMENTS

One minute transcriptions or 100 words:		
1 time.....	4.25	100 times..... 3.40
10 times.....	4.04	200 times..... 3.19
25 times.....	3.83	300 or more times..... 2.98
50 times.....	3.62	
30-second transcriptions or 50 words:		
1 time.....	3.00	100 times..... 2.40
10 times.....	2.85	200 times..... 2.25
25 times.....	2.70	300 or more times..... 2.10
50 times.....	2.55	

### SPECIAL FEATURES

News Service—UPI.

### TRANSCRIPTIONS

Library Service—World. No extra charge.

# TEMPLE

Bell County—Map Location E-6  
See SRDS consumer market map and data at beginning of the State.

## KTEM

(Established 1936)

Rates effective November 1, 1957. (Card No. 3.)

Card received November 4, 1957.

Owned and operated by the Bell Broadcasting Co., Inc., Temple, Tex.  
Affiliated with Temple Telegram.

### Personnel

General Manager—Byron C. Peters.  
Program Director—Bob Sunderland.

### Representatives

Chicago-Detroit—William J. Reilly.

### Mailing Instructions

Business Office and Studio—17 S. Third St., P. O. Box 188, Temple, Tex., Prospect 3-5252.  
Transmitter—Highway 81, one-tenth mile north of Temple city limits.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Central Time.

### Agency Commission

Agency commission 15% on station time to recognized agencies. No cash discount. Bills rendered monthly.

### General Advertising

No contract accepted for longer period than twelve months. Short rate earned is billed if contract is cancelled before expiration date.  
Contract renewals subject to rates in effect at time of renewal. Subject to conditions of standard NAB contracts. Contiguous rates on request.  
The following rates are for national advertising.

CLASS "A"				
(6:00 a.m. to 8:00 p.m.)				
	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	45.00	27.00	18.00	9.00
26 times.....	42.50	25.00	16.00	8.00
52 times.....	40.00	23.00	14.00	7.00
156 times.....	.....	.....	12.00	6.00
260 times.....	.....	.....	10.00	5.00
312 times.....	.....	.....	9.00	4.50

### CLASS "B"

(8:00 p.m. to 6:00 a.m.)  
60% of Class "A" 1-time rate on contracts of 13 consecutive weeks or more.

(This listing continued on next page)

# TEXAS

## Temple—KTEM—Continued

ANNOUNCEMENTS (Specified position)					
1 min. 30 sec.		1 min. 30 sec.			
Open	5.00	3.75	520 times	3.00	2.25
104 times	4.00	3.25	700 times	2.75	2.00
260 times	3.50	2.75	900 times	2.50	1.75
312 times	3.25	2.50	1200 times	2.30	1.60

WEEKLY IMPACT PACKAGES  
(1-minute or less, best times available)

Each	Per week
12 times	4.25 51.00
24 times	3.75 90.00
36 times	3.25 117.00

**SPECIAL FEATURES**  
News Service—UPI and local.  
News programs or announcements during programs take earned rate plus 10%.  
News, weather, time signals, sports, special events and remotes, rates on request.  
**POLITICAL**  
Regular rates; discounts as earned. Cash in advance.

## TERRELL

Kaufman County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

## KTER

(Established 1950)

Rates effective February 1, 1952.  
Rates received December 31, 1951.  
Owned and operated by Terrell Broadcast Corporation.

**Personnel**  
Manager—Paul A. Wnorowski.  
Commercial Manager—Dean F. Tiller.  
Traffic Manager—Fred A. Wnorowski.  
**Representatives**  
None.

**Mailing Instructions**  
Business Office, Studio & Transmitter—P. O. Box 431, State and Walnut Ssts., Terrell, Texas. telephone Jordan 3-4497.  
Other Studio—Kaufman, Texas.

**Wave—Power—Time**  
Operating power—250 watts days.  
Frequency—1570 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Central Standard Time.  
Operating Schedule: Local sunrise to local sunset.

**Agency Commission**  
15% to recognized agencies on time only; 2% cash discount; payable in 10 days.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
All contracts must be completed within 52 weeks of starting date in order to earn discounts. If cancelled before completion short rate charge will be made according to discount applicable for broadcasts actually used.

Contract renewals subject to rates in effect at time of renewal.

1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time	24.00	13.00	9.00	5.00
52 times	23.00	12.00	8.00	3.00
104 times	21.00	11.00	7.00	2.75
260 times	18.00	10.00	6.00	2.50
312 or more times	17.00	9.50	5.75	2.30

**PACKAGE PLAN**  
100 spots in any calendar month.  
Each 2.00  
No cash discount.

**SPECIAL FEATURES**  
News Service—AP, local. Regular rate, plus 15%.  
Sports—football, basketball, baseball, local coverage, rates on request.  
Remote and mobile equipment available at cost.

**Participating Programs**  
"Hillbilly Round-up"; "Housewives' Party Line".  
"The Duke's Parade"—Duke Jackson, Negro segment, daily at 1:00 p.m.  
"Noon News Roundup"; "KTER Farmer"—Daily farm and market program.  
"Platter Poppa's Saturday Parade of Hits" Negro segment. Saturday morning.

**POLITICAL AND RELIGIOUS**  
Regular rates apply.

**TRANSCRIPTIONS**  
Library Service—Thesaurus.

**Closing Time**  
Reasonable length of time before broadcast.

**TEXARKANA (2 AM; 1 FM)**  
Tex.—Bowie County—Map Location G-4  
Ark.—Miller County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

## KCMC

(Established 1932)

Rates effective February 1, 1952.  
Rates received February 28, 1952.  
Owned and operated by KCMC, Inc.

**Personnel**  
Manager—Frank O. Myers.  
**Representatives**  
Venard, Rintoul & McConnell, Inc.  
Southwest—Clyde Melville Company.

**Mailing Instructions**  
Business Office and Studio—Gazette Bldg., 317 Pine St., Texarkana, Arkansas-Texas.  
Transmitter—Texarkana, Arkansas-Texas.  
**Wave—Power—Time**  
Operating power—250 watts.  
(100% modulation—crystal control.)  
Frequency—1230 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Central Time.  
Operating schedule: 6:00 a.m. to 12:00 midnight.

**FM Facilities**  
Effective radiated power—40,000 watts.  
Frequency—98.1 megacycles; channel 251, Class B.  
Antenna height 415 feet above average terrain.

**Agency Commission**  
Agency commission 15% on net charge for station time to recognized agencies on business created and contracted for by them. No commission on program charges. No cash discount. Bills rendered monthly and due when rendered.

**General Advertising**  
For combination rates see ABC Radio and Texas State Network.  
Discounts allowed retroactively on number of broadcasts within one year. Announcements and programs of five minutes or longer cannot be combined to earn larger discounts.  
AM-FM sold in combination.

**CLASS "A"**  
(6:00 p.m. to 10:00 p.m.)

1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	1/2 min.
1 time	65.00	39.00	26.00	14.00	8.00
13 times	61.75	37.00	24.00	13.00	7.90
26 times	58.50	35.00	23.00	12.00	7.80
52 times	55.25	33.00	22.00	11.00	7.60
104 times	52.00	31.00	20.00	10.50	7.20
156 times	48.75	29.00	19.00	10.00	6.80
260 times	45.50	27.00	18.00	9.50	6.40
312 times	42.00	25.00	17.00	9.00	6.00

**CLASS "B"**  
(6:00 a.m. to 6:00 p.m. and after 10:00 p.m.)

1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	1/2 min.
1 time	45.00	27.00	18.00	9.00	6.00
13 times	42.75	25.50	17.00	8.50	5.90
26 times	40.50	24.50	16.00	8.00	5.85
52 times	38.00	23.00	15.00	7.50	5.70
104 times	36.00	21.50	14.00	7.25	5.40
156 times	33.50	20.00	13.00	7.00	5.10
260 times	31.00	18.50	12.50	6.50	4.80
312 times	28.00	17.50	12.00	6.00	4.50

**POLITICAL**  
Rates on request; cash and copy in advance.  
**Closing Time**  
After all details have been arranged, final closing time is one week in advance.

## KOSY

(Established 1951)

## Mutual Network



(This is a duplicate of the listing appearing under Texarkana, Ark.)

Rates effective October 1, 1951.  
Rates received October 10, 1951.  
Owned and operated by Gateway Broadcasting Co.

**Personnel**  
General Manager—Tom Dillahunt.  
Sales Manager—Herman Cecil.

**Representatives**  
John E. Pearson Company.

**Mailing Instructions**  
Business Office and Studio—Wadley Bldg., State Line Ave. at 6th St., Texarkana, Tex.  
Transmitter—Line Ferry Road, Texarkana, Ark.

**Wave—Power—Time**  
Operating power—1,000 watts days; 500 watts nights.  
Frequency—790 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Central Standard Time.  
Operating schedule: 6:00 a.m. to midnight.

**Agency Commission**  
15% to recognized agencies on station time, talent charges, news premiums; no cash discounts. Bills due and payable when rendered.

**General Advertising**  
For combination rates see Mutual Broadcasting System.  
Accepts AAAA copyrighted contract.

**CLASS "A"**  
(5:59 p.m. to 10:01 p.m. week days and 11:59 a.m. to 10:01 p.m. Sundays)

1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	50 wds.
1 time	75.00	45.00	30.00	18.00	10.00
26 times	73.25	44.00	29.25	17.50	9.75
52 times	71.25	42.75	28.50	17.00	9.50
104 times	67.50	40.50	27.00	16.25	9.00
156 times	63.75	38.25	25.50	15.25	8.50
260 times	60.00	36.00	24.00	14.50	8.00
312 times	56.25	33.75	22.50	13.50	7.50

**CLASS "B"**  
(6:00 a.m. to 5:59 p.m. week days and after 10:01 p.m. daily)

1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	50 wds.
1 time	50.00	30.00	20.00	12.00	8.00
26 times	48.75	29.25	19.50	11.75	7.75
52 times	47.50	28.50	19.00	11.50	7.50
104 times	45.00	26.00	18.00	10.75	7.25
156 times	42.50	24.50	17.00	10.25	6.75
260 times	40.00	23.00	16.00	9.50	6.50
312 times	37.50	22.50	15.00	9.00	6.00

**SPECIAL FEATURES**  
News—regular time charges plus 20% of base rate.  
Time signals, temperature, weather, market reports available. Rates on request.

**POLITICAL**  
Frequency discounts do not apply. Payment and copy required 48 hours previous to broadcast time.

**TRANSCRIPTIONS**  
Library service—Thesaurus.

## KTFS

(Established 1946)

Rates received November 2, 1951.  
Revisions received August 27, 1952.  
Owned and operated by Radio Station KTFS, Inc.

**Personnel**  
Owner & Gen'l Mgr.—Robert S. Bieloh.

**Representatives**  
The Walker Representation Company, Inc.  
Southeast—Dora-Clayton Agency, Inc.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 1260, 4305 N. Stateline Ave., Texarkana, Tex., telephone 3-5123.  
Transmitter—Northpark Addition, Texarkana, Tex.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Central Time.  
Operating schedule: 6:00 a.m. to 11:00 p.m.

**Agency Commission**  
15% to recognized advertising agencies; no cash discount. Bills due and payable when rendered.

**General Advertising**  
Affiliated with Diamond State Network.  
Accepts AAAA copyrighted contract.  
To earn discounts, contracts must be completed within one year.

1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time	50.00	32.00	18.00	9.00
26 times	47.50	30.00	17.00	8.50
52 times	45.00	28.00	16.00	8.00
104 times	42.50	26.00	15.00	7.50
156 times	40.00	24.00	14.00	7.00
260 times	37.50	22.00	13.00	6.50
312 times	35.00	20.00	12.00	6.00
624 times	.....	.....	.....	4.25
936 times	.....	.....	.....	4.00

(\*) One minute or less.  
**SPECIAL FEATURES**  
News Service—UPI. No extra charge.

**Participating Programs**  
"Rise and Shine Show"—6:00 a.m. to 9:00 a.m.  
"Gospel Hour" with Jim Waites—9:00 a.m. to 9:55 a.m. Gospel quartets.  
"Homemaker Harmonies" with John Crawford—10:00 a.m. to 11:55 a.m. Monday through Friday.  
"The Jack Reeves Show"—2:00 p.m. to 3:30 p.m.  
"The Jim Waites Show"—3:30 p.m. to 5:30 p.m.  
Regular spot rates apply.  
"The Top 100"—Saturday afternoon.  
Regular rates apply on all DJ shows.

**POLITICAL AND RELIGIOUS**  
Regular rates apply.

**TRANSCRIPTIONS**  
Library Service—World.

## ADVERTISEMENT

### KWKH—Shreveport

KWKH serves Texarkana in primary fashion with 55% weekly daytime average (NCS No. 2 1956) and a signal of at least 2MV/M.

## TEXAS CITY

Galveston County—Map Location G-7  
See SRDS consumer market map and data at beginning of the State.

## KTLW

(Established 1947)

Rates effective May 1, 1956.  
Owned and operated by Texas City Broadcasting Service.

**Personnel**  
Program Director—Lois McClain.  
News Director—Jerry Werla.

**Representatives**  
Hil F. Best Company.

**Mailing Instructions**  
Business Office and Studio—Show Boat Bldg., Texas City, Tex.  
Transmitter—2-1/2 miles north of Texas City, Tex.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—920 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 on station time; no cash discount. Bills rendered 1st of each month, payable on the 10th.

**General Advertising**  
Affiliated with Long Radio Enterprises and Keystone Network.  
Beer advertising accepted.  
Rates are for station time and include music copyright fees.

ASCAP, BMI and SESAC licenses.  
Specified time 10% above regular rates.

(6:00 a.m. to 6:00 p.m.)

1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time	60.00	36.00	24.00	15.00	9.00
13 times	57.00	34.20	22.80	14.25	8.55
26 times	54.00	32.40	21.60	13.50	8.10
52 times	51.00	30.60	20.40	12.75	7.65
104 times	48.00	28.80	19.20	12.00	7.20
156 times	45.00	27.00	18.00	11.25	6.75
260 times	42.50	25.20	16.80	10.50	6.30
312 times	39.00	23.40	15.60	9.75	5.85

(\*) One minute or 100 words.  
(†) One-half minute, 50 words or station break.  
(This listing continued on next page)

**Texas City—KTLW—Continued**

**SPECIAL FEATURES**  
 News Service—UP. Regular rates plus 20%.  
 Participating Programs—rates on request.  
 Participating Programs  
 "News and Farm News"—5:30 a.m. to 6:00 a.m.  
 "Gospel Roundup"—6:00 a.m. to 9:00 a.m., Monday through Saturday.  
 "Tater Pete Hunter"—10:00 a.m. to 12:30 p.m., Monday through Friday, country and western music.  
 "Club Time"—1:30 p.m. to 2:00 p.m., Monday through Friday, local club news.  
 "Rollin' Home Show"—4:00 p.m. to 4:55 p.m., Monday through Friday.

**POLITICAL**  
 Rates on request; cash and copy in advance.  
**Closing Time**  
 24 hours in advance of broadcast.

**TULIA**

Swisher County—Map Location B-3  
 See SRDS consumer market map and data at beginning of the State.

**KTUE**

(Established 1954)

Rates effective November 26, 1954. (Card No.1.)  
 Card received May 4, 1955.  
 Owned and operated by KTUE Broadcasting Co.  
**Personnel**  
 Owners—Clint and Marshall Formby.  
 Manager—D. L. McKinney.  
**Representatives**  
 Hill F. Best Company.  
**Mailing Instructions**  
 Business Office and Studios—110 N. Armstrong, Tulia, Tex.  
 Transmitter—1/2 miles s.w. of Tulia, Texas.  
**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—1260 kilocycles.  
 Non-directional.  
 Operates on Central Standard Time.  
 Licensed to operate daytime only.  
 Operating schedule: 6:00 a.m. to local sunset weekdays; 7:15 a.m. to 6:45 p.m. Sunday.

**Agency Commission**  
 15% to recognized agencies on time only; no cash discount. Bills rendered last day of month; payable 10 days.

**General Advertising**  
 Affiliated with Keystone Network.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 To earn discounts, contracts must be completed within one year.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	32.00	16.00	8.00	5.50	4.00	3.00
13 times.....	31.00	15.50	7.75	5.25	3.90	2.90
26 times.....	30.00	15.00	7.50	5.00	3.80	2.80
52 times.....	29.00	14.50	7.25	4.75	3.70	2.70
104 times.....	28.00	14.00	7.00	4.50	3.60	2.60
156 times.....	27.00	13.50	6.75	4.25	3.50	2.50
312 times.....	26.00	13.00	6.50	4.00	3.25	2.25

**SPECIAL FEATURES**  
 News Service—AP. No extra charge.  
**Closing Time**  
 24 hours in advance of broadcast.

**TYLER (4 AM)**

Smith County—Map Location G-5  
 See SRDS consumer market map and data at beginning of the State.

**KDOK**

(Established 1956)

Rates effective October 15, 1956.  
 Rates received October 9, 1956.  
 Revisions received September 3, 1957.  
 Owned and operated by KDOK Broadcasting Co.  
**Personnel**  
 Pres. & Gen'l Mgr.—Dana W. Adams.  
 Vice-Pres. & Com'l Mgr.—Sam Matthews.  
**Representatives**  
 New York—Chicago—Los Angeles—Devney Incorporated.  
 Dallas—Houston—New Orleans—Weed Radio Corporation.  
**Mailing Instructions**  
 Business Office and Studios—808 Peoples Bank Bldg., Tyler, Texas, Lyric 3-2519.  
 Transmitter—Loop 323, Tyler, Tex.  
**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—1330 kilocycles.  
 Non-directional.  
 Licensed to operate to local sunset.  
 Operates on Central Standard Time.  
 Operating schedule: 6:00 a.m. to sunset, weekdays; 7:00 a.m. to sunset, Sundays.

**Agency Commission**  
 15% to recognized agencies; no cash discount.

**General Advertising**  
 ASCAP, BMI and SESAC music licenses.

	5 min.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	54.00	32.40	21.60	16.20	10.80	5.40
13 times.....	51.00	30.60	20.40	15.30	10.20	5.10
26 times.....	48.00	28.80	19.20	14.40	9.60	4.80
52 times.....	45.00	27.00	18.00	13.50	9.00	4.50
104 times.....	42.00	25.20	16.80	12.60	8.40	4.20
156 times.....	39.00	23.40	15.60	11.70	7.80	3.90
260 times.....	36.00	21.60	14.40	10.80	7.20	3.60

**PACKAGE PLAN**  
 10 spots, each..... 4.50  
 15 spots, each..... 4.00  
 20 spots, each..... 3.50  
 30 spots, each..... 3.00  
**SPECIAL FEATURES**  
 News Service—AP, and local news.  
 5-minute newscast on the hour. Weather report and News Highlights every hour on the half hour. Time and temperature at frequent intervals.  
 Baseball Report—35 minutes past each hour.

**Participating Programs**  
 "Timekeeper"—6:05 a.m. to 9:00 a.m. Monday through Saturday. Popular DJ show.  
 "Rusty Reynolds Show"—9:05 a.m. to noon Monday through Saturday. Popular DJ show.  
 "Bill Atkins Show"—12:05 p.m. to 3:00 p.m. Monday through Saturday. Popular DJ show.  
 "Paul Williams Show"—3:05 p.m. to sunset, Monday through Saturday. Popular DJ show.  
 "K-DOK" Top Pops Show"—1:05 p.m. to sunset, Sunday. Hit Parade tunes.  
 "The Record Room"—7:05 a.m. to 1:00 a.m. Sunday.

**KGKB**

(Established 1929)

Rates effective July 1, 1958.  
 Rates received July 7, 1958.  
 Owned and operated by Ron Litteral Enterprises, Inc.  
**Personnel**  
 Pres. & Gen'l Mgr.—Ron Litteral.  
 Sales Manager—Ed Smith.  
 National Sales—Mack Lester.

**Representatives**  
 South—Clarke Brown Company.  
 Chicago-Detroit—William J. Reilly.  
**Mailing Instructions**  
 Mailing Address—Box 957, Tyler, Texas.  
 Business Office and Studio—Kilgore Hwy., East, Tyler, Tex.  
 Transmitter—North Church and Carlyle Sts., (Sandflat Road), Tyler, Texas.

**Wave—Power—Time**  
 Operating power—250 watts.  
 (100% modulation.)  
 Frequency—1490 kilocycles.  
 Non-directional.  
 Licensed to operate full time.  
 Operates on Central Time.  
 Operating schedule: 5:30 a.m. to 12:00 midnight.

**Agency Commission**  
 15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices mailed 1st of each month.

**General Advertising**  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 Frequency discounts apply to all contracts used within 12 month period. Contract starting date determines year period.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	45.00	27.00	18.00	10.50	6.00
26 times.....	42.50	25.00	16.00	10.00	5.50
52 times.....	40.00	23.00	14.00	9.50	5.00
165 times.....	.....	.....	12.00	8.50	4.50
156 times.....	.....	.....	10.00	7.50	4.00
312 times.....	.....	.....	9.00	6.50	3.50
1,000 times.....	.....	.....	.....	.....	3.00

**SPECIAL FEATURES**  
 News Service—AP.  
**Participating Programs**  
 "Wake Up & Live" with Ed Smith—5:30 a.m. to 9:00 a.m. Monday through Saturday.  
 "Hits for Mrs." with Chuck Stewart—9:00 a.m. to noon, Monday through Friday.  
 "Tig Williford Show"—Noon to 4:00 p.m. Monday through Friday.  
 "Paul Williams Show"—7:00 p.m. to 1:00 a.m. Monday through Friday.  
 "1490 Soundtrack"—9:00 a.m. Saturday to midnight Sunday.

**POLITICAL**  
 Rates on request.  
**TRANSCRIPTIONS**  
 Library Service—World.  
**Closing Time**  
 Program arrangements on talent programs must be made two weeks in advance.  
 Announcements and talks close two weeks preceding.  
 Recorded programs accepted up to time of broadcast.

**KTBB**

(Established 1947)

Rates effective September 1, 1947. (Card No. 1.)  
 Owned and operated by Blackstone Broadcasting Co.  
 Affiliated with Tyler Courier Times and Tyler Morning Telegraph.

**Personnel**  
 General Manager—M. E. Danbom.  
**Representatives**  
 New York—Chicago—Venard, Rintoul & McConnell, Inc.  
 Dallas—Clyde Melville Company.  
**Mailing Instructions**  
 Business Office and Studio—311 N. Broadway, Tyler, Tex. Ly 4-7278.  
 Transmitter—Omen Road, Tyler, Tex.

**Wave—Power—Time**  
 Operating power—1,000 watts days; 1,000 watts nights.  
 Frequency—600 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate full time.  
 Operates on Central Standard Time.  
 Operating schedule: 6:00 a.m. to midnight.

**Agency Commission**  
 15% to recognized agencies on station time only; no cash discount. Bills rendered monthly unless otherwise requested.

**General Advertising**  
 Affiliated with ABC Radio and Texas State Network.  
 Accepts AAAA copyrighted contract.  
 Rates include copyright fees.  
 In order to earn frequency discounts contract must be fulfilled within one year from date of first broadcast. Otherwise rate that is actually earned will apply and client so agrees by contract.

**TEXAS**

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	60.00	36.00	24.00	12.00	6.00
13 times.....	57.00	34.20	22.80	11.40	5.70
26 times.....	54.00	32.40	21.60	10.80	5.40
52 times.....	51.00	30.60	20.40	10.20	5.10
104 times.....	45.00	27.00	18.00	9.00	4.50
156 times.....	42.00	25.20	16.80	8.40	4.20
260 times.....	39.00	23.40	15.60	7.80	3.90
312 times.....	36.00	21.60	14.40	7.20	3.60

(\*) One minute or less.  
**SPECIAL FEATURES**  
 News Service—UPI.  
 Newscasts: Frequent newscasts consisting of 10 minutes of news from UP plus 5 minutes "Home Edition." Regular rates apply on news unless 5 minute "Home Edition" only used. "Home Edition" rates on request.

**POLITICAL**  
 Rates on request.  
**Closing Time**  
 Copy should be furnished 24 hours or more in advance of program time.

**KZEY**

(Established 19—)

Rates effective October 1, 1957.  
 Rates received February 18, 1958.  
 Owned and operated by The Tyler Broadcasting Corp.

**Personnel**  
 General Manager—Tom Gibson.  
 Sales Manager—Max Hinds.

**Representatives**  
 None.

**Mailing Instructions**  
 Business Office and Studio—P. O. Box 1331, Lake Park Dr., Tyler, Tex.  
 Transmitter:.....

**Wave—Power—Time**  
 Operating power—250 watts days.  
 Frequency—690 kilocycles.  
 Operating schedule:.....

**Agency Commission**  
 15%; no cash discount. Bills due and payable 10th of following month.

**General Advertising**  
 ASCAP, BMI and SESAC licenses.  
 Alcoholic beverage advertising not accepted on Sunday.  
 Discounts allowed retroactively on total number of broadcasts given within 1 year. Announcements and programs may be combined to earn larger announcement discount.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	55.00	33.00	22.00	16.50	11.00
13 times.....	52.00	31.20	20.80	15.60	10.40
26 times.....	49.00	29.40	19.60	14.70	9.80
52 times.....	46.00	27.60	18.40	13.80	9.20
104 times.....	43.00	25.80	17.20	12.90	8.60
156 times.....	40.00	24.00	16.00	12.00	8.00
260 times.....	37.00	22.20	14.80	11.10	7.40
312 times.....	34.00	20.40	13.60	10.20	6.80
624 times.....	.....	.....	.....	.....	6.20
1,000 times.....	.....	.....	.....	.....	5.60

**ANNOUNCEMENTS**

	1 min.	30 sec.	10 sec.
1 time.....	5.40	4.40	2.70
13 times.....	5.10	4.15	2.55
26 times.....	4.80	3.90	2.40
52 times.....	4.50	3.65	2.25
104 times.....	4.20	3.40	2.10
156 times.....	3.90	3.15	1.95
260 times.....	3.60	2.90	1.80
312 times.....	3.30	2.65	1.65
624 times.....	3.00	2.40	1.50
1,000 times.....	2.70	2.15	1.35

**SATURATION ANNOUNCEMENT PLAN**  
 Per week:  
 12 announcements..... 3.60 2.90 1.80  
 24 announcements..... 3.30 2.65 1.65  
 48 announcements..... 3.00 2.40 1.50

Additional Saturation Discounts  
 13 weeks..... 2-1/2% 52 weeks..... 10%  
 26 weeks..... 5%

**SPECIAL FEATURES**  
 News Service—AP and local news.  
**POLITICAL**  
 Payable in advance.

**UVALDE**

Uvalde County—Map Location C-7  
 See SRDS consumer market map and data at beginning of the State.

**KVOU**

(Established 1947)

Rates effective April 1, 1952.  
 Rates received March 24, 1952.  
 Owned and operated by E. J. Harpole and W. J. Harpole.

**Personnel**  
 Station Manager—Ed Williams.  
 Nat'l Sales Director—Sidney King.  
 Commercial Manager—Bill Woods.  
 Program Director—George Cooper.

**Representatives**  
 Call station collect.

**Mailing Instructions**  
 Business Office, Studio and Transmitter—1400 Batesville Road, Uvalde, Tex., Broadway 8-4555.

**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 11:00 p.m.

**Agency Commission**  
 15% to recognized agencies; no cash discount. Bills rendered first of month; payable 10 days.  
 (This listing continued on next page)



# TEXAS

## Uvalde—KVOU—Continued

**General Advertising**  
 Accepts AAAA copyrighted contract.  
 Beer advertising accepted.  
 To receive discounts, contracts must be completed within one year.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	30.00	18.00	12.00	7.50	4.50	3.00
13 times.....	28.50	17.10	11.40	7.13	4.28	2.85
26 times.....	27.00	16.20	10.80	6.75	4.05	2.70
52 times.....	25.50	15.30	10.20	6.38	3.83	2.55
104 times.....	24.00	14.40	9.60	6.00	3.60	2.40
156 times.....	22.50	13.50	9.00	5.63	3.38	2.25
260 times.....	21.00	12.60	8.40	5.25	3.16	2.10
312 times.....	19.50	11.70	7.80	4.88	2.93	1.95
500 times.....	18.00	10.80	7.20	4.50	2.70	1.80
1,000 times.....	16.50	9.90	6.60	4.20	2.50	1.65

(\*) One minute transcription or 100 words live.  
 (†) 1/2 minute transcription, 50 words live or station break.

### SPECIAL FEATURES

**News Service—AP.**  
 Five-minute newscasts every hour on the hour from 6:00 a.m. to 10:00 p.m. Regular rates apply.  
**Participating Programs**  
 "1400 Club"—9:15 a.m. to 9:45 a.m. daily. Cash giveaway show.  
 "Farm Show and Trading Post"—12:30 p.m. to 1:00 p.m.  
**Foreign Language Programs**  
 Spanish language broadcasts—2:00 p.m. to 5:00 p.m. daily except Sunday.

## VERNON

Wilbarger County—Map Location D-3  
 See SRDS consumer market map and data at beginning of the State.

### KVWC

(Established 1939)



Rates effective January 1, 1951.  
 Rates received January 8, 1951.  
 Owned and operated by Johnson-Garrison Company.

#### Personnel

President—Bobo Johnson.  
 General Manager—Joe Garrison.  
 Commercial Manager—Aubrey Rummel.

#### Representatives

Thomas F. Clark Company, Inc.  
 Southwest—Clyde Melville Company.

#### Mailing Instructions

Business Office and Studio—1813-1/2 Wilbarger St., Vernon, Tex.  
 Transmitter—One mile east of the Wilbarger County Courthouse.

#### Wave—Power—Time

Operating power—250 watts.  
 Frequency—1490 kilocycles.  
 Non-directional.  
 Licensed to operate full time.  
 Operates on Central Time.  
 Operating schedule: 6:00 a.m. to 10:00 p.m.

#### Agency Commission

15% allowed to recognized agencies; no cash discount.

#### General Advertising

Short rate billed where frequency rate is not earned.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	43.00	27.00	18.00	9.00	3.25
26 times..	39.40	24.60	15.80	8.00	3.05
52 times..	38.60	23.40	15.20	7.50	2.95
104 times..	36.40	22.20	14.60	7.00	2.85
156 times..	35.60	21.00	14.00	6.50	2.75
260 times..	33.40	19.80	13.40	6.00	2.65
312 times..	32.20	18.60	12.80	5.50	2.50

(\*) One minute or less.

### POLITICAL BROADCASTS

Rates on request.  
**Closing Time**  
 Talks, programs, continuities, etc., must be submitted at least one week in advance for review by program director (spots—24 hours.)

## VICTORIA (2 AM)

Victoria County—Map Location F-8  
 See SRDS consumer market map and data at beginning of the State.

### KNAL

(Established 1949)

Rates received June 7, 1955.  
 Owned and operated by Victoria Broadcasting Co., Inc.

#### Personnel

Manager—Jimmy Traber.  
 Commercial Manager—Warren Dentler.

#### Representatives

Hil F. Best Company.

#### Mailing Instructions

Business Office and Studio—P. O. Box 718, Victoria, Tex., Hillcrest 3-9176.  
 Transmitter—1/4 mile southeast of Victoria, Tex., on Bottom Street Road.

#### Wave—Power—Time

Operating power—500 watts.  
 Frequency—1410 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate unlimited time.  
 Operates on Central Standard Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 5:45 a.m. to 12:30 a.m.

#### Agency Commission

15% to recognized agencies on time only; no cash discount. Bills rendered last day of month by representative; payable within 10 days. No agency commission on bills past due 30 days.

### General Advertising

Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 ASCAP, SESAC and BMI licenses.  
 Beer and wine advertising accepted; no per inquiry advertising.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	40.00	24.00	16.00	10.00	6.00	4.50
13 times.....	38.00	22.80	15.20	9.50	5.70	4.25
26 times.....	36.00	21.60	14.40	9.00	5.40	4.05
52 times.....	34.00	20.40	13.60	8.50	5.10	3.90
104 times.....	32.00	19.20	12.80	8.00	4.80	3.70
156 times.....	30.00	18.00	12.00	7.50	4.50	3.50
260 times.....	28.00	16.80	11.20	7.00	4.20	3.30
312 times.....	26.00	15.60	10.40	6.50	3.90	3.10

(\*) 100 words live or one minute transcribed.  
 (†) 50 words live or 30 seconds transcribed.

### SPECIAL FEATURES

News Service—AP. Spots next to news—regular rates plus 1.00.

### POLITICAL

Regular rates apply; cash in advance.  
**Closing Time**  
 Programs close one week in advance of broadcast. Talks, programs, continuities, etc. must be submitted at least one week in advance for review by program director.

## KVIC

(Established 1939)

Rates effective August 1, 1958.  
 Rates received September 11, 1958.  
 Owned and operated by KVIC Broadcasting Co., Inc.

#### Personnel

General Manager—Harry L. Becker.  
 Commercial Manager—Wilburn "Bill" Jackson.

#### Representatives

None.

#### Mailing Instructions

Business Office and Studios—P. O. Box 725, Victoria, Texas. Hillcrest 3-9171.  
 Transmitter—Victoria, Texas.

#### Wave—Power—Time

Operating power—250 watts.  
 Frequency—1340 kilocycles.  
 Non-directional.  
 Licensed to operate full time.  
 Operates on Central Time.  
 Operating schedule: 5:00 a.m. to midnight.

#### Agency Commission

Agency commission 15% to recognized advertising agencies. Bills rendered first of month, payable 10th of month.

#### General Advertising

Affiliated with Mutual Broadcasting System.  
 Combination rates available on request with KIOX Bay City and KTLW Texas City.  
 Accepts AAAA copyrighted contract.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	40.00	24.00	16.00	10.00
13 times.....	38.00	22.80	15.20	9.50
26 times.....	36.00	21.60	14.40	9.00
52 times.....	34.00	20.40	13.60	8.50
104 times.....	32.00	19.20	12.80	8.00
156 times.....	30.00	18.00	12.00	7.50
260 times.....	28.00	16.80	11.20	7.00
312 times.....	26.00	15.60	10.40	6.50

### ANNOUNCEMENTS

	1 min.	30 sec.	20 sec.	10 sec.
1 time.....	6.00	4.50	3.38	.....
13 times.....	5.70	4.25	3.19	.....
26 times.....	5.40	4.05	3.04	2.25
52 times.....	5.10	3.90	2.93	2.13
104 times.....	4.80	3.70	2.78	2.03
156 times.....	4.50	3.50	2.63	1.95
260 times.....	4.20	3.30	2.48	1.85
312 times.....	3.90	3.10	2.33	1.75
1,000 times.....	3.12	2.48	1.86	1.65

### SPECIAL FEATURES

Foreign Language  
 Latin-American—1 hour daily.  
**Closing Time**  
 Announcements 24 hours in advance. Programs one week in advance or depending on type of program.

## WACO (2 AM)

McLennan County—Map Location E-6  
 See SRDS consumer market map and data at beginning of the State.

### KWTX

(Established 1946)



Rates effective January 1, 1956.  
 Rates received December 27, 1955.  
 Owned and operated by KWTX Broadcasting Co.

#### Personnel

Managing Director—M. N. Bostick.  
 General Manager—C. L. Hinkle.  
 Farm Director—Johnny Watkins.  
 News Director—Reid Collins.

#### Representatives

Paul H. Raymer Company, Inc.

#### Mailing Instructions

Business Office and Studio—46th and Bosque, Waco, Tex., Plaza 6-4451.  
 Transmitter—One mile southwest on Pierrard Road, Waco, Tex.

#### Wave—Power—Time

Operating power—250 watts.  
 Frequency—1230 kilocycles.  
 Non-directional.  
 Operates on Central Standard Time.  
 Operating schedule: 5:30 a.m. to 12:00 midnight.

### Agency Commission

15% to recognized agencies on station time only. No cash discount. Line fees and talent billed at actual cost to station.

### General Advertising

For combination rates see Mutual Broadcasting System.

Affiliated with KWTX-TV (Channel 10).

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	40.00	24.00	16.00	10.00
52 times.....	38.00	22.80	15.20	9.50
104 times.....	36.00	21.60	14.40	9.00
156 times.....	34.00	20.40	13.60	8.50
260 times.....	32.00	19.20	12.80	8.00
312 times.....	30.00	18.00	12.00	7.50

### One minute or less:

1 time.....	6.00	156 times.....	5.10
52 times.....	5.70	260 times.....	4.80
104 times.....	5.40	312 times.....	4.50

### SATURATION RATES

(1 minute or less, Sunday through Saturday)

	1-13 wks.	14-26 wks.	27-52 wks.
Per week:	50.00	45.00	40.00
10 spots.....	67.50	60.75	54.00
15 spots.....	80.00	72.00	64.00
20 spots.....	112.50	101.25	90.00

### SPECIAL FEATURES

News: 24 hour leased wire service available. Rates on request.

### Participating Programs

"Fallon Fare"—6:45 a.m. to 7:00 a.m. and 8:05 a.m. to 9:00 a.m., DJ Frank Fallon with music, news, time, and weather.  
 "Marvel Russel Show"—9:00 a.m. to 9:15 a.m., woman editor with news, fashions, comments, interviews, etc.  
 "The Hardin Habit" with Chuck Hardin—9:15 a.m. to 12:15 p.m. and 3:00 p.m. to 6:00 p.m. News, music, weather, interviews, remote, variety.  
 "The Wilson Way"—8:00 p.m. to 10:00 p.m., DJ Don Wilson with music, news, weather, on-the-spot news remotes, variety.

## WACO

(Established 1922)

# ABC Radio Network



Rates effective September 1, 1956.  
 Rates received August 8, 1956.  
 Owned and operated by Waco Broadcasting Co., Inc.

#### Personnel

President Wendall Mayes.  
 Vice-Pres. & Gen'l Mgr.—R. E. Lee Glasgow.  
 Chief Engineer—Jack Vinson.  
 Farm Director—Godson McKee.  
 Woman's Program Director—Mary Holliday.

#### Representatives

Weed Radio Corporation.

#### Mailing Instructions

Business Office and Studio—P. O. Box 3158, Waco, Tex. Plaza 2-6571.

#### Wave—Power—Time

Operating power—1,000 watts.  
 Frequency—1460 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate full time.  
 Operates on Central Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 5:30 a.m. to 12:00 midnight.

#### Agency Commission

15% allowed to recognized advertising agencies only on station time charges; no cash discount.

#### General Advertising

For combination rates see ABC Radio and Texas State Network.  
 In order to earn net rates quoted, contracts must be completed within twelve months.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	50.00	30.00	20.00	10.00	7.00
13 times..	47.50	28.50	19.00	9.50	.....
26 times..	45.00	27.00	18.00	9.00	6.75
52 times..	42.50	25.50	17.00	8.50	6.50
104 times..	40.00	24.00	16.00	8.00	6.25
156 times..	37.50	22.50	15.00	7.50	6.00
260 times..	35.00	21.00	14.00	7.00	5.50
312 times..	.....	.....	.....	.....	5.00
520 times..	.....	.....	.....	.....	4.50

(\*) One minute or less.

### SATURATION PACKAGES

(One Minute or Less)

1 to 4 weeks:	Each	Weekly
10 spots.....	6.00	60.00
15 spots.....	5.50	82.50
20 spots.....	5.00	100.00
5 to 13 weeks:		
10 spots.....	5.50	55.00
15 spots.....	5.00	75.00
20 spots.....	4.50	90.00

### RADIO SHORTS

10-second announcements, 50% applicable rate.

### SPECIAL FEATURES

Participating Programs  
 "Farm Fare"—5:30 a.m. to 6:15 a.m. Monday through Saturday.  
 "Music on the Go" with Godson McKee—6:15 a.m. to 9:00 a.m. Music, news & weather.  
 "Mary Holliday"—1:00 a.m. to 11:45 a.m. News and music.  
 "Afternoon Listening with Ros Wallace"—1:00 p.m. to 4:00 p.m. News, weather & music.  
 "Music on the Go"—4:00 p.m. to 7:00 p.m. Music, news, sports & weather.  
 "Waco Night Beat"—7:00 p.m. to 10:00 p.m. Music, news, sports & weather.

# WAXAHACHIE

Ellis County—Map Location F-5  
See SRDS consumer market map and data at beginning of the state.

## KBEC

(Established 1955)

Rates effective July 1, 1955. (Card No. 1.)  
Rates received March 14, 1957.  
Owned and operated by the Richard Tuck Enterprises.

### Personnel

Manager—Richard Tuck.  
Commercial Manager—Leon Joslin.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—P. O. Box 731, Waxahachie, Texas. Westmore 7-2710.  
Transmitter—Highway 287 East., Waxahachie, Tex.

### Wave—Power—Time

Operating power—500 watts, days.  
Frequency—1390 kilocycles.  
Licensed to operate daytime.  
Operates on Central Standard Time.  
Operating schedule: 5:30 a.m. to local sunset.

### Agency Commission

15% to recognized agencies; no cash discount.

### General Advertising

All contracts must be completed within 12 months.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	100 wds.	50 wds.
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	13.50	9.00	5.40	3.60
52 times.....	34.00	21.25	12.75	8.50	5.10	3.40
104 times.....	32.00	20.00	12.00	8.00	4.80	3.20
156 times.....	30.00	18.75	11.25	7.50	4.50	3.00
260 times.....	28.00	17.50	10.50	7.00	4.20	2.80
312 times.....	26.00	16.25	9.75	6.50	3.90	2.60

One minute transcriptions—100 word rate.  
30-second transcriptions—50 word rate.

### SPECIAL FEATURES

Local and state news 31 times daily, on the hour and half-hour. Sporting events—rates on request.

### Participating Programs

"KBEC Farm Hour"—5:30 a.m. to 6:00 a.m.  
"Check Breakfast Hour"—6:00 a.m. to 7:00 a.m.  
"Coffee Cup"—7:00 a.m. to 8:30 a.m.  
"Don't Say Hello"—8:30 a.m. to 11:00 a.m.  
"1390 Club"—3:30 p.m. to 4:30 p.m.  
"Western Roundup"—4:30 p.m. to 5:15 p.m.

### POLITICAL

Regular rates apply; cash and copy in advance.

## ADVERTISEMENT

### KLIF—Dallas

KLIF has primary interest in Waxahachie, Texas . . . serving this market with 2 mv/m, daytime. Its 50,000-watt power extends to provide 0.5 mv/m coverage of 72 Texas counties . . . popular, independent program appeal.  
See KLIF in Dallas section.

# WEATHERFORD

Parker County—Map Location E-5  
See SRDS consumer market map and data at beginning of the state.

## KZEE

(Established 1956)

Rates effective August 1, 1958.  
Rates received August 4, 1958.  
Owned and operated by Horace C. Boren.

### Personnel

President—Horace C. Boren.  
Manager—Gene Stanley.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—P. O. Box 306, Weatherford, Tex.  
Transmitter—Weatherford, Tex.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1220 kilocycles.  
Non-directional.  
Operates on Central Standard Time.  
Operating schedule: local sunrise to local sunset.

### Agency Commission

15% to recognized agencies; no cash discount. Bills rendered first of month and payable within 10 days.

### General Advertising

ASCAP, BMI and SESAC licenses.

### GENERAL RATES

1 hour.....	28.00	5 minutes.....	5.95
1/2 hour.....	18.00	1 minute.....	4.00
1/4 hour.....	12.00	30 seconds.....	3.00

### ANNOUNCEMENT PACKAGE DISCOUNTS

12 announcements per week.....	10%
24 announcements per week.....	20%
48 announcements per week.....	30%

### SPECIAL FEATURES

News Service—AP.

### POLITICAL

Regular rates apply, payable in advance.

# WESLACO AREA (2 AM)

Hidalgo County—Map Location E-10  
See SRDS consumer market map and data at beginning of the State.

## KRGV

WESLACO

(Established 1927)

Rates effective July 15, 1957. (Card No. N-1.)  
Card received October 7, 1957.  
Owned and operated by The LBJ Company.

### Personnel

General Manager—J. C. Kellam.  
Station Manager—Charles L. Brooks.  
Nat'l Sales Manager—Bill Rucker.  
Farm Director—Charlie Rankin.

### Representatives

Paul H. Raymer Co., Inc.

### Mailing Instructions

Business Office and Studios—309 Missouri St., Weslaco, Texas, Woodlawn 8-3131.  
Transmitter—Base Line Road, north of Mercedes, Tex.

### Wave—Power—Time

Operating power—5,000 watts.  
Frequency—1290 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time on regional channel.  
Operates on Central Standard Time.  
Operating schedule: 5:30 a.m. to midnight, Monday through Saturday; 7:00 a.m. to midnight, Sunday.

### Agency Commission

15% to recognized agencies on time and talent; no cash discount. Bills for gross charges rendered monthly and payable within 15 days.

### General Advertising

For combination rates see NBC Radio Network. Rates include music copyright fees, as licensed. BMI, ASCAP and SESAC licenses.  
Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.  
Program includes station time and one announcer on duty.

Programs 10 minutes or less and announcements are subject to removal by programs of 15 minutes or more. Rates are guaranteed for a period of one year from the date of the first broadcast, with or without interruption, provided a schedule of 26 times or more is broadcast. No broadcast to exceed one year's duration. Announcements and programs cannot be combined to earn larger discounts. Two or more program units of 15 minutes or more broadcast on the same day for the same sponsor within the same time bracket may be combined to earn the 1/2 hour or one hour rate whichever applies. All programs so combined may be scheduled contiguously at the station option on 28 days' notice. Discounts allowed retroactively on total number of broadcasts within one year. Continuous frequency discounts apply on renewals of contracts broadcast without interruption for one year or more. Advertising of alcoholic beverages other than beer and wine not accepted.

Length of commercial copy:	—Programs—
5 minutes.....	1:30 minutes
15 minutes.....	3:00 minutes
30 minutes.....	5:00 minutes
60 minutes.....	7:30 minutes

(6:00 a.m. to midnight)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	66.00	39.60	26.40	16.50	11.00	6.60
26 times.....	64.35	38.60	25.75	16.10	10.75	6.45
52 times.....	62.70	37.60	25.10	15.70	10.45	6.30
104 times.....	59.40	35.65	23.75	14.85	9.90	5.95
156 times.....	56.10	33.65	22.45	14.05	9.35	5.60
260 times.....	52.80	31.70	21.10	13.20	8.80	5.30
312 times.....	49.50	29.70	19.80	12.40	8.25	4.95
520 times.....	.....	.....	.....	.....	7.70	4.60

(\*) One minute or 125 words.

(†) Station break.

10-second ID's—50% of 1-minute rate.

### WEEKLY SPOT PACKAGES

(Run-of-schedule)

To be used in a 7-day period:	1 min.	50 wds.
14 times.....	115.50	69.30
21 times.....	161.70	96.60
28 times.....	201.60	119.00
35 times.....	234.50	138.25

10-second ID's—50% of 1-minute Package rate.

### SPECIAL FEATURES

News Service—AP and local coverage.  
Newscasts take regular rates plus 20% of base rate, not subject to frequency discount.  
(5:55 a.m. to 12:00 midnight daily)

### News—

1/4 hour:			
1 time.....	31.70	156 times.....	27.75
26 times.....	31.05	260 times.....	26.40
52 times.....	30.40	312 times.....	25.10
104 times.....	29.05	520 times.....	.....

### 5 minutes:

1 time.....	19.80	156 times.....	17.35
26 times.....	19.40	260 times.....	16.50
52 times.....	19.00	312 times.....	15.70
104 times.....	18.15	520 times.....	.....

### 2-1/2 minutes:

1 time.....	13.20	156 times.....	11.25
26 times.....	12.90	260 times.....	10.55
52 times.....	12.55	312 times.....	9.90
104 times.....	11.90	520 times.....	9.25

3 or more news programs in any day earn a 10% discount.

### POLITICAL

Political talks and announcements accepted at regular rates. Requests for political broadcasts must be made to the station or its representatives in writing 72 hours in advance of broadcast; payment must be made 24 hours in advance.

### TRANSCRIPTIONS

Library Service—World.  
Library service charge (additional to station time):  
5 minutes gross..... 1.15  
30 minutes gross..... 5.75  
15 minutes gross..... 3.45  
60 minutes gross..... 9.20  
Instantaneous reference recording: On request recordings will be provided one each 13 week period to sponsors at no charge. Additional recordings will take regular recording rates as follows: 10 or 12 inch disc, one side, 4.00; both sides, 6.00, 16 inch disc, one side, 6.00; both sides, 8.00.

# TEXAS

## XEFD

RIO BRAVO, MEX.

(Established 1954)

Rates effective January 1, 1955.  
Rates received August 5, 1955.  
Owned and operated by Jose Ma. Villarreal.

### Personnel

Pres. & Gen'l Mgr.—Jose Maria Villarreal.

### Representatives

All-States Radio and Television Representatives.

### Mailing Instructions

P. O. Box 338, Laredo, Tex.  
Business Office—Reynosa, Matamoros Hwy., Weslaco, Tex.  
Studio and Transmitter—Rio Bravo, Mexico.

### Wave—Power—Time

Operating power—5,000 watts days; 250 watts nights.  
Frequency—590 kilocycles.  
Non-directional.

Licensed to operate unlimited time.

Operates on Central Standard Time.

Operating schedule: 5:55 a.m. to 11:00 p.m.

### Agency Commission

15% to recognized agencies; no cash discount.

### General Advertising

Entire schedule broadcast in Spanish.  
Rates include music copyright fees.  
Translation of English copy into Spanish free of charge.

P.I. basis campaign or contracts not accepted.

All rates guaranteed for one year from date of first broadcast, with or without interruption, when covered by duly signed and accepted contract.

	1 hr.	1/2 hr.	1/4 hr.	(*)
1 time.....	36.00	21.60	14.40	4.00
26 times.....	34.20	20.52	13.68	3.80
52 times.....	32.40	19.44	12.96	3.60
104 times.....	30.60	18.36	12.24	3.40
156 times.....	28.80	17.28	11.52	3.20
260 times.....	27.00	16.20	10.80	3.00

(\*) One minute or less.

No frequency discounts.

### SPECIAL FEATURES

News Service available. Rates on request.  
"Variedades Musicales"—3:00 p.m. to 4:00 p.m. Monday through Sunday.

### POLITICAL AND RELIGIOUS

Not accepted.

### TRANSCRIPTIONS

Library Service—Thesaurus, Capitol.  
Mexican Library Service—Mussart, Panart.

## When Media Buyers Submit Proposed Schedules

they frequently are called on to justify their selections. That's when they need data to back up media claims of superiority, not generalities, vague adjectives, unqualified or unproved statements that leave them confused or doubtful.

Experienced buyers of space find that it pays to consult the informative Service-Ads of media adjoining the listings in SRDS monthly publications.

Here they find useful marketing information and other "supporting evidence," supplementing and expanding listing data, to justify their media selections. Service-Ads in SRDS publications frequently provide information that can be used in media presentations.

GXBF-123

**TEXAS**

**WICHITA FALLS (3 AM)**

Wichita County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

**KSYD**

(Established 1947)



Rates effective December 1, 1957. (Card No. 2.)  
Card received December 2, 1957.

Owned and operated by Grayson Enterprises.

**Personnel**

President—Sydney A. Grayson.  
Production Manager—Mike Ambrose.  
Manager—Earl Burnam.  
Sales Manager—Abe Lincoln.

**Representatives**

Venard, Rintoul & McConnell, Inc.  
Regional—Clyde Melville Company.

**Mailing Instructions**

Business Office—P. O. Box 2130, Wichita Falls, Tex.,  
telephone 3-6761.  
Studio—825 Indiana Ave.  
Transmitter—Wichita Falls, Tex.

**Wave—Power—Time**

Operating power—10,000 watts days; 1,000 watts nights.  
Frequency—990 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate full time on regional channel.  
Operates on Central Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:00 a.m. to midnight.

**Agency Commission**

15% to recognized agencies on time and talent; no cash discount. Remote charges not commissionable.

**General Advertising**

Affiliated with Mutual Broadcasting System.  
Rates include music license fee.  
BMI, ASCAP and SESAC licenses.  
Discounts allowed retroactively on total number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts but two or more program units of 15 minutes or more, broadcast on the same day for the same sponsor and within the same time bracket, may be combined to earn the half hour or the one hour rate. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year duration. After first year, advertisers may continue at the same discount, until schedule is reduced or interrupted. The advertiser who avails himself of this continuing discount policy must begin a new contract period for quantity discount purposes when he reduces or resumes his schedule.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
Open.....	90.00	60.00	36.00	24.00	18.00	12.00	8.00
26 times....	84.00	56.00	33.50	22.80	16.75	11.20	7.40
52 times....	78.00	52.00	31.00	21.60	15.50	10.40	7.00
104 times....	72.00	48.00	28.50	20.40	14.25	9.60	6.60
156 times....	66.00	44.00	26.00	19.20	13.00	8.80	6.20
260 times....	60.00	40.00	23.50	18.00	11.75	8.00	5.80
312 times....	54.00	36.00	21.00	16.80	10.50	7.20	5.40
520 times....	48.00	32.00	18.50	15.60	9.25	6.40	5.00

**SATURATION PACKAGES**  
(Fixed but not guaranteed position)

	12 tl.	18 tl.	24 tl.	30 tl.
Per week:	12 tl.	18 tl.	24 tl.	30 tl.
1 minute.....	86.40	122.40	153.60	180.00
Station breaks.....	64.80	90.00	110.40	126.00

**Additional Discounts**

Schedules run between 10:30 p.m. and 6:00 a.m. take 25% discount from above rates.  
Quickies (15 words or 10 seconds) take 50% discount from earned 1/2 minute rate.

**SPECIAL FEATURES**

News Service—UPI. News rates 20% of one-time applicable base rate.  
Time signals, weather and temperature reports available—rates on request.

**POLITICAL**

Both programs and announcements are accepted on the basis of conformity with Federal Communications Act, with the rules and regulations of the Federal Communications Commission and to all other statutes, rules and regulations, both federal and/or state.

**TRANSCRIPTIONS**

Library Service—World, Sesac.

**Closing Time**

Ten days in advance for inclusion in printed program schedules.

**KTRN**

(Established 1946)



Rates effective March 1, 1957. (Card No. 5.)  
Card received March 1, 1957.

Owned and operated by Texoma Broadcasting Co. of Wichita Falls.

**Personnel**

General Manager—A. Boyd Kelley.  
Prog. & Prod. Mgr.—Bill Gordon.

**Representatives**

The Bolling Company, Inc.

**Mailing Instructions**

Business Office and Studio—917-1/2 Scott Ave.,  
Wichita Falls, Texas. Phone 322 5214.  
Transmitter—Five miles northwest of Wichita Falls,  
Tex.

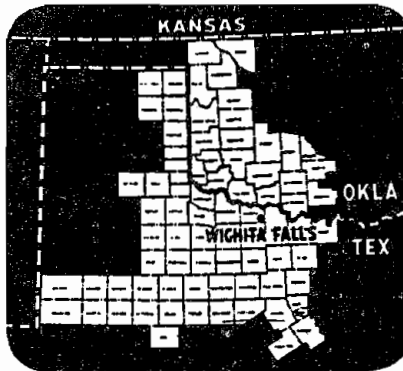
In the Big, Rich  
Southwest . . .

**KWFT**

Wichita Falls, Texas  
delivers

**BIG**

NCS NO. 2  
CIRCULATION



Based on NCS #2 weekly daytime circulation (108,300 homes), KWFT delivers the 73rd market in the U.S. Includes 77 counties with over \$1 1/2 billion total retail sales (Consumer Markets, 1958).

AT LOWEST  
COST PER 1000  
PLUS

**BIG**  
BONUS COVERAGE

. . . in KWFT's gigantic 1/2 mv/m area: 1,201,407 total households; nearly \$5 billion total retail sales!



See your H-R representative

or Clarke Brown man

**KWFT**  
*The Voice of the Rich Southwest*

WICHITA FALLS, TEXAS



**BEN LUDY**

Pres. & Gen. Mgr.

5 KW

at 620

Day & Night

**Wave—Power—Time**

Operating power—5,000 watts days; 1,000 watts nights.  
Frequency—1290 kilocycles.  
Directional—nighttime only.  
Licensed to operate unlimited time.  
Operates on Central Standard Time.  
Operating schedule: 5:30 a.m. to 12:00 midnight.

**Agency Commission**

15% to recognized agencies on time only; no cash discount. Bills rendered 1st of month; payable 10th of month.

**General Advertising**

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
In order to earn net rates quoted, contracts must be completed within twelve months.  
Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.  
All contracts subject to cancellation by either party upon 14 days written notice.  
All programs subject to change of time upon 28 days notice.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min. or less
1 time....	90.00	60.00	30.00	18.00	12.00
26 times..	84.45	56.30	33.80	16.90	11.20
52 times..	78.00	52.00	31.20	15.60	10.40
104 times..	72.00	48.00	28.80	14.40	9.60
156 times..	66.00	44.00	26.40	13.20	8.80
260 times..	60.00	40.00	24.00	12.00	8.00
312 times..	54.00	36.00	21.60	10.80	7.20

**SPECIAL FEATURES**

News Service—AP and local news.  
News reports, sports and special events—rates on request.

**POLITICAL**

Regular rates apply. Commercial political program broadcasts are acceptable with payment and copy to be furnished the station 48 hours in advance.

**TRANSCRIPTIONS**

Instantaneous reference recordings: 15 minutes, 5.00 per program; 30 minutes, 7.50 per program.

**KWFT**

(Established 1939)

**CBS Radio Network**



Rates effective January 9, 1958. (Card No. 7.)  
Card received February 13, 1958.

Owned and operated by North Texas Radio, Inc.

**Personnel**

Pres. & Gen'l Mgr.—Ben Ludy.  
Assistant Manager—Lew Dickensheets.  
Sales Manager—Les Pierce.

**Representatives**

H-R Representatives, Inc.  
Clarke Brown Company.

**Mailing Instructions**

Business Office and Studio—904 Travis St., P. O. Box 420, Wichita Falls, Tex. Phone 723-4181.  
TWX 8364.  
Transmitter—three miles west of Wichita Falls, Tex

**Wave—Power—Time**

Operating power—5,000 watts.  
Frequency—620 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time on regional channel.  
Operates on Central Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:00 a.m. to 12:05 a.m. weekdays; 6:00 a.m. to 12:05 a.m. Sunday.

**Agency Commission**

15% to recognized agencies on net time only; no cash discounts.

**General Advertising**

For combination rates on CBS Radio Network (Supplementary Stations).  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption. 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.	10 min.	5 min.	1 min.
1 time....	150.00	90.00	60.00	45.00	30.00	15.00
26 times..	146.25	87.75	58.50	43.88	29.25	14.63
52 times..	142.50	85.50	57.00	42.75	28.50	14.25
104 times..	138.75	82.25	55.50	41.63	27.75	13.88
156 times..	135.00	81.00	54.00	40.50	27.00	13.50
260 times..	120.00	72.00	48.00	36.00	24.00	12.00
312 times..	112.50	67.50	45.00	33.75	22.50	11.25

**WEEKLY SATURATION PLANS**

	Each	Per wk.
12 announcements per week.....	11.00	132.00
18 announcements per week.....	10.61	191.00
24 announcements per week.....	10.21	245.00
Run-of-schedule "shorties" (10-second maximum)—50% of applicable rate.		

**SPECIAL FEATURES**

News Service—UPI, AP.

**News-Weather-Market Rates**

15 minutes.....	10.00
10 minutes.....	7.50
5 minutes.....	5.00

# UTAH

## Map Explanation

Road 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.

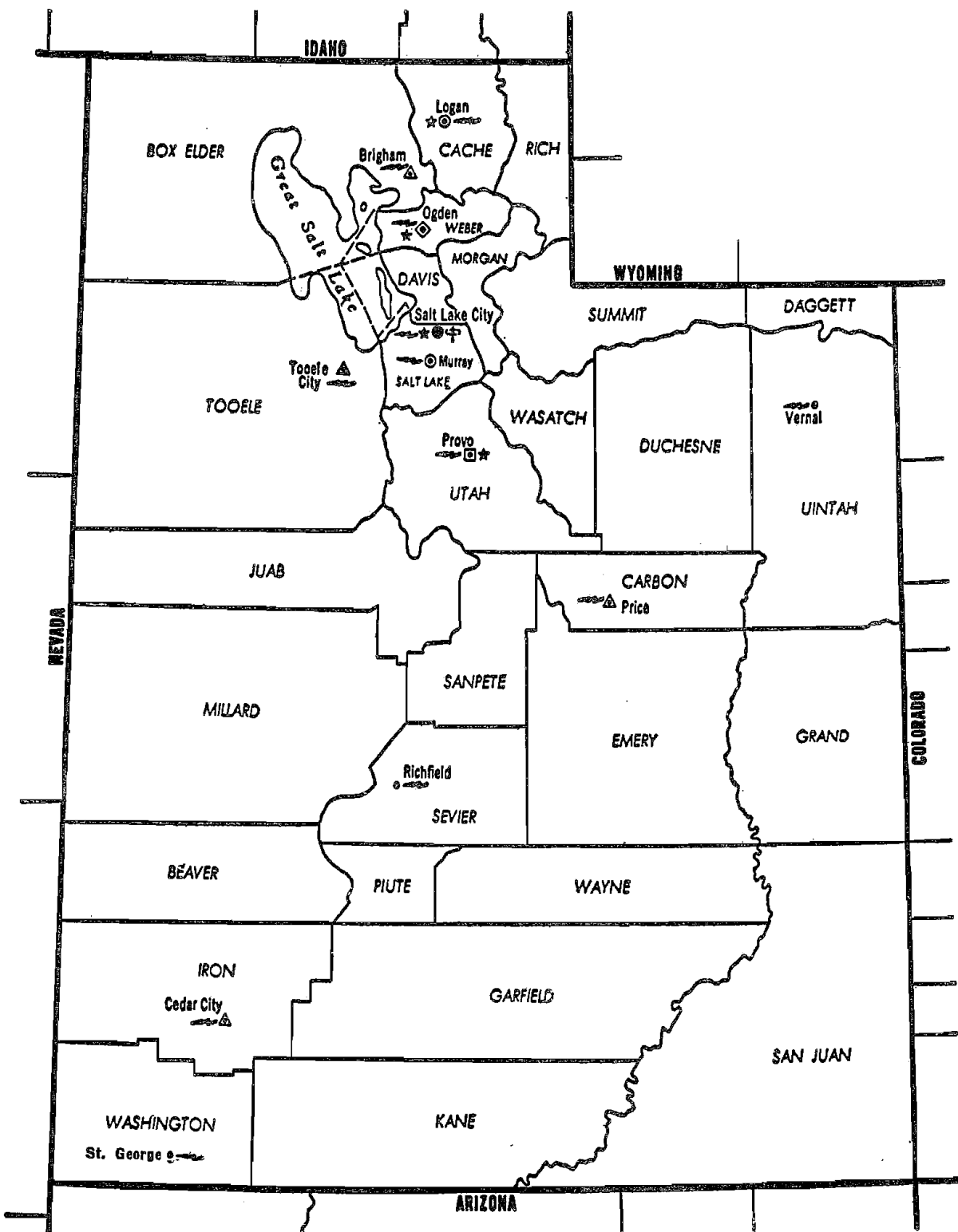
Symbols Designate Types of Media.  
 ☆ Newspaper    ↗ Radio    ⓧ Television

COUNTY NAMES ARE IN ITALIC TYPE



SCALE OF MILES

Applicable to UTAH only





# SRDS Consumer Market Data

## STATE, COUNTY, CITY, METROPOLITAN AREA DATA

**CITIES AND COUNTIES**

This list shows counties in which cities are located. Cities are first, counties next.

Ogden—Weber

Provo—Utah

Salt Lake City—Salt Lake

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)
UTAH STATE TOTALS...	880.4	246.11	1,237,419	5,028	925,733	205,776	36,245	133,780	39,493	45,624	180,751	98,236	78.4	174,216
BEAVER D-10.....	5.4	1.53	5,164	3,375	4,536	392	118	971	155	33	392	1,400	1.3	3,335
BOX ELDER D-5.....	23.6	6.43	25,792	4,011	22,301	4,470	609	1,668	396	956	4,884	3,182	7.1	21,237
CACHE F-5.....	42.0	11.68	38,905	3,331	34,968	5,494	885	5,308	1,410	1,406	5,747	4,413	8.5	14,754
CARBON G-8.....	34.1	9.00	39,412	4,379	25,693	5,473	650	5,678	546	811	5,994	3,238	1.4	1,968
DAGGETT H-6.....	.3	.09	591	6,567	158	.....	.....	128	.....	.....	.....	.....	.2	506
DAVIS F-6.....	42.8	11.28	55,333	4,905	30,974	9,506	1,536	1,386	775	2,126	7,133	3,983	4.9	9,631
DUCHESNE G-7.....	8.9	2.19	6,495	2,966	7,358	1,277	698	1,634	144	145	926	1,106	4.2	5,231
EMERY G-9.....	6.5	1.75	6,811	3,892	2,557	455	93	710	.....	.....	.....	1,049	2.7	2,071
GARFIELD F-10.....	3.6	.90	4,382	4,869	2,109	254	84	385	19	.....	288	740	1.2	1,485
GRAND H-9.....	1.9	.57	3,144	5,516	4,881	347	167	1,607	75	94	640	1,141	.3	454
IRON D-10.....	12.0	3.19	15,623	4,897	16,630	2,847	516	1,428	575	1,033	5,593	1,709	.9	4,601
JUAB E-8.....	5.8	1.68	7,464	4,443	5,185	1,065	257	372	90	333	1,236	1,163	.4	3,799
KANE F-11.....	2.3	.60	2,392	3,987	1,974	253	86	451	8	.....	111	559	.2	897
MILLARD D-9.....	10.7	2.87	8,595	2,995	9,068	970	199	1,480	37	134	1,995	1,636	3.5	11,600
MORGAN F-6.....	2.6	.73	2,096	2,871	2,927	820	162	187	.....	.....	819	321	.9	1,926
PIUTE E-10.....	1.9	.50	2,148	4,296	426	206	.....	.....	.....	46	.....	184	.8	1,358
RICH F-5.....	1.5	.42	1,867	4,445	713	62	.....	60	.....	.....	.....	370	1.1	3,530
SALT LAKE F-6.....	358.9	104.84	600,472	5,728	466,705	103,251	19,159	75,056	20,860	24,223	89,292	40,587	8.0	12,000
Salt Lake City.....	227.1	69.36	456,055	6,575	396,775	78,668	16,143	68,332	19,801	21,317	75,588	30,859	.....	.....
Salt Lake City Metro Area.....	358.9	104.84	600,472	5,728	466,705	103,251	19,159	75,056	20,860	24,223	89,292	40,587	.....	.....
SAN JUAN H-11.....	6.4	1.38	9,266	6,714	5,364	596	136	1,141	.....	.....	925	506	1.1	2,916
SANPETE F-8.....	14.0	4.04	12,337	3,054	10,054	2,094	433	1,468	316	584	1,644	851	1.9	12,902
SEVIER F-9.....	13.7	3.83	14,605	3,813	17,310	2,644	611	1,798	519	667	6,411	1,380	3.3	11,434
SUMMIT G-6.....	5.8	1.65	5,315	3,221	5,076	342	244	1,019	.....	.....	1,847	983	1.8	3,513
TOOELE D-6.....	21.4	6.03	21,538	3,572	14,999	4,287	667	1,262	588	28	3,364	3,026	.9	1,205
UINTAH H-7.....	12.2	3.06	12,520	4,092	9,335	1,489	100	1,825	330	304	2,311	1,551	3.9	4,821
UTAH F-7.....	108.9	27.99	149,819	5,353	88,430	22,215	3,896	14,198	3,402	4,237	18,048	10,711	8.4	19,118
Provo.....	39.5	10.28	61,434	5,976	46,204	9,543	1,852	8,426	2,925	2,901	11,192	4,056	.....	.....
WASATCH F-7.....	6.2	1.65	7,483	4,535	5,603	1,184	132	872	31	150	1,168	387	1.2	2,886
WASHINGTON D-11.....	11.6	3.06	12,918	4,222	11,149	1,820	236	1,249	345	378	2,512	1,826	1.8	4,636
WAYNE G-10.....	2.2	.53	2,626	4,955	593	53	.....	235	.....	.....	87	.....	.8	1,623
WEBER F-5.....	113.2	32.64	162,306	4,973	118,657	31,910	4,571	10,204	8,872	7,936	17,384	10,234	5.7	8,779
Ogden.....	70.1	21.42	112,806	5,266	106,396	27,876	4,370	9,560	8,872	6,397	16,500	7,812	.....	.....
Ogden Metro Area.....	113.2	32.64	162,306	4,973	118,657	31,910	4,571	10,204	8,872	7,936	17,384	10,234	.....	.....

## 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	246,110	238,670	.4879
Beaver	1,530	1,480	.0030
Box Elder	6,430	6,250	.0128
Cache	11,680	11,350	.0232
Carbon	9,000	8,660	.0177
Daggett	90	80	.0002
Davis	11,280	10,980	.0224
Duchesne	2,190	2,110	.0043
Emery	1,750	1,670	.0034
Garfield	900	850	.0017
Grand	570	530	.0011
Iron	3,190	3,100	.0063
Juab	1,680	1,630	.0033
Kane	600	580	.0012
Millard	2,870	2,760	.0056
Morgan	730	720	.0015
Piute	506	480	.0010
Rich	420	400	.0008
Salt Lake	104,840	101,910	.2084
San Juan	1,380	1,140	.0023
Sanpete	4,040	3,890	.0080
Sevier	3,830	3,720	.0076
Summit	1,650	1,600	.0033
Tooele	6,030	5,860	.0120
Uintah	3,060	2,920	.0060
Utah	27,990	27,210	.0556
Wasatch	1,650	1,600	.0033
Washington	3,060	2,950	.0060
Wayne	530	510	.0010
Weber	32,640	31,730	.0649

## UTAH

See SRDS consumer market map and data at beginning of the State.

### BRIGHAM CITY

Box Elder County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

### KBUH

(Established 1948)

Rates effective January 1, 1957.  
Rates received September 20, 1957.  
Revisions effective September 1, 1952; received August 11, 1952.

Owned and operated by Ravella M. Bone.

Personnel  
Owner—Ravella M. Bone.  
General Manager—Wade M. Ebeling.  
Commercial Manager—Arthur Fishler.

Representatives  
None.

Mailing Instructions

Business Office and Studio—948 W. Forest Road, Brigham City, Utah, telephone 948.  
Transmitter—948 W. Forest Road, Brigham City, Utah.

Wave—Power—Time  
Operating power—250 watts days.  
Frequency—800 kilocycles.

Non-directional.  
Licensed to operate daytime.  
Operates on Mountain Time.  
Operating schedule: Sunrise to sunset.

Agency Commission

15% to recognized agencies on time only; no cash discount. Bills payable 1st of month; payable when rendered.

General Advertising

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
ASCAP, BMI licenses.  
Rates include music copyright fees.  
Advertising of beer and wine accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	36.00	22.00	15.00	7.50
52 times.....	30.00	18.30	12.50	6.20
156 times.....	26.00	16.30	11.00	5.50
260 times.....	23.00	14.60	10.00	5.00
521 times.....	22.00	14.00	8.00	4.00
ANNOUNCEMENTS				
	1 min.	30 sec.	15 sec.	
1 time.....	3.80	3.20	2.00	
52 times.....	3.60	2.50	1.80	
156 times.....	3.20	2.20	1.70	
260 times.....	3.00	2.00	1.60	
521 times.....	2.40	1.80	1.50	

### CLASS "B"

(All other times)

Class "A" rates less 25%.  
SPECIAL SPOT PACKAGE  
Three 50 word spots daily, run-of-station, morning, afternoon and evenings. For three consecutive months each, 3.00.

SPECIAL FEATURES

5-minute newscasts, each 4.00.  
POLITICAL  
One time rates apply. Payable in advance.  
Closing Time  
24 hours in advance of broadcast.

### CEDAR CITY

Iron County—Map Location D-10  
See SRDS consumer market map and data at beginning of the State.

### KSUB

(Established 1937)



Rates effective .....  
Rates received February 3, 1958.  
Owned and operated by Southern Utah Broadcasting Company.

Personnel  
President—Samuel B. Nissley.  
General Manager—Louis T. Sayre.  
Sales Manager—Walter V. Lowe.  
Program Director—Donald E. Cartwright.

Representatives  
None.

Mailing Instructions

Business Office and Studio—189 N. Main St., P. O. Box 811, Cedar City, Utah, telephone 590, TWX CDR 282.

Transmitter—Cedar City, Utah.

Wave—Power—Time  
Operating power—1,000 watts.  
Frequency—590 kilocycles.

Directional—nighttime only.  
Licensed to operate unlimited time.  
Operates on Mountain Time.  
Daylight Saving Time not observed.  
Operating schedule: 8:00 a.m. to midnight.

Agency Commission

15% to recognized advertising agencies; no cash discount. No discounts on talent. Bills due when rendered.

General Advertising

Affiliated with CBS Radio Network.  
The frequency discount will be allowed retroactively on the number of announcements or the number of programs, five minutes or more in length, broadcast within a year.

(This listing continued on next page)

Cedar City—K S U B—Continued

Announcements cannot be combined with the program broadcasts of five minutes or more to earn the frequency discount.

Table with 7 columns: 1 ti., 13 ti., 26 ti., 52 ti., 104 ti., (†), and rates for 1 hour, 1/2 hour, 1/4 hour, 1 minute, 30 seconds, and 20 words.

(\*) Maximum 10 seconds. (†) 312 or more times. SPECIAL FEATURES: Time signals and weather reports—regular rates apply.

POLITICAL: Regular rates apply; cash in advance. TRANSCRIPTIONS: Library Service—World. Closing Time: Twenty-four hours in advance of broadcast.

CENTERVILLE

Davis County—Map Location F-6. See SRDS consumer market map and data at beginning of the State.

(Call letters not received) (C.P. 1600 kc., 1,000 watts days) Bountiful Broadcasting Co. 811 S. 5th West Bountiful, Utah (C.P. 1s for Centerville)

LOGAN (2 AM)

Cache County—Map Location F-5. See SRDS consumer market map and data at beginning of the State.

K LGN

(Established 1954)

Rates effective November 1, 1956. Rates received December 31, 1956. Owned and operated by Atlas Engineering Co.

Personnel: Pres. & Gen'l Mgr.—Obad C. Haycock. Station Manager—Bruce R. Hyman. Sales Representative—Dee F. Jensen. Representatives: George T. Hopewell, Inc. Mailing Instructions: Business Office and Studio—RFD No. 1, P. O. Box 231, Logan, Utah.

Wave—Power—Time: Operating power—1,000 watts. Frequency—1390 kilocycles. Non-directional. Licensed to operate to local sunset. Operates on Mountain Standard Time.

Agency Commission: 15% to recognized agencies on time only; no cash discount. Bills rendered first of month; payable by 10th.

General Advertising: For combination rates see Great Western Network. Rates include music copyright fees. ASCAP and BMI licenses. The following rates apply to national and regional advertising.

SPOT ANNOUNCEMENTS

Table with 5 columns: 5 ti., 10 ti., 15 ti., 20 ti., 25 ti. and rows for 1-12 weeks and 13-26 weeks.

PROGRAMS

Table with 7 columns: 1 ti., 2 ti., 3 ti., 5 ti., 7 ti. and rows for 5 minutes, 15 minutes, and 30 seconds.

SPECIAL FEATURES: News Service—AP. No extra charge. POLITICAL: Regular rates apply. Cash in advance. Closing Time: 48 hours in advance of broadcast.

KVNU

(Established 1938)

Intermountain Network

Rate card dated November, 1945. (Card No. 4.) Card received September 2, 1952. Owned and operated by the Cache Valley Broadcasting Company.

Personnel: General Manager—Reed Bullen. Representatives: Intermountain Network represented by Avery-Knodel, Inc.

Mailing Instructions: Business Office and Studio—1393 N. Main St., Logan, Utah, telephone 1400. Transmitter—Logan, Utah.

Wave—Power—Time: Operating power—1,000 watts. Frequency—610 kilocycles. Directional—nighttime only. Licensed to operate unlimited time. Operates on Mountain Standard Time.

Agency Commission: Agency commission 15% to recognized advertising agencies; no cash discount; no discounts on talent. Bills due when rendered.

General Advertising

For combination rates see Mutual Broadcasting System, Intermountain Network and Keystone Network. (12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m.)

Table with 7 columns: 1 ti., 2 ti., 3 ti., 4 ti., 5 ti., 6 ti., 7 ti. and rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 6:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m., 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

DISCOUNTS

18 week contract..... 15% 52 week contract..... 25% 26 week contract..... 20%

ANNOUNCEMENTS

(12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m.)

Table with 5 columns: 1 ti., 6 ti., 13 ti., 26 ti., 52 ti. and rows for 100 words, 50 words, 100 words, 50 words, Additional discount of 10% on contract for 300 or more times.

SPECIAL FEATURES

News Service—UPI. Weather forecasts, time signals and other similar services require special rates which will be furnished on request.

POLITICAL TALKS

Regular rates apply; cash in advance. Closing Time: All talks must be submitted in manuscript form prior to 12:00 noon of the day preceding the broadcast.

MOAB

Grand County—Map Location H-9. See SRDS consumer market map and data at beginning of the State.

KURA

Intermountain Network

(C.P. 1450 kc., 250 watts unlimited) R. L. McAllister, 5125 Wichita St., Ft. Worth, Texas. Affiliated with Mutual Broadcasting System. (C.P. 1s for Moab)

MURRAY

Salt Lake County—Map Location F-6. See SRDS consumer market map and data at beginning of the State.

KMUR

(Established 1948)

Rates effective September 1, 1958. Rates received August 15, 1958. Owned and operated by O. J. Wilkinson.

Personnel: General Manager—George I. Norman, Jr. Representatives: None. Mailing Instructions: Business Office and Studio—4646 S. State St. Salt Lake City 7, Utah; Amherst 6-4419. Transmitter—4646 S. State St., Murray, Utah.

Wave—Power—Time: Operating power—250 watts. Frequency—1230 kilocycles. Non-directional. Licensed to operate unlimited time. Daylight Saving Time not observed. Operates on Mountain Time. Operating schedule: 24 hours daily.

Agency Commission: 15% to recognized agencies on time; no cash discount. Bills rendered 1st of month; payable within 10 days.

General Advertising: Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Premium programs, adjacencies and insertions require one time rate. Rates do not include talent, extra charges and participation in special events.

The following rates apply to all hours.

Table with 5 columns: 1 wk., 13 wks., 26 wks., 52 wks. and rows for 1 time per week, 5 minutes, 1 minute, 30 seconds, 2 times per week, 5 minutes, 1 minute, 30 seconds, 3 times per week, 5 minutes, 1 minute, 30 seconds, 5 times per week, 5 minutes, 1 minute, 30 seconds, 6 times per week, 5 minutes, 1 minute, 30 seconds, 12 times per week, 5 minutes, 1 minute, 30 seconds.

SATURATION PACKAGES

Table with 4 columns: 24 Plan, 48 Plan, 96 Plan and rows for 1 minute, 30 seconds, Quickies.

SPECIAL FEATURES

News Service—UPI. POLITICAL: Regular rates apply; payable in advance. Closing Time: Twenty-four hours in advance of broadcast. (D)

OGDEN (3 AM)

Weber County—Map Location F-5. See SRDS consumer market map and data at beginning of the State.

KKOG

(Established 1947)

Rates effective March 1, 1956. Rates received February 20, 1956. Owned and operated by KOPP, Inc.

Personnel: General Manager—Robert K. Hansen. Commercial Manager—Roger D. Thomsen. Program Director—C. Leon Jorgensen.

Representatives: Radio-TV Representatives, Inc. Mailing Instructions: Business Office and Studio—P.O. Box 107, West 12th St., Ogden, Utah. Export 4-3476.

Wave—Power—Time: Operating power—1,000 watts days. Frequency—730 kilocycles. Non-directional. Licensed to operate daytime. Operates on Mountain Time.

Operating schedule: Jan... 8:00 a.m.-5:30 p.m. July... 5:00 a.m.-8:00 p.m. Feb... 7:30 a.m.-8:00 p.m. Aug... 5:30 a.m.-7:30 p.m. Mar... 6:45 a.m.-6:30 p.m. Sept... 6:15 a.m.-6:45 p.m. Apr... 5:45 a.m.-7:00 p.m. Oct... 6:45 a.m.-5:45 p.m. May... 5:15 a.m.-7:45 p.m. Nov... 7:15 a.m.-5:15 p.m. June... 5:00 a.m.-8:00 p.m. Dec... 7:45 a.m.-5:00 p.m.

Agency Commission: 15% to recognized agencies; 2% cash discount. Bills payable by 10th of month following service. Transient accounts payable in advance. No commission paid on program charges.

General Advertising: Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, and BMI licenses.

All frequency discounts must be earned within a period of one year from starting date. Program periods and announcements cannot be combined to earn additional discounts. Only smaller units of time than specified in original contract will be charged for under same discount bracket as original contract.

Station may at its discretion take part or all of the time specified herein by making available to advertisers other time or times of comparable value, or by making pro-rata reduction in charge to advertiser for the programs or announcements cancelled.

Time is sold subject to change for outstanding local broadcasts. In case of time changes, courtesy announcements will be made without charge to clients.

Table with 6 columns: hr., 1/2 hr., 1/4 hr., 5 min., 1 min., 30 sec. and rows for 1 time, 26 times, 52 times, 156 times, 260 times, 312 times, 624 times, 1,000 times, 2,000 times.

SPECIAL FEATURES

News Service—UPI. News programs and time signals available. POLITICAL: Regular rates apply. Cash in advance. Copy must be submitted 24 hours in advance of broadcast.

KLO

(Established 1924)

Intermountain Network

Rates effective August 1, 1957. (Card No. 22.) Card received October 7, 1957. Owned and operated by Inter-state Broadcasting Corp.

Personnel: President—Mrs. Edris A. Glasmann. General Manager—Cecl Heffel. Station Manager—Kim Ward. National Sales Manager—Lynn L. Meyer.

Representatives: Avery-Knodel, Inc. Mailing Instructions: Business Office and Studio—Hotel Ben Lomond, Ogden, Utah. Export 4-5721. Transmitter—Kanesville, Utah.

Wave—Power—Time: Operating power—5,000 watts. Frequency—1430 kilocycles. Directional—same pattern, all hours. Licensed to operate full time on cleared regional channel. Operates on Mountain Time. Operating schedule: 5:30 a.m. to 1:00 a.m.

Agency Commission: 15% paid to recognized agencies; no cash discount. All bills due and payable within 10 days after date of invoice.

General Advertising: For combination rates see listings of Mutual Broadcasting System and Intermountain Network. Rates include charges for owners of music copyrights. ASCAP, BMI, SESAC licenses.

The following rates are for national advertising. For local advertising rates consult station management.

Table with 6 columns: hr., 1/2 hr., 1/4 hr., 10 min., 5 min., (\*) and rows for 1 time, 26 times, 52 times, 104 times, 156 times, 260 times, 312 times, 624 times.

(\*) 1-minute, 100 words or less. (This listing continued on next page)

# UTAH

## Ogden—KLO—Continued

### 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	Total	Each	Total	Each	Total
12 times....	4.48	53.76	3.58	42.96	1.79	21.48
18 times....	4.18	75.24	3.34	60.12	1.67	30.06
24 times....	3.88	93.12	3.10	74.40	1.55	37.20
30 times....	3.58	107.40	2.86	85.80	1.43	42.90
36 times....	3.28	118.08	2.62	94.32	1.31	47.16
(All other times)						
12 times....	3.60	43.20	2.88	34.56	1.44	17.28
18 times....	3.30	59.40	2.64	47.52	1.32	23.76
24 times....	3.00	72.00	2.40	57.60	1.20	28.80
30 times....	2.70	81.00	2.16	64.80	1.08	32.40
36 times....	2.40	86.40	1.92	69.12	.96	34.56

**SPECIAL FEATURES**  
 News Service—AP. Rates and details on request.  
 Community Club Awards available, rates on request.  
**POLITICAL**  
 Regular rates apply. Copy to be submitted for approval 24 hours before broadcast time; cash in advance.

## KVOG

(Established 1948)

Rates received January 3, 1955.  
Owned and operated by United Broadcasting Co.

**Personnel**  
 Pres. & Gen'l Mgr.—Arch G. Webb.  
**Representatives**  
 Grant Webb & Company.  
**Mailing Instructions**  
 Business Office, Studio and Transmitter—1538 Gibson Ave., Ogden, Utah, telephone 2-7535.

**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 12:30 a.m.

**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 Rocky Mountain Network.  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.

	1	1/2	1/4	5	1	1/2
	hr.	hr.	hr.	min.	min.	min.
1 time.....	30.00	23.00	16.05	8.50	5.20	4.05
13 times....	29.00	22.00	15.25	8.10	4.95	3.90
26 times....	28.00	21.50	14.45	7.55	4.80	3.75
52 times....	27.50	21.00	13.65	7.10	4.40	3.50
104 times....	27.00	20.50	12.85	6.85	4.15	3.45
157 times....	26.50	20.00	12.00	6.35	3.90	3.20
261 or more times....	26.00	19.50	11.20	5.90	3.50	2.95

**SPECIAL FEATURES**  
 News Service—AP.  
**POLITICAL**  
 Regular rates apply. Cash in advance.  
**TRANSCRIPTIONS**  
 Library Service—Thesaurus.  
**Closing Time**  
 24 hours in advance of broadcast.

## PRICE

Carbon County—Map Location G-8  
See SRDS consumer market map and data at beginning of the State.

## KOAL

(Established 1936)

### Intermountain Network

Rates effective March 1, 1944.  
 Owned and operated by Eastern Utah Broadcasting Company.  
**Personnel**  
 Commercial Manager—Jack Richards.

**Representatives**  
 Avery-Knodel, Inc.  
**Mailing Instructions**  
 Business Office and Studio—Price, Utah. Medford 7-0407.  
 Transmitter—Price, Utah.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1230 kilocycles.  
 Non-directional.  
 Licensed to operate full time.  
 Operates on Mountain Time.  
 Operating schedule: Sundays 8:00 a.m. to 10:30 p.m.; weekdays 6:00 a.m. to 11:00 p.m.

**Agency Commission**  
 Agency commission 15% to recognized advertising agencies on net station time. Bills due when rendered. Cash discount 2%.

**General Advertising**  
 For combination rates see listing of Mutual Broadcasting System, Intermountain Network and Keystone Network.

The following rates are for national advertising:

1 hour.....	30.00
1/2 hour.....	18.00
1/4 hour.....	12.00
5 minutes.....	6.00
100 words.....	3.75
50 words.....	3.00

**DISCOUNTS**  
 Less than 13 times...Net 52 times..... 12%  
 13 times..... 4% 100 times..... 16%  
 26 times..... 3% 200 or more times... 20%

**SPECIAL FEATURES**  
 Time signals at 100 word announcement rate.  
**POLITICAL TALKS**  
 Regular rates apply. Cash in advance.

# PROVO (3 AM)

Utah County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.

## KEYY

(Established 1949)



Rates received May 7, 1956.  
Owned and operated by Mid-Utah Broadcasting Co.

**Personnel**  
 General Manager—Ed Niehay.  
 Assistant Manager—Dave Weiser.

**Representatives** None.  
**Mailing Instructions**  
 Business Office, Studio and Transmitter—P. O. Box 205, Provo, Utah, Franklin 3-2174.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1450 kilocycles.  
 Non-directional.  
 Licensed to operate unlimited time.  
 Operates on Mountain Time.  
 Operating schedule: 24 hours daily.

**Agency Commission**  
 15% to recognized agencies on net station time; 5% cash discount. Bills due when rendered.

**General Advertising**  
 Affiliated with Keystone Network.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Beer advertising accepted.

CLASS "A"

	1	1/2	1/4	5	125	65
	hr.	hr.	hr.	min.	wds.	wds.
1 time.....	27.50	16.50	11.00	5.50	2.75	2.48
13 times....	26.13	15.68	10.45	5.23	2.62	2.34
26 times....	24.75	14.85	9.90	4.95	2.48	2.20
52 times....	23.38	14.03	9.35	4.68	2.34	2.07
104 times....	22.00	13.20	8.80	4.40	2.20	1.93
156 times....	20.63	12.38	8.25	4.13	2.07	1.79
260 times....	19.25	11.55	7.70	3.85	1.93	1.65
312 times....	17.88	10.73	7.15	3.58	1.79	1.52
624 times....	.....	.....	.....	3.30	1.65	1.38

**DISCOUNTS**  
 Additional 10% discount on 1,000 or more spots to be run within one year.

**SPECIAL FEATURES**  
 News Service—UPI.  
 Newscasts—Five, 10 or 15 minute.

**POLITICAL**  
 Regular rates apply, cash in advance.

**RELIGIOUS**  
 Regular rates apply, confined to Sundays only.

## KIXX

(Established 1947)

Rates effective September 1, 1952. (Card No. 2.)  
Rates received September 5, 1952.

Owned & operated by The Central & Utah Broadcasting Co.  
**Personnel**  
 President & Co-owner—F. A. Van Wagener.

**General Manager & co-owner**—H. E. Van Wagener.  
**Representatives**  
 New York—Grant Webb & Company.  
 West Coast—George P. Hollingbery Company.

**Mailing Instructions**  
 Business Office and Studio—1400 S. University Ave., P. O. Box 550, Provo, Utah, FR 3-3336.  
 Transmitter—Provo, Utah.

**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. Bills due when rendered.

**General Advertising**  
 For combination rates see ABC Radio.  
 ASCAP, BMI and SESAC licenses.

CLASS "A"  
(6:00 p.m. to 10:00 p.m.)

	1	1/2	1/4	5	1	30
	hr.	hr.	hr.	min.	min.	sec.
1 time.....	38.00	23.00	15.50	7.80	4.80	4.00
26 times....	37.30	22.60	15.10	7.65	4.70	3.90
52 times....	35.90	21.70	14.60	7.35	4.55	3.70
156 times....	35.10	20.00	14.20	7.20	4.40	3.50
260 times....	33.10	19.10	13.50	7.10	4.30	3.30
500 or more times....	.....	.....	.....	.....	4.00	3.10

CLASS "B"  
(7:00 a.m. to 6:00 p.m.)

1 time.....	25.00	15.30	10.20	5.10	3.00	2.50
26 times....	24.50	15.00	10.00	5.00	2.90	2.40
52 times....	23.60	14.50	9.75	4.80	2.80	2.30
156 times....	23.20	14.15	9.50	4.70	2.70	2.20
260 times....	22.40	13.50	9.10	4.50	2.50	2.10
500 or more times....	.....	.....	.....	.....	2.00	1.50

**SPECIAL FEATURES**  
 News Service—UPI.  
 Sports—complete coverage on local high school, professional and Brigham Young University sports.

**Participating Programs**  
 (Regular rates apply)  
 "Platter Party"—4:00 p.m. to 6:00 p.m.  
 "Roger Brown Show"—9:00 p.m. to midnight Monday through Saturday.

"Don McNeill's Breakfast Club"—9:00 a.m. to 10:00 a.m. Monday through Friday. Live network show.  
 "Herb Oscar Anderson Show"—10:00 a.m. to 11:00 a.m. Monday through Friday. Live network music show.

"Jim Reeves Show"—1:00 p.m. to 2:00 p.m. Monday through Friday. Live network music show.  
 "Jim Backus Show" (Mr. Magoo)—Monday through Friday. Live Network Music Show.

"Merv Griffin Show"—7:15 p.m. to 8:00 p.m. Monday through Friday. Live network music show.

**POLITICAL**  
 Regular rates apply, cash in advance.  
**TRANSCRIPTIONS**  
 Library Service—Standard, Capitol.

# KOVO

(Established 1939)

### Intermountain Network

Rates effective April 1, 1958. (Card No. 22.)  
Card received March 28, 1958.

Owned and operated by KOVO, Inc.  
**Personnel**  
 President—Ashley L. Robison.  
 Exec. Vice-Pres. & Gen'l. Mgr.—Glenn Shaw.  
 Commercial Manager—L. H. Curtis.  
 Program Director—Don Spainhower.

**Representatives**  
 Avery-Knodel, Inc.  
**Mailing Instructions**  
 Business Office—P. O. Box 99, Provo, Utah. Franklin 3-8550.

**Studio and Transmitter**—6th West and 16th South Street, Provo, Utah.

**Wave—Power—Time**  
 Operating power—5,000 watts days; 1,000 watts nights.  
 Frequency—960 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate full time.  
 Daylight Saving Time not observed.  
 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. Bills due and payable when rendered.

**General Advertising**  
 Affiliated with Mutual Broadcasting System and Intermountain Network. Available in combination with Don Lee Broadcasting System.

Accepts AAAA copyrighted contract.  
 ASCAP and BMI licenses.  
 The following rates are for national advertising:

	1	1/2	1/4	10	5	
	hr.	hr.	hr.	min.	min.	
1 time.....	35.00	21.00	14.00	10.50	7.00	4.55
26 times....	34.30	20.58	13.72	10.29	6.86	4.46
52 times....	33.60	20.16	13.44	10.08	6.72	4.37
104 times....	32.90	19.74	13.16	9.87	6.58	4.28
156 times....	32.20	19.32	12.88	9.66	6.44	4.19
260 times....	30.80	18.48	12.32	9.24	6.16	4.00
312 times....	29.40	17.64	11.76	8.82	5.88	3.82

(\* ) 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.	
	per week	per week	per week	per week	per week	per week
12 times.....	40.92	32.76	16.32	.....	.....	.....
18 times.....	57.24	45.72	22.86	.....	.....	.....
24 times.....	71.04	56.64	28.32	.....	.....	.....
30 times.....	81.90	65.40	32.70	.....	.....	.....
36 times.....	90.00	72.00	36.00	.....	.....	.....
(All other times)						
12 times.....	32.76	26.16	13.08	.....	.....	.....
18 times.....	45.00	36.00	18.00	.....	.....	.....
24 times.....	54.48	43.68	21.84	.....	.....	.....
30 times.....	61.20	48.90	24.60	.....	.....	.....
36 times.....	65.52	52.56	26.28	.....	.....	.....

**SPECIAL FEATURES**  
 News Service—UPI. News Service fee per program, 3.00.  
 Weather forecast, time signals, temperature reports and market quotations—rates on request.

**Participating Programs**  
 (Regular rates apply)  
 "Allen Smith's Early Bird Show"—5:00 a.m. to 6:30 a.m.  
 "Don Spainhower Show"—6:30 a.m. to noon.  
 "Jim May Show"—noon to 5:00 p.m.  
 "Harvey"—10:00 p.m. to 1:00 a.m.

**POLITICAL**  
 Regular rates apply.  
**TRANSCRIPTIONS**  
 Library Service—World.

**RICHFIELD**  
 Sevier County—Map Location F-9  
 See SRDS consumer market map and data at beginning of the State.

**KSVC**  
 (Established 1947)

**Intermountain Network**

Rates effective August 1, 1957. (Card No. 22.)  
 Rates received August 22, 1957.  
 Owned and operated by Sevier Valley Broadcasting Co.

**Personnel**  
 President—Homer Handley.  
 Gen'l & Sales Mgr.—Art Tucker.  
 National Sales Manager—Lynn L. Meyer.

**Representatives**  
 Avery-Knodel, Inc.  
**Mailing Instructions**  
 Business Office and Studio—Richfield, Utah, Richfield 620.

**Transmitter**—4th South between 2nd and 3rd East, Richfield, Utah.

**Wave—Power—Time**  
 Operating power—5,000 watts days; 1,000 watts nights.  
 Frequency—980 kilocycles.  
 Directional—nighttime only.  
 Operates on Mountain Time.  
 Licensed to operate full time.  
 Operating schedule: 6:30 a.m. to 10:00 p.m.

**Agency Commission**  
 15% to recognized advertising agencies; no cash discount. Bills due and payable within 10 days after date of invoice.

**General Advertising**  
 Affiliated with Mutual Broadcasting System and Intermountain Network.

Accepts AAAA copyrighted contract.  
 The following rates are for national advertising and include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 For local advertising rates consult station manager.

(This listing continued on next page)

Richfield—K S V C—Continued

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	18.00	10.80	7.20	5.40	3.60	2.34
26 times.....	17.64	10.58	7.05	5.29	3.52	2.29
52 times.....	17.28	10.36	6.91	5.18	3.45	2.24
104 times.....	16.92	10.15	6.76	5.07	3.38	2.19
156 times.....	16.56	9.93	6.62	4.96	3.31	2.15
260 times.....	15.84	9.50	6.33	4.75	3.16	2.05
312 times.....	15.12	9.07	6.04	4.53	3.02	1.96
624 times.....	14.40	8.64	5.76	4.32	2.88	1.87

(\*) One 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 min.	30 sec.	10 sec.
12 times.....	21.12	16.80	8.40
18 times.....	29.52	23.58	11.70
24 times.....	36.48	29.28	14.64
30 times.....	42.00	33.60	16.80
36 times.....	46.08	36.72	18.36

CLASS "B"

(All other times)

12 times.....	16.80	13.44	6.72
18 times.....	23.04	18.36	9.18
24 times.....	28.08	22.56	11.28
30 times.....	31.50	25.20	12.60
36 times.....	33.48	26.64	13.32

SPECIAL FEATURES

Rates and details on request.

News Service—UPI.

POLITICAL

One time rates apply. Cash in advance. Copy to be submitted 24 hours before broadcast time.

TRANSCRIPTIONS

Library Service—World.

ST. GEORGE

Washington County—Map Location D-11  
See SRDS consumer market map and data at beginning of the State.

KDXU

(Established 1957)

Rates effective April 1, 1957.

Rates received September 9, 1957.

Owned and operated by Jeanette B. Arment.

Personnel

General Manager—Roy C. Winkelmann.

Program Director—Ellen Winkelmann.

Representatives

None.

Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box 483, St. George, Utah. Phone 800.

Wave-Power-Time

Operating power—250 watts.

Frequency—1450 kilocycles.

Non-directional.

Operating schedule: 6:00 a.m. to 10:05 p.m. Monday through Saturday; 8:00 a.m. to 10:05 p.m. Sunday.

Agency Commission

15% no cash discount. Bills due and payable 10th of month following service.

General Advertising

Affiliated with Keystone Network

Accepts AAAA copyrighted contracts.

Rates include music copyright fees.

ASCAP, BMI and SESAC licensees.

These rates are for national advertising only.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	Ann.
1 time.....	60.00	35.00	20.00	16.00	12.00	6.00
13 times.....	57.00	33.25	19.00	15.00	11.40	5.70
26 times.....	54.00	31.50	18.00	14.00	10.80	5.40
52 times.....	51.00	29.75	17.00	13.00	10.20	5.10
104 times.....	48.00	28.00	16.00	12.00	9.60	4.80
312 times.....	45.00	26.25	15.00	11.00	9.00	4.50

SPECIAL FEATURES

News Service—UPI.

SALT LAKE CITY (9 AM)

Salt Lake County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

KALL

(Established 1945)

Intermountain - - Mutual Networks

Rates effective September 1, 1958. (Card No. 22-A.)  
Card received August 22, 1958.

Owned and operated by Salt Lake Broadcasting Co., Inc.

Personnel

President—George C. Hatch.

Vice-Pres. in Charge of Sales—Lynn L. Meyer.

Station Manager—H. K. Peterson.

Program Director—Robert V. Whitney.

Representatives

Avery-Knodel, Inc.

Mailing Instructions

Business Office and Studio—146 S. Main St., Salt Lake City 4, Utah, Empire 4-3561.

Transmitter—Salt Lake City, Utah.

Wave-Power--Time

Operating power—1,000 watts.

Frequency—910 kilocycles.

Directional—same pattern, all hours.

Operates on Mountain Standard Time.

Operating schedule: 5:30 a.m. to 1:00 a.m. weekdays; 6:35 a.m. to midnight Sunday.

Agency Commission

15% to recognized agencies; no cash discount. Bills payable when rendered.

General Advertising

Affiliated with Mutual Broadcasting System and Intermountain Networks, Inc. Available in combination with Don Lee Broadcasting System.

ASCAP, BMI and SESAC licensees.

Discounts are based on number of broadcasts within contract year, and are retroactive. Announcements and programs may be combined for maximum frequency. Rate protection for 52 weeks.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	100.00	60.00	40.00	30.00	20.00	13.00
26 times.....	98.00	58.80	39.20	29.40	19.60	12.74
52 times.....	96.00	57.60	38.40	28.80	19.20	12.48
104 times.....	94.00	56.40	37.60	28.20	18.80	12.22
156 times.....	92.00	55.20	36.80	27.60	18.40	11.96
260 times.....	88.00	52.80	35.20	26.40	17.60	11.44
312 times.....	84.00	50.40	33.60	25.20	16.80	10.92
624 times.....	80.00	48.00	32.00	24.00	16.00	10.40

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 Sunday)

Per week:	1-minute	30-seconds	10-seconds
12 times..	11.00 132.00	8.80 105.60	4.40 52.80
18 times..	10.00 180.00	8.00 144.00	4.00 72.00
24 times..	9.50 228.00	7.60 182.40	3.80 91.20
30 times..	9.00 270.00	7.20 216.00	3.60 108.00
36 times..	8.50 306.00	6.80 244.80	3.40 122.40

	(All other times)
12 times..	9.00 108.00 7.20 86.40 3.60 43.20
18 times..	8.50 153.00 6.80 122.40 3.40 61.20
24 times..	8.00 192.00 6.40 153.60 3.20 76.80
30 times..	7.50 225.00 6.00 180.00 3.00 90.00
36 times..	7.00 252.00 5.60 201.60 2.80 100.80

SPECIAL FEATURES

Participating Programs

"Jolley Roger Barkley Show"—5:30 a.m. to 9:00 a.m. Monday through Friday.

"Chuck Benson Show"—9:00 a.m. to 11:00 a.m. and noon to 2:00 p.m. Monday through Friday.

"Daddy Flo Show"—11:00 a.m. to noon; 2:00 p.m. to 4:00 p.m. and 10:00 p.m. to 11:00 p.m. Monday through Friday.

"Hilda Show"—4:00 p.m. to 4:15 p.m. Monday through Friday.

"Bob Whitney Show"—4:30 p.m. to 6:00 p.m. Monday through Friday.

"Don Bruce Show"—6:00 p.m. to 10:00 p.m. and 11:00 p.m. to 1:00 p.m. Monday through Friday.

University of Utah—Football and Basketball. Salt Lake Bees Baseball.

POLITICAL

Regular rates and discounts; cash and copy 24 hours in advance.

Closing Time

24 hours in advance.

KDYL

(Established 1922)



Rates effective December 1, 1958. (Card No. 24.)  
Card received November 26, 1958.

Owned and operated by Intermountain Broadcasting and Television Corporation.

Personnel

Nat'l Sales—Del Leeson.

Radio Manager—Del Leeson.

News Editor—Roy Gibson.

Promotion—Tim Monroe.

Representatives

The Katz Agency, Inc.

Mailing Instructions

Business Office and Studio—130 Social Hall Ave., Salt Lake City, Utah, Davis 2-5681.

Transmitter—Murray, Utah.

Wave-Power-Time

Operating power—5,000 watts.

Frequency—1320 kilocycles.

Directional—same pattern, all hours.

Licensed to operate full time on cleared regional channel.

Operates on Mountain Time.

Actual operating schedule: 6:00 a.m. to 1:00 a.m.

Agency Commission

Agency commission 15% to recognized agencies, invoices mailed 1st of month following broadcast.

Affidavit of performance furnished if required. Commission applied on time only; not talent, remote control or other production expenses. No cash discounts.

General Advertising

For combination rates see NBC and Great Western Radio Networks.

Accepts AAAA copyrighted contract.

ASCAP, SESAC and BMI Licensees.

Station reserves right to change rates effective on such date as it may announce. Changes increasing rates not applicable to advertisers on air when increase is announced until 6 months after effective date of new rates. 1-year contracts accepted only for purpose of determining frequency.

The following rates are for national advertising.

	7:00 a.m. to 7:00 p.m.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	75.00	50.00	38.00	25.00	25.00
13 times.....	71.00	47.50	36.25	23.75	23.75
26 times.....	67.50	45.00	34.50	22.50	22.50
52 times.....	64.50	42.50	32.75	21.25	21.25
104 times.....	63.00	41.25	32.00	20.75	20.75
156 times.....	61.50	40.00	31.00	20.00	20.00
260 times.....	55.00	36.00	28.00	18.00	18.00

(This listing continued on next page)

# KALL

SALT LAKE CITY, UTAH  
910 ON YOUR DIAL

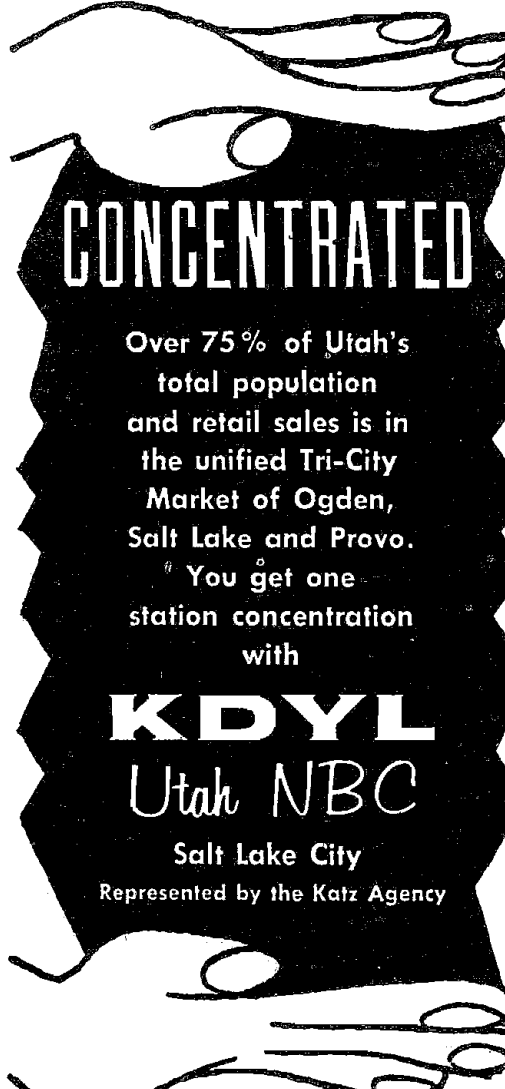


NO. 1 MAY-AUG. 1958  
**HOOPER**

NO. 1 JULY 1958  
**PULSE**



Another INTER MOUNTAIN NETWORK AFFILIATE



# CONCENTRATED

Over 75% of Utah's total population and retail sales is in the unified Tri-City Market of Ogden, Salt Lake and Provo.

You get one station concentration with

# KDYL

Utah NBC

Salt Lake City

Represented by the Katz Agency



# UTAH

## Salt Lake City—K D Y L—Continued

CLASS "B"				
(All other times)				
	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	48.00	32.00	24.00	16.00
13 times.....	45.50	30.50	22.75	15.25
26 times.....	43.25	28.75	21.50	14.50
52 times.....	40.75	27.25	20.50	13.50
104 times.....	38.50	25.50	19.25	12.75
156 times.....	36.00	24.00	18.00	12.00
260 times.....	32.50	21.50	16.25	11.25

### ANNOUNCEMENTS

CLASS "A"						
(7:00 a.m. to 7:00 p.m.)						
	1 tl.	26 tl.	52 tl.	104 tl.	156 tl.	260 tl.
One minute.....	18.50	17.00	16.25	15.50	14.50	13.75
20 seconds.....	15.00	14.25	13.50	12.75	12.00	11.25

### CLASS "B"

CLASS "B"				
(All other times)				
	10 min.	9.50	9.00	8.50
One minute.....	12.00	11.50	10.75	9.50
20 seconds.....	10.00	9.50	9.00	8.50

### WEEKLY PACKAGE RATES

CLASS "A"				
(7:00 a.m. to 7:00 p.m.)				
	Per week	1-12 wks.	13-25 wks.	26-52 wks.
6 announcements.....	60.00	57.00	54.00	54.00
10 announcements.....	90.00	85.00	80.00	80.00
20 announcements.....	160.00	150.00	140.00	140.00
30 announcements.....	210.00	195.00	180.00	180.00
50 announcements.....	300.00	275.00	250.00	250.00

### CLASS "B"

CLASS "B"				
(All other times)				
	Per week	1-12 wks.	13-25 wks.	26-52 wks.
6 announcements.....	39.00	37.50	36.00	36.00
10 announcements.....	60.00	57.50	55.00	55.00
20 announcements.....	110.00	105.00	100.00	100.00
30 announcements.....	150.00	142.50	135.00	135.00
50 announcements.....	225.00	212.50	200.00	200.00

### SPECIAL FEATURES

News Service—UPI.  
Talks accepted only by special arrangement.

## KLUB

(Established 1938)

Rates effective January 1, 1959.  
Rates received December 3, 1958.

Owned and operated by KLUB Broadcasting Company.

**Personnel**  
General Manager—Frank C. Carman.  
Sales Manager—Allan Thomas.  
News Director—Paul Droubay.

**Representatives**  
George P. Hollingsbery Company.

**Mailing Instructions**  
Business Office and Studio—165 Social Hall Ave.,  
Salt Lake City 11, Utah, Elgin 9-7794.  
Transmitter—North Salt Lake, Utah.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—570 kilocycles.  
Directional—same pattern, all hours.  
Licensed to operate full time.  
Operates on Mountain Standard Time.  
Operating schedule: 24 hours daily.

**Agency Commission**  
15% to recognized agencies on net station time; no cash discount. Bills due when rendered.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Class "A"—7:00 a.m. to 9:30 a.m. and 4:30 p.m. to 7:00 p.m. Monday through Sunday.  
Class "B"—All other times.

Class "A"				
	1 min.	30 sec.	10 sec.	
1 time.....	8.50	5.65	3.55	
26 times.....	8.25	5.50	3.45	
52 times.....	8.00	5.30	3.35	
104 times.....	7.75	5.15	3.25	
156 times.....	7.50	5.00	3.15	
260 times.....	7.25	4.85	3.05	
312 times.....	7.00	4.65	2.95	
624 times.....	6.00	4.00	2.50	

### ANNOUNCEMENT PACKAGES

CLASS "A"					
	4	13	26	39	52
1 minute: Open	102.00	96.00	90.00	84.00	78.00
12 times.....	8.50	8.00	7.50	7.00	6.50
18 times.....	144.00	135.00	126.00	117.00	108.00
24 times.....	180.00	168.00	156.00	144.00	132.00
30 times.....	210.00	195.00	180.00	165.00	150.00
36 times.....	234.00	216.00	198.00	180.00	162.00
30 seconds:	67.80	64.20	60.00	55.80	52.20
12 times.....	5.65	5.35	5.00	4.65	4.35
18 times.....	98.30	90.00	83.70	78.30	72.00
24 times.....	120.00	111.60	104.40	96.00	87.60
30 times.....	139.50	130.50	120.00	109.50	99.00
36 times.....	156.60	144.00	131.40	118.80	108.00

	4	13	26	39	52
10 seconds: Open	42.60	40.20	37.80	35.40	33.00
12 times.....	3.55	3.35	3.15	2.95	2.70
18 times.....	60.30	56.70	53.10	48.60	45.00
24 times.....	75.60	70.80	64.80	60.00	55.20
30 times.....	88.50	81.00	75.00	69.00	63.00
36 times.....	97.20	90.00	82.80	75.60	68.40

CLASS "B"					
	4	13	26	39	52
1 minute: Open	86.40	81.60	76.80	72.00	67.20
12 times.....	7.20	6.80	6.40	6.00	5.60
18 times.....	122.40	115.20	108.00	100.80	93.60
24 times.....	153.60	144.00	134.40	124.80	115.20
30 times.....	180.00	168.00	156.00	144.00	132.00
36 times.....	201.60	187.20	172.80	158.40	144.00

	10 min.	9.50	9.00	8.50	8.00
12 times.....	57.60	54.60	51.00	48.00	45.00
18 times.....	81.90	76.50	72.00	67.50	62.10
24 times.....	102.00	96.00	90.00	83.80	76.80
30 times.....	120.00	112.50	103.50	96.00	88.50
36 times.....	135.00	124.20	115.20	106.20	95.40

	10 min.	9.50	9.00	8.50	8.00
10 seconds:	36.00	34.20	32.40	30.00	28.20
12 times.....	3.00	2.85	2.70	2.50	2.35
18 times.....	51.30	48.60	45.00	42.30	39.60
24 times.....	64.80	60.00	56.40	52.80	48.00
30 times.....	75.00	70.50	66.00	60.00	55.50
36 times.....	84.60	79.20	72.00	66.60	61.20

Class "A," Class "B," 1-minute and 20-second announcements may be combined to earn the frequency discounts.

### SPECIAL FEATURES

News Service—UPI, and local news with mobile unit.  
5-minute newscasts every hour, 24 times daily, 5 minute rate applies.

### 5-MINUTE NEWSCASTS

1 time.....	13.50	250 times.....	10.00
39 times.....	12.50		

### POLITICAL

Regular rates apply; cash in advance.

### TRANSCRIPTIONS

Library Service—Thesaurus, Standard, World.

## KMUR

MURRAY  
(Established 1948)



(This is a duplicate of the listing appearing under Murray, Utah.)

Rates effective September 1, 1958.  
Rates received August 15, 1958.  
Owned and operated by O. J. Wilkinson.

**Personnel**  
General Manager—George I. Norman, Jr.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—4646 S. State St. Salt Lake City 7, Utah; Amherst 6-4419.  
Transmitter—4646 S. State St., Murray, Utah.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1230 kilocycles.  
Non-directional.

Licensed to operate unlimited time.  
Daylight Saving Time not observed.  
Operates on Mountain Time.  
Operating schedule: 24 hours daily.

**Agency Commission**  
15% to recognized agencies on time; no cash discount. Bills rendered 1st of month; payable within 10 days.

**General Advertising**  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Premium programs, adjacencies and insertions require one time rate.  
Rates do not include talent, extra charges and participation in special events.  
The following rates apply to all hours.

	1 wk.	13 wks.	26 wks.	52 wks.
1 time per week:	1 wk.	13 wks.	26 wks.	52 wks.
5 minutes.....	15.00	14.50	14.00	13.50
1 minute.....	7.50	7.25	7.00	6.75
30 seconds.....	5.00	4.85	4.70	4.55
2 times per week:	14.50	14.00	13.50	13.00
5 minutes.....	7.25	7.00	6.75	6.50
1 minute.....	4.85	4.70	4.55	4.40
3 times per week:	14.00	13.50	13.00	12.50
5 minutes.....	7.00	6.75	6.50	6.25
1 minute.....	4.70	4.55	4.40	4.25
5 times per week:	13.50	13.00	12.50	12.00
5 minutes.....	6.75	6.50	6.25	6.00
1 minute.....	4.55	4.40	4.25	4.10
6 times per week:	13.00	12.50	12.00	11.50
5 minutes.....	6.50	6.25	6.00	5.75
1 minute.....	4.40	4.25	4.10	3.95
12 times per week:	12.50	12.00	11.50	11.00
5 minutes.....	6.25	6.00	5.75	5.50
1 minute.....	4.25	4.10	3.95	3.80

### SATURATION PACKAGES

	24 Plan	48 Plan	96 Plan
Per week:	6.00	5.75	5.50
1 minute.....	4.10	3.95	3.80
30 seconds.....	3.00	2.75	2.50

### SPECIAL FEATURES

News Service—UPI.  
POLITICAL  
Regular rates apply; payable in advance.  
Closing Time  
Twenty-four hours in advance of broadcast. (D)

## KNAK

(Established 1945)

# Independent

Rates effective September 1, 1957.  
Rates received July 26, 1957.  
Owned and operated by Granite District Radio Broadcasting Company.

### Personnel

President—Howard D. Johnson.  
Gen'l Mgr. & Com'l Mgr.—William E. Wright.  
Program Director—Mildred Baker.  
News Director—Joe Lee.

### Representatives

For Joe & Company, Inc.

### Mailing Instructions

Business Office and Studio—1042 S. 6th West, Salt Lake City 4, Utah. Emplre 4-3685.  
Transmitter—Salt Lake City, Utah.

### Wave—Power—Time

Operating power—5,000 days; 500 watts nights.  
Frequency—1280 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Mountain Standard Time.

### Agency Commission

15% to recognized agencies on net station time; no cash discount. No discount on talent. Bills due when rendered.

### General Advertising

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

### GENERAL RATES

(9:00 a.m. to midnight)						
	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	120.00	80.00	50.00	30.00	14.00	12.00
26 times.....	110.00	75.00	47.50	28.00	13.50	11.50
52 times.....	100.00	70.00	45.00	26.00	13.00	11.00
104 times.....	90.00	65.00	42.50	24.00	12.50	10.50
156 times.....	80.00	60.00	40.00	22.00	12.00	10.00
260 times.....	70.00	55.00	37.50	20.00	11.50	9.50
312 times.....	60.00	50.00	35.00	18.00	11.00	9.00

### ANNOUNCEMENTS

CLASS "A"				
(7:00 a.m. to 9:00 a.m.)				
	1 wk.	13 wks.	26 wks.	52 wks.
5 times.....	100.00	95.00	90.00	85.00
10 times.....	185.00	175.00	165.00	155.00
15 times.....	255.00	240.00	225.00	210.00
20 times.....	300.00	280.00	260.00	240.00

### WEEKLY PACKAGE RATES

(Traffic Plan)				
(7:00 a.m. to 9:00 a.m.; 4:00 p.m. to 6:00 p.m.)				
10 times.....	140.00	135.00	130.00	125.00
15 times.....	195.00	185.00	175.00	165.00
20 times.....	240.00	220.00	200.00	180.00

### Weekly Group Plan

(Does not include traffic times)				
(9:00 a.m				



Rates effective January 1, 1955 (Card No. 21.)  
 Rates received January 3, 1955.  
 Owned and operated by the Radio Service Corporation of Utah.

**Personnel**  
 Executive Vice-President—Jay W. Wright.  
 Gen'l & Sales Manager—Joseph A. Kjar.  
 Program Director—Rex L. Campbell.  
 Director of Promotion—Robert O. Pusey.

**Representatives**  
 CBS Radio Spot Sales.

**Mailing Instructions**  
 Business Office and Studio—Union Pacific Building, Salt Lake City, Utah, Elgin 5-4641.  
 Transmitter—12 miles west of Salt Lake City on shores of Great Salt Lake, U. S. Highway 40.

**Wave—Power—Time**  
 Operating power—50,000 watts.  
 Frequency—1160 kilocycles.  
 Non-directional.  
 Licensed to operate on cleared national channel, full time.  
 Operates on Mountain Standard Time.  
 Operating schedule: 24 hours daily, except midnight Wednesday to 6:00 a.m. Thursday.

**Agency Commission**  
 Agency commission 15% to recognized advertising agencies. No cash discount. No discounts on talent. Bills due when rendered.

**General Advertising**  
 For combination rates see CBS Radio Network (Mountain Group), Columbia Pacific Network. Accepts AAAA copyrighted contract with certain exceptions; modified contract forms available. ASCAP, SESAC and BMI licenses. The following rates are for national advertising. For local advertising rates consult station management.

**CLASS "A"**  
 (7:00 a.m. to 1:00 p.m., 6:00 p.m. to 9:00 p.m. Monday through Saturday; 5:00 p.m. to 9:00 p.m. Sunday)

	1	52	104	156	208	260	312
	tl.	tl.	tl.	tl.	tl.	tl.	tl.
1 hour	200.00	195.00	190.00	185.00	180.00	175.00	170.00
1/2 hour	130.00	126.75	123.50	120.25	117.00	113.75	110.50
1/4 hour	90.00	87.75	85.50	83.25	81.00	78.75	76.50
10 min.	67.50	65.81	64.13	62.44	60.75	59.06	57.38
5 min.	50.00	48.75	47.50	46.25	45.00	43.75	42.50
1 min.	38.00	37.05	36.10	35.15	34.20	33.25	32.30
Sta-brk.	33.00	32.18	31.35	30.53	29.70	28.88	28.05
8 sec. ID	21.50	20.96	20.43	19.89	19.35	18.81	18.28
4 sec. ID	16.50	16.09	15.68	15.26	14.85	14.44	14.03

**CLASS "B"**  
 (1:00 p.m. to 6:00 p.m. Monday through Saturday; 7:00 a.m. to 5:00 p.m. Sunday; 9:00 p.m. to 10:00 p.m. Sunday through Saturday)

	1	52	104	156	208	260	312
	tl.	tl.	tl.	tl.	tl.	tl.	tl.
1 hour	160.00	156.00	152.00	148.00	144.00	140.00	136.00
1/2 hour	107.50	104.81	102.13	99.44	96.75	94.06	91.38
1/4 hour	70.00	68.25	66.50	64.75	63.00	61.25	59.50
10 min.	52.50	51.19	49.88	48.56	47.25	45.94	44.63
5 min.	40.00	39.00	38.00	37.00	36.00	35.00	34.00
1 min.	30.00	29.25	28.50	27.75	27.00	26.25	25.50
Sta-brk.	25.00	24.38	23.75	23.13	22.50	21.88	21.25
8 sec. ID	16.25	15.84	15.44	15.03	14.63	14.22	13.81
4 sec. ID	12.50	12.19	11.88	11.56	11.25	10.94	10.63

**CLASS "C"**  
 (6:00 a.m. to 7:00 a.m. and 10:00 p.m. to 11:05 p.m. Sunday through Saturday)

	1	52	104	156	208	260	312
	tl.	tl.	tl.	tl.	tl.	tl.	tl.
1 hour	120.00	117.00	114.00	111.00	108.00	105.00	102.00
1/2 hour	80.00	78.00	76.00	74.00	72.00	70.00	68.00
1/4 hour	55.00	53.63	52.25	50.88	49.50	48.13	46.75
10 min.	41.25	40.22	39.19	38.16	37.13	36.09	35.06
5 min.	30.00	29.25	28.50	27.75	27.00	26.25	25.50
1 min.	22.00	21.45	20.90	20.35	19.80	19.25	18.70
Sta-brk.	18.00	17.55	17.10	16.65	16.20	15.75	15.30
8 sec. ID	11.75	11.46	11.16	10.87	10.58	10.28	9.99
4 sec. ID	9.00	8.78	8.55	8.33	8.10	7.88	7.65

**CLASS "D"**  
 (11:05 p.m. to midnight Sunday through Saturday)

	1	52	104	156	208	260	312
	tl.	tl.	tl.	tl.	tl.	tl.	tl.
1 hour	75.00	73.13	71.25	69.38	67.50	65.63	63.75
1/2 hour	50.00	48.75	47.50	46.25	45.00	43.75	42.50
1/4 hour	40.00	39.00	38.00	37.00	36.00	35.00	34.00
10 min.	32.50	31.69	30.88	30.06	29.25	28.44	27.63
5 min.	25.00	24.38	23.75	23.13	22.50	21.88	21.25
1 min.	15.00	14.63	14.25	13.88	13.50	13.13	12.75
Sta-brk.	12.50	12.19	11.88	11.56	11.25	10.94	10.63
8 sec. ID	8.25	8.04	7.84	7.63	7.43	7.22	7.01
4 sec. ID	6.25	6.09	5.94	5.78	5.63	5.47	5.31

Announcements scheduled at time of rate change take higher rate in every case.  
 All rates are guaranteed for a period of one year from date of first broadcast.

**DISCOUNTS**  
 All announcement broadcasts placed with station for broadcasting within 1 year from the date of the first broadcast, may be combined for the purpose of calculating the total amount of frequency discount earned. All programs of five minutes or more in length placed with the station for consecutive broadcasting within one year from the date of the first broadcast may be combined for the purpose of calculating the total amount of frequency discounts earned, with the exception of programs purchased under the "Late Night Package" plan. Announcements and programs cannot be combined to earn larger discounts. No discounts for cash payments; bill due when rendered.

**WEEKLY PACKAGE RATES**  
 (Run-of-schedule)  
 (7:00 a.m. to 10:30 p.m.)

7-plan, base rates less.....	30%
14-plan, base rates less.....	40%
21-plan, base rates less.....	50%

Minutes, station breaks and ID's are combinable. Packages limited to single product or service. No further discounts.

**Fixed Position Package**  
 21 plan must be scheduled three or more per day, seven days per week. Base rate less 25%.

**Weekend Package**

Ten or more announcements on Saturday and/or Sunday at regular earned frequency discounts, with further 25% discount. Single product service only. Discounts on all packages apply to the one-time base rate, and are not subject to frequency or further discount.

**SPECIAL FEATURES**

News Service—AP, UPI.  
 Time signals and weather reports—general broadcasting rates apply.  
 News and musical transcription library charges (includes newscaster and announcer), subject to agency commission:  
 These talent charges do not include station time.

	1	52	104	156	208	260	
	tl.	tl.	tl.	tl.	tl.	tl.	(*)
1/4 hour.....	20.00	19.50	19.00	18.50	18.00	17.50	17.00
10 minutes	15.00	14.63	14.25	13.88	13.50	13.13	12.75
5 minutes	10.00	9.75	9.50	9.25	9.00	8.75	8.50

(\*) 312 or more times.

**Participating Programs**

"Margaret Masters Show"—8:45 a.m. to 9:00 a.m. Monday through Friday; 150 words live copy, together with opening and closing identification as co-sponsor, plus listing as co-sponsor on food charts mailed out each month; limited to four sponsors per program:

	1	52	104	156	208	260	312
	tl.	tl.	tl.	tl.	tl.	tl.	tl.
Each	38.00	37.05	36.10	35.15	34.20	33.25	32.30

"Gordon Owen Calling"—4:30 p.m. to 5:00 p.m. Monday through Saturday. Rates available only as shown below.  
 3 days per week..... 97.00  
 4 days per week..... 127.00  
 5 days per week..... 145.00  
 6 days per week..... 160.00  
 Rates are commissionable.

The following programs sold at regular one minute announcement rates, subject to frequency discounts.  
 "Breakfast with Barlow" with John Barlow—6:05 a.m. to 6:55 a.m. Monday through Saturday Music, weather, road, farm reports.  
 "The Rolfe Peterson Show"—7:15 a.m. to 7:45 a.m. Monday through Saturday. Good music; opera music Saturdays.  
 "Sanson and Then Some"—8:00 a.m. to 8:30 a.m. Monday through Saturday.  
 "Calling Hollywood" with John Barlow—9:35 a.m. to 9:45 a.m.  
 "This Business of Farming" with Von Orme—12:15 p.m. to 12:30 p.m. Monday through Saturday.  
 "Rolfe Again" with Rolfe Peterson—3:05 p.m. to 4:00 p.m. Monday through Friday. Music and variety.  
 "This is the News?" with Rolfe Peterson—5:15 p.m. to 5:30 p.m. Monday through Friday. Lighter side of the News.  
 "Records with Ryan"—6:05 p.m. to 6:50 p.m. Monday through Friday.  
 "Sports Report" with Dean Bennett—7:00 p.m. to 7:15 p.m.  
 "Late Rolfe Peterson"—9:30 p.m. to 10:00 p.m. Monday through Friday. Recorded music and wit.

**Late Night Package**

(10:00 p.m. to midnight Monday through Saturday)  
 Complete sponsorship of current programming, six nights each week.

	Per week	Per week
13 weeks.....	250.00	39 weeks..... 200.00
26 weeks.....	225.00	52 weeks..... 175.00

No further discounts. Subject to agency commission.

**POLITICAL**

Regular rates apply; cash in advance.

**PUBLIC INTEREST EVENTS**

Special sporting events, parades and other items of general public interest, of over one hour in length, 50% of regular rate, plus charges for telephone lines or other service facilities.

**TRANSCRIPTIONS**

Library Service—World.

**KSOP**

(Established 1955)



Rate card undated. (Card No. 2.)  
 Card received August 6, 1957.  
 Owned and operated by Seagull Broadcasting Co.

**Personnel**  
 General Manager—M. H. Hilton.  
 Station Manager—Sam Moll.  
 Sales Manager—M. H. Hilton.  
 Prog., Farm & Sports Dir.—G. Lewis Young.

**Representatives**  
 Charles Bernard Company.

**Mailing Instructions**  
 Business Office, Studio and Transmitter—2320 South 13th, West, Salt Lake City 4, Utah, telephone Hu. 4-4435.

**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—1370 kilocycles.  
 Non-directional.

Licensed to operate daytime.  
 Operates on Mountain Standard Time.  
 Operating schedule: 5:00 a.m. to local sunset.

**Agency Commission**  
 15% to recognized agencies; 2% cash discount, net ten days. Bills rendered last day of month; payable when rendered.

**General Advertising**  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Programs of five minutes or more may not be combined with announcements of one minute or less to earn frequency discount.

(This listing continued on next page)



**POINTS THE WAY!**

Millions of tourists happily descend on the scenic West, every year...

And, wherever they travel, spectacular Highway Boards, fully scotchlighted for 24-hour duty remind them they're in the "Land of the Big K."

— and, that their favorite program is as near as the dial in their car.

**Another Big K Service to National, Regional and Local Advertisers**

**50,000 WATTS**

Full Time, Clear Channel

**BASIC CBS**

Represented by CBS Spot Sales



# UTAH

## Salt Lake City—K S O P—Continued

	1 ti.	52 ti.	104 ti.	Over 156 ti.
*1 hour.....	45.00	26.00	22.00	20.00
1/4 hour.....	30.00	18.00	14.00	12.00
5 minutes.....	18.00	7.50	6.50	6.00
1 minute.....	7.50	5.00	4.50	4.00
30 seconds.....	5.50	4.00	3.50	3.00
20 seconds.....	4.50	3.00	2.50	2.00
10 seconds.....	3.50			

(\*1) When available.

### MONTHLY SPOT PACKAGES (7 day per week)

	Per month
1 "Disc Jockey" spot per day, Monday through Saturday.....	200.00
1 1-minute spot per day.....	175.00
3 1-minute spots per day.....	450.00
5 1-minute spots per day.....	700.00
Less than 1-minute:	
30-second package rates.....	*25%
20-second package rates.....	*35%
10-second package rates.....	*50%

(\*2) Discount from 1-minute package rate.

(5:00 a.m. to sign-off)

1 20 or 30-second spot each hour, per month, 1,000.00.
1 1-minute spot each hour, per month, 1,250.00.
1 20 or 30-second spot every other hour, per month, 650.00.
1 1-minute spot every other hour, per month, 850.00.

### MONTHLY PROGRAM PACKAGES (Monday through Saturday)

	Per month
1 5-minute show per day.....	300.00
1 15-minute show per day.....	500.00
1 5-minute newscast per day.....	320.00

### SPECIAL FEATURES

News Service—UPI. News every hour on the hour. Participating Programs

NOTE: "Disk Jockey" announcements (2 minutes) each, 9.00.  
 "Bashful Bobby Wooten Show"—5:00 a.m. to 9:00 a.m.  
 "Two-Gun Sam Show"—9:00 a.m. to 9:30 a.m.  
 "Bashful Bobby Wooten Show"—10:00 a.m. to noon.  
 "Vern Young Show"—noon to 3:00 p.m.  
 "Two-Gun Sam Show"—3:00 p.m. to 4:00 p.m.  
 "Vern Young Show"—4:00 p.m. to sign-off.

### Foreign Language Programs

Spanish:  
 "Mexican Fiesta" with Adam Medina—last hour of broadcasting on Sunday. Sponsors may contact station direct for participation.

### POLITICAL

Regular rates apply. Cash in advance. Copy must be submitted 24 hours in advance of broadcast.

### Closing Time

12 hours in advance of broadcast.

## KWHO

(Established 1955)

Rates effective June 1, 1957. (Card No. 4.)  
 Card received January 13, 1958.

Owned and operated by Reese C. Anderson.

### Personnel

Owner & Manager—Reese C. Anderson.

### Representatives

W. S. Grant Company, Inc.

### Mailing Instructions

Business Office and Studio—510 E. 2nd St., South, Salt Lake City 2, Utah. Davis 2-5819.  
 Transmitter—2530 Redwood Rd., Salt Lake City, Utah.

### Wave—Power—Time

Operating power—1,000 watts days.  
 Frequency—860 kilocycles.  
 Non-directional.  
 Operates on Mountain Standard Time.

### Operating schedule:

Jan....	7:45 a.m.-5:30 p.m.	July..	5:15 a.m.-8:00 p.m.
Feb....	7:30 a.m.-6:00 p.m.	Aug...	5:30 a.m.-7:30 p.m.
Mar....	6:45 a.m.-6:30 p.m.	Sept.	6:15 a.m.-6:45 p.m.
Apr....	5:45 a.m.-7:00 p.m.	Oct...	6:45 a.m.-5:45 p.m.
May..	5:15 a.m.-7:30 p.m.	Nov...	7:15 a.m.-5:15 p.m.
June..	5:00 a.m.-8:00 p.m.	Dec...	7:45 a.m.-5:00 p.m.

### Agency Commission

15% on time and talent; 2% cash discount. Bills due and 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.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	40.00	25.00	16.00	8.25	5.00	4.50
26 times....	38.00	23.00	15.00	7.75	4.50	3.75
52 times....	35.00	21.00	14.00	7.25	4.00	3.25
104 times....	33.00	19.00	13.00	6.75	3.50	2.75
156 times....	30.00	17.00	12.00	6.25	3.00	2.25
305 times....	25.00	15.00	10.00	5.75	2.50	1.75

### SATURATION PLANS

10-second announcements—rates and details on request.

### SPECIAL FEATURES

News Service—UPI.

Time signals and weather—rates and details on request.

### Participating Programs

"Coffee Concert", "Hi Fi at Sunset", and "Luncheon Melodies."

### Closing Time

48 hours before broadcast.

## KWIC

(Established 1956)



Rates effective—

Rates received April 10, 1958.  
 Owned and operated by Sugarhouse Broadcasting Co.

### Personnel

President—Dale R. Curtis.  
 General Manager—Tom Ivory.  
 General Sales Manager—Starley Bush.

### Representatives

None.

### Mailing Instructions

Business Office, Studio and Transmitter—1247 Willington Ave., Salt Lake City, Utah. Hunter 4-8791.

### Wave—Power—Time

Operating power—500 watts days.  
 Frequency—1570 kilocycles.

Non-directional.

Operates on Mountain Standard Time.

Operating schedule:—

### Agency Commission

15% on time only; no cash discount.

### General Advertising

Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Beer and wine advertising accepted.

	1 ti.	52 ti.	104 ti.	156 ti.
1 hour.....	50.00	47.50	45.00	40.00
1/4 hour.....	30.00	25.00	22.00	20.00
5 minutes.....	15.00	12.00	10.00	9.00
1 minute.....	7.50	7.00	6.50	6.00
30 seconds.....	5.50	5.00	4.50	4.00
20 seconds.....	4.50	4.00	3.50	3.00
10-seconds—50% of earned 1-minute rate.				

### POLITICAL

Regular rates apply; payable in advance.

### Closing Time

24 hours in advance of broadcast.

## TOOELE CITY

Tooele County—Map Location D-6

See SRDS consumer market map and data at beginning of the State.

## KTUT

(Established 1956)

Rates effective September 1, 1957.

Rates received September 5, 1957.

Owned and operated by Tooele County Radio & Television Broadcasting Co.

### Personnel

General Manager—George L. Smith.  
 Program Director—F. William Houghtaling.

### Mailing Instructions

Business Office and Studio—Ritz Theatre Bldg., Tooele, Utah, Phone 990.

### Wave—Power—Time

Operating power—1,000 watts days.  
 Frequency—990 kilocycles.  
 Licensed to operate days.  
 Operating schedule: sunrise to sunset.

### Agency Commission

15% to recognized agencies; no cash discount.

### General Advertising

Affiliated with Keystone Network.  
 All program and announcement copy is subject to the management's approval. Station reserves right to cancel or delay commercial time for programs in the public interest.

	1/4 hr.	10 min.	5 min.	2 min.	1 min.	30 sec.	8 sec.
1 time.....	9.50	8.00	6.00	2.50	1.65	1.45	.85
25 times....	9.00	7.50	5.50	2.35	1.55	1.35	.80
50 times....	8.50	7.00	5.00	2.20	1.45	1.25	.75
75 times....	.....	6.50	4.50	2.05	1.35	1.15	.70
125 times....	.....	.....	4.00	1.95	1.25	1.05	.65
200 times....	.....	.....	.....	1.80	1.15	.95	.60
300 times....	.....	.....	.....	.....	1.05	.85	.55
425 times....	.....	.....	.....	.....	.95	.75	.50

### DISCOUNTS

26 solid weeks..... 5% 52 solid weeks..... 10%

### SPECIAL FEATURES

Talent and live music costs, billed according to service required. Rates on request.

### POLITICAL

One-time rate applies. Payable in advance.  
 Political copy to be submitted 24 hours in advance of broadcast.

## VERNAL

Uintah County—Map Location H-7

See SRDS consumer market map and data at beginning of the State.

## KVEL

(Established 1948)

## Intermountain Network



Rates effective—

Rates received February 3, 1958.

Owned and operated by Uintah Broadcasting and Television Co., Inc.

### Personnel

Manager—Lee Walker.  
 Traffic Manager—La Von M. Wall.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—120 E. Main, Vernal, Utah, phone 494.  
 Transmitter—Vernal, Utah.

### Wave—Power—Time

Operating power—1,000 watts.  
 Frequency—1250 kilocycles.  
 Non-directional.  
 Operates on Mountain Standard Time.  
 Operating schedule: 6:00 a.m. to local sunset.

### Agency Commission

15% to recognized advertising agencies on time only; cash discount—All billings due and payable the 1st of the month following service.

### General Advertising

Affiliated with Mutual Broadcasting System, Intermountain Network and Keystone Network.  
 Following rates are for both local and national advertising.

	1 ti.	13 ti.	26 ti.	52 ti.	104 ti.	250 ti.
1 hour.....	30.00	28.50	27.00	25.50	24.00	22.50
1/2 hour.....	18.00	17.10	16.20	15.30	14.40	13.50
1/4 hour.....	12.00	11.40	10.80	10.20	9.60	9.00
5 minutes.....	7.50	7.15	6.75	6.35	6.00	5.60
*100 words....	4.50	4.25	4.00	3.75	3.50	3.25
*50 words....	3.50	3.35	3.15	3.00	2.75	2.50

(\*2) Approximately.

### SPECIAL SERVICES DAILY PROGRAMS

(7:00 a.m. to 10:00 p.m. week days and 9:00 a.m. to 10:00 p.m. Sundays)

On contract of not less than three periods weekly, Monday through Saturday:

	Per Month			
	1 mo.	3 mos.	6 mos.	12 mos.
Per month:				
3- 5 minutes weekly.....	37.50	35.60	33.75	31.75
6- 5 minutes weekly.....	56.25	53.50	50.75	47.75
3-15 minutes weekly.....	75.00	71.25	67.50	63.75
6-15 minutes weekly.....	112.50	106.75	101.25	95.75
3-30 minutes weekly.....	112.50	106.75	101.25	95.75
6-30 minutes weekly.....	174.75	166.00	157.25	148.50
3-60 minutes weekly.....	174.75	166.00	157.25	148.50
6-60 minutes weekly.....	300.00	285.00	270.00	255.00

### SPECIAL FEATURES

Newscasts, seven days weekly:  
 1-5 minutes..... 112.50 106.75 101.25 95.75  
 2-5 minutes..... 212.25 201.75 191.00 180.50  
 3-5 minutes..... 300.00 285.00 270.00 255.00  
 Time signals, weather reports, temperature reports, road condition reports, special news broadcasts, sports-casts and special events and remote dance-band pickups—rates on request.

### Participating Programs

Rates on request.

### TRANSCRIPTIONS

Library Service—Standard, Capitol, MacGregor, Cole.

### Closing Time

Closing date for daily copy 4:00 p.m. of day preceding broadcast; 12:00 Saturday for Sunday and Monday copy; 4:00 p.m. day preceding legal holiday for two following days' copy. Copy of all political speeches, talks, lectures or interviews involving controversial subjects must be submitted to the station 24 hours in advance of broadcast and left as a permanent record of the broadcast.

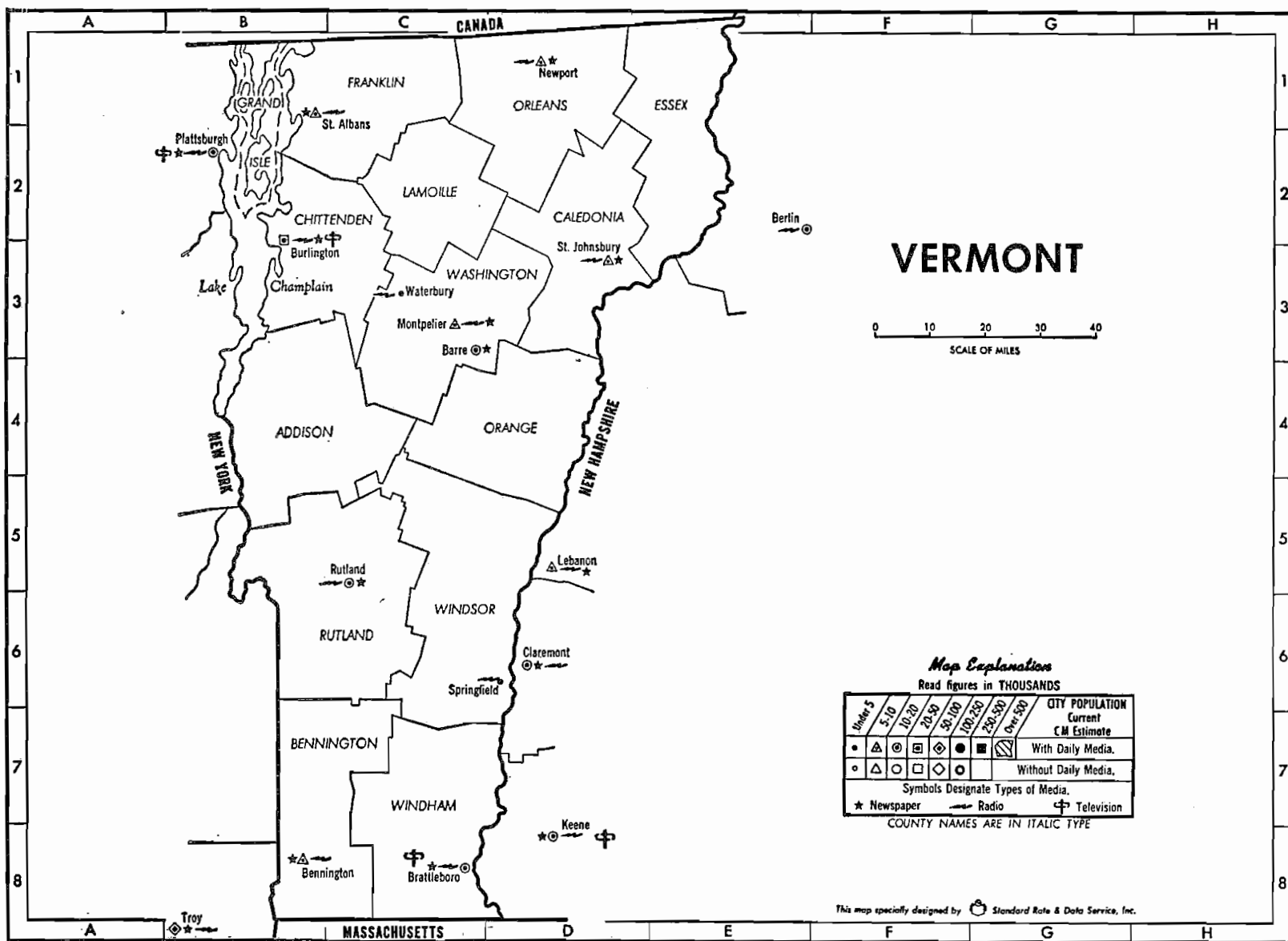
# 106 Cities . . . Zoned for Speedier Mail Service

To facilitate handling and delivery, the Post Office Department has divided 106 major U. S. cities into postal zones. This means users who zone their mail may expect speedier, on-time delivery service.

Zoning mail, however, implies more than just the placing of a zone number between city and state on the address line. The Post Office requests that everyone cooperate in the *segregating, bundling and tying* of mail already zoned—this applies to First, Second and Third Class Mail.

For full information regarding zoning regulations in your city, contact your local Postal Department . . . they will supply a complete set of booklets on the 106 cities having zoning schemes and zone your present mailing list free of charge.





## 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.

Burlington—Chittenden      Montpelier—Washington

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>VERMONT</b>	<b>380.1</b>	<b>106.60</b>	<b>576,193</b>	<b>5,405</b>	<b>450,443</b>	<b>112,732</b>	<b>10,617</b>	<b>41,709</b>	<b>21,358</b>	<b>20,710</b>	<b>89,664</b>	<b>35,267</b>	<b>68.1</b>	<b>118,224</b>
STATE TOTALS.....														
ADDISON B-4.....	19.3	5.06	28,781	5,688	17,940	4,746	509	1,457	580	294	3,389	1,925	6.2	14,300
BENNINGTON B-7.....	24.3	7.24	37,449	5,173	31,660	8,229	734	1,735	1,541	1,484	7,036	2,350	2.8	4,161
CALEDONIA D-2.....	23.4	6.84	30,368	4,440	27,654	6,458	754	2,000	1,556	1,826	5,771	2,521	5.6	8,371
CHITTENDEN B-2.....	69.2	18.21	116,079	6,374	84,709	20,167	1,896	11,235	5,749	6,113	14,741	5,104	5.6	10,809
Burlington.....	37.3	10.10	71,008	7,030	65,236	13,236	1,609	10,604	5,375	5,497	12,997	2,758		
ESSEX E-1.....	6.4	1.79	7,330	4,095	3,757	1,821	64	350	34	130	171	465	1.6	1,751
FRANKLIN C-1.....	29.9	8.31	41,472	4,991	31,517	9,847	809	1,883	1,287	824	4,293	4,013	8.0	14,803
GRAND ISLE B-1.....	3.2	.88	3,333	3,788	2,216	733		506			276		1.5	2,507
LAMOILLE C-2.....	10.7	2.89	11,464	3,967	13,066	2,517	407	1,076	368	448	2,354	1,244	3.7	6,085
ORANGE D-4.....	16.3	4.50	19,577	4,350	16,339	2,550	509	1,902	374	521	3,471	1,331	5.5	9,046
ORLEANS D-1.....	20.3	5.55	28,405	5,118	23,612	4,987	520	2,705	1,011	593	5,323	1,596	7.0	12,190
RUTLAND C-6.....	45.2	13.00	67,159	5,166	57,675	14,474	1,341	6,168	3,064	2,416	11,894	4,232	5.8	10,386
WASHINGTON C-3.....	41.7	11.58	64,729	5,590	49,238	12,375	1,059	4,232	2,244	2,894	10,425	3,931	5.3	7,273
Montpelier.....	9.3	2.58	18,377	7,123	12,623	2,984	244	186	752	568	3,088	964		
WINDHAM C-7.....	28.0	8.36	45,731	5,470	40,974	10,619	1,070	3,606	1,701	1,332	8,451	2,653	3.4	6,597
WINDSOR C-6.....	42.2	12.39	74,316	5,998	50,086	13,209	945	2,854	1,849	1,835	12,069	3,902	6.1	9,945

## 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
<b>STATE TOTAL</b> .....	<b>106,600</b>	<b>103,420</b>	<b>.2115</b>	Grand Isle .....	880	850	.0017
Addison .....	5,060	4,870	.0100	Lamoille .....	2,890	2,780	.0057
Bennington .....	7,240	7,040	.0144	Orange .....	4,500	4,330	.0089
Caledonia .....	6,840	6,650	.0136	Orleans .....	5,550	5,340	.0109
Chittenden .....	18,210	17,700	.0362	Rutland .....	13,000	12,640	.0259
Essex .....	1,790	1,720	.0035	Washington .....	11,580	11,250	.0230
Franklin .....	8,310	8,160	.0167	Windham .....	8,360	8,040	.0164
				Windsor .....	12,390	12,050	.0246



# VERMONT

See SRDS consumer market map and data at beginning of the State.

## STATE NETWORKS

### North Country Stations, The

Rates effective April 1, 1958.  
Rates received April 2, 1958.

Concord Avenue, St. Johnsbury, Vt., Pioneer 8-2344.

**Personnel**  
General Manager—E. Dean Finney.  
**Representatives**  
Devney, Incorporated.  
Boston—Poster and Creed.

Comprised of:

WTWN—St. Johnsbury      WIKE—Newport

**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Bills payable when rendered.

**General Advertising**  
Rates are for station time and include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Rates based on number of broadcasts per year. Announcements cannot be used to earn larger program discounts.  
Earned rate applies if contract is cancelled.

#### ANNOUNCEMENT RATES

One minute or thirty seconds:	
1 time.....	9.50 156 times..... 7.70
26 times.....	9.00 260 times..... 7.30
52 times.....	8.50 312 times..... 6.90
104 times.....	8.10 520 times..... 6.40

#### PROGRAM RATES

See individual listings. Same group discounts as for announcements.

#### SATURATION ANNOUNCEMENT PLANS

(Run-of-station)

1-minute or 20-seconds, per week:	
12 times.....	90.00 24 times..... 160.00
18 times.....	120.00
8-second announcements:	
15 times.....	65.00 60 times..... 200.00
30 times.....	120.00

### Vermont State Network

Rates effective December 1, 1955.  
Rates received October 26, 1955.

Business Office—c/o Devney, Incorporated, 366 Madison Ave., New York 17, N. Y. Murray Hill 7-5365.

**Personnel**  
Manager—Ed Devney.  
**Representatives**  
Devney, Incorporated.

Comprised of:

WIKE—Newport      WTWN—St. Johnsbury  
WSYB—Rutland

**Agency Commission**  
15% to recognized advertising agencies on net station time only; no cash discount. Bills rendered monthly, due and payable by 10th of month following broadcast.

**General Advertising**  
These facilities available on a single rate card, single billing, single contract basis. The following rates include music copyright fees. All contracts subject to Standards of Practices of the NAB. No contract accepted for longer than one year. To earn combination discounts like schedules must run simultaneously on each station used. Following are the individual station rates for one minute or less units of time day-time up to 6:00 p.m. Rates for program units of time available on request.

	1	26	52	104	156
	tl.	tl.	tl.	tl.	tl.
WIKE—Newport.....	5.00	4.75	4.50	4.30	4.10
WSYB—Rutland.....	5.00	4.75	4.50	4.30	4.10
WTWN—St. Johnsbury.....	5.00	4.75	4.50	4.30	4.10
	260 tl.	312 tl.	520 tl.		
WIKE—Newport.....	3.90	3.65	3.25		
WSYB—Rutland.....	3.90	3.65	3.25		
WTWN—St. Johnsbury.....	3.90	3.65	3.25		

Above rates subject to the following discounts: 3 stations, 10% discount; 4 stations, 15% discount.

### BARRE

Washington County—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.

## WSNO

(C. P. 1,450 kc.; 250 w.)

Broadcasters, Inc.  
c/o E. Dean Finney  
WTWN  
St. Johnsbury, Vt.

### BENNINGTON

Bennington County—Map Location B-7  
See SRDS consumer market map and data at beginning of the State.

## WBTN

(Established 1953)



Rates effective July 1, 1954.  
Rates received July 12, 1954.  
Owned and operated by Catamount Broadcasters, Inc.

**Personnel**  
Station Manager—Belva C. Keyworth.  
Commercial Manager—Roy M. Andersen.

**Representatives**  
New York—Devney, Incorporated.  
Boston—Nona Kirby Company.

**Mailing Instructions**  
Business Office, Studios and Transmitter—Harwood Hill, U. S. Route 7, Bennington, Vt., telephone 6321.

**Wave—Power—Time**  
Operating power—500 watts.  
Frequency—1370 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Eastern Time.  
Operating schedule: 6:30 a.m. to 6:30 p.m. week days; 9:00 a.m. to 6:30 p.m. Sundays.

**Agency Commission**  
15% to recognized advertising agencies on time charges only; no cash discount.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Advertising of alcoholic beverages unacceptable.  
Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.

	1	1/2	1/4	10	5	1 min.
	hr.	hr.	hr.	min.	min.	or less
1 time.....	50.00	35.00	20.00	15.00	10.00	5.00
13 times.....	47.50	33.25	19.00	14.25	9.50	4.75
26 times.....	45.00	31.50	18.00	13.50	9.00	4.50
52 times.....	42.50	29.75	17.00	12.75	8.50	4.25
104 times.....	40.00	28.00	16.00	12.00	8.00	4.00
156 times.....	37.50	26.25	15.00	11.25	7.50	3.75
312 times.....	35.00	24.50	14.00	10.50	7.00	3.50

**SPECIAL FEATURES**  
News Service—UPI.

**POLITICAL**  
Regular rates apply.

**Closing Time**  
48 hours in advance of broadcast.

### BRATTLEBORO

Windham County—Map Location C-7  
See SRDS consumer market map and data at beginning of the State.

## WTSA

(Established 1950)

A Feinstein Station

Rates effective January 1, 1957.  
Rates received December 31, 1956.  
Owned and operated by Tri-State Area Broadcasting Corp.

**Personnel**  
President—Theodore Feinstein.  
Station Manager—Phillips G. Terhune.

**Representatives**  
Walker-Rawalt Company, Inc.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 819, Putney Road, Brattleboro, Vt., Alpine 4-4567.  
Transmitter—Putney Road, Brattleboro, Vt.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Operating schedule: 6:00 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 stations.

**General Advertising**  
(6:00 a.m. to 11:30 p.m. daily and Sundays)

	1	1/2	1/4	10	5	1 min.
	hr.	hr.	hr.	min.	min.	or less
1 time.....	70.00	40.00	30.00	20.00	15.00	7.00
26 times.....	66.00	37.00	28.00	19.00	14.50	6.75
52 times.....	62.00	34.00	26.00	18.00	13.00	6.50
104 times.....	58.00	31.00	24.00	17.00	12.50	6.25
156 times.....	54.00	28.00	22.00	16.00	12.00	6.00
260 times.....	50.00	25.00	20.00	15.00	11.50	5.75

**SPOT SATURATION PLAN**  
(Run-of-schedule; 1 week minimum)

Per week:	1 min.	(*)
12 times, each.....	5.00	4.00
18 times, each.....	4.75	3.75
24 times, each.....	4.50	3.50
30 times, each.....	4.25	3.25
36 times, each.....	4.00	3.00

(\*) 20-seconds or less.

**COMBINATION RATES**  
Sold with WNBC, Newburyport, Mass.; WOTW, Nashua, N. H.; and WLYN, Lynn, Mass. Discount when sold in combination:  
2 stations..... 5% 4 stations..... 10%  
3 stations..... 7-1/2%

**SPECIAL FEATURES**  
News Service—UPI and local news.  
Participating Programs  
"Early Bird" show—6:30 a.m. to 8:00 a.m., Monday through Saturday. Market and produce reports from 6:45 a.m. to 6:55 a.m. Regular rates apply.  
"Women's Point of View" with Clara Antonetti—8:30 a.m. to 8:55 a.m., Monday through Friday. Regular rates apply plus 1.00 participating.  
"Birthday Party" With Clara Antonetti. 5:05 p.m. to 5:30 p.m., Monday through Saturday. A children's birthday program naming all children with birthdays on day of program. Regular rates apply plus 1.00 participating. Limit three participations per program.

**POLITICAL**  
Payable in advance.

### BURLINGTON (3 AM)

Chittenden County—Map Location B-2  
See SRDS consumer market map and data at beginning of the State.

## WCAX

(Established 1927)

### CBS Radio Network



Rates effective October 1, 1957.  
Rates received September 13, 1957.  
Owned and operated by WCAX Radio, Inc.

**Personnel**  
President—C. P. Hasbrook.  
General Manager—Stuart T. Martin.  
Commercial Manager—John W. Millar.

**Mailing Instructions**  
Business Office and Studio—100 Market Square, South Burlington, Vt. University 2-5761.  
Transmitter—Five miles N. of Burlington on Malletts Bay Ave., Burlington, Vt.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—620 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 midnight week days; 8:00 a.m. to 11:30 p.m. Sundays.

**Agency Commission**  
15% to recognized agencies; no cash discount. Bills due and payable when rendered.

**General Advertising**  
For combination rates see CBS Radio Network (Basic Supplementary Group) and Columbia New England Network.  
ASCAP, BMI and SESAC licenses.  
Discounts are based on the number of broadcasts in any calendar week Sunday through Saturday.  
Rates include time, talent and production services.  
Length of commercial copy:

5 minutes.....	1:15 minutes
10 minutes.....	2:30 minutes
15 minutes.....	3:15 minutes
30 minutes.....	4:30 minutes
60 minutes.....	7:00 minutes

**CLASS "AA"**  
(6:30 a.m. to 9:00 a.m. and 4:00 p.m. to 6:00 p.m. Monday through Friday)

	1	1/2	1/4	5	1	20	8
	hr.	hr.	hr.	min.	min.	sec.	sec.
1 time.....	100.00	60.00	40.00	22.00	14.00	9.80	8.40
2 times.....	90.00	54.00	36.00	19.80	12.60	8.82	7.56
3 times.....	85.00	51.00	34.00	18.70	11.90	8.33	7.14
4 times.....	80.00	48.00	32.00	17.60	11.20	7.84	6.72
5 times.....	75.00	45.00	30.00	16.50	10.50	7.35	6.30
6 times.....	63.00	42.00	28.00	15.40	9.80	6.86	5.88

**CLASS "A"**  
(6:00 a.m. to 6:30 a.m.; 9:00 a.m. to 4:00 p.m.; 6:00 p.m. to 7:00 p.m. Monday through Friday; sign-on to 7:00 p.m. Saturday and Sunday)

1 time.....	90.00	54.00	36.00	19.80	12.00	8.40	7.20
2 times.....	81.00	48.00	32.00	17.82	10.80	7.56	6.48
3 times.....	76.50	45.00	30.60	16.83	10.20	7.14	6.12
4 times.....	72.00	43.20	28.80	15.84	9.60	6.72	5.76
5 times.....	67.50	40.50	27.00	14.85	9.00	6.30	5.40
6 times.....	63.00	37.80	25.20	13.86	8.40	5.88	5.04

**CLASS "B"**  
(Sign-on to 6:00 a.m. and 7:00 p.m. to sign-off Sunday through Saturday)

1 time.....	66.00	39.60	22.40	14.50	9.25	5.90	5.55
2 times.....	59.40	35.64	20.16	13.05	8.33	5.31	5.00
3 times.....	56.10	33.66	19.04	12.33	7.88	5.02	4.72
4 times.....	52.80	31.68	17.92	11.60	7.40	4.72	4.44
5 times.....	49.50	29.70	16.80	10.88	6.94	4.43	4.16
6 times.....	46.20	27.72	15.68	10.15	6.48	4.13	3.90

Programs and announcements may be combined to earn discounts. ID's may not be combined with programs or announcements for discounts.  
**SATURATION ANNOUNCEMENT PLAN**  
Best schedule available in specified time segments but position in Class "AA" and Class "A" time is not guaranteed and may be changed at stations option. Immediate notice that such a change is taking place will be given advertiser. All or any portion of package plan spots may be placed in Class "B" time at advertisers' option on the basis of three Class "B" spots for each two Package Plan spots; i.e.: 10 spots for 75.00 could be placed as 15 Class "B" spots.  
Frequency within seven consecutive days:

10 announcements.....	75.00	45.00
20 announcements.....	140.00	84.00
30 announcements.....	195.00	117.00
50 announcements.....	300.00	180.00

(\*) 1-minute or 20-seconds.

**SPECIAL FEATURES**  
News Service—UPI and local.  
Participating Programs  
"The Early Birds" with Joel Chandler and Bill Arnold—6:00 a.m. to 9:00 a.m. Monday through Saturday.  
"Carol King Show"—9:15 a.m. to 10:00 a.m. Monday through Friday.  
"Route 620"—4:05 p.m. to 5:45 p.m. Monday through Friday.  
"Journey into Midnight"—11:15 p.m. to midnight Monday through Saturday.

**POLITICAL**  
Regular rates apply.  
**TRANSCRIPTIONS**  
Instantaneous reference recording 5-minute program or longer, one recording for 13 week series or of program change during series, no charge. Additional recordings, each 10.00.

**Closing Time**  
All commercial copy must be filed at least 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast.  
(Burlington continued on next page)

**Burlington—Continued**

**WDOT**

(Established 1954)

Rates effective February 15, 1954.  
Card received February 19, 1954.  
Revisions (one minute) received March 28, 1955.  
Owned and operated by WDOT Corporation.

**Personnel**

President—Val Carter.

**Representatives**

New York, Boston—Walker-Rawalt Co., Inc.

**Mailing Instructions**

Business Office and Studio—109 S. Winooski Ave.,  
P. O. Box 684, Burlington, Vt.  
Transmitter—Burlington, Vt.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Eastern Time  
Operating schedule: \_\_\_\_\_.

**Agency Commission**

15% to recognized agencies on net time and talent charges; no cash discount. Bills due and payable when rendered.

**General Advertising**

Accepts AAAA copyrighted contract.  
Rates apply to time only.  
BMI and ASCAP music licenses.  
At station's option, cancellation of contracts cannot become effective until two weeks after contractual starting date. If for any reason advertiser fails to use continuously full amount of contract time, as specified, advertiser is to pay short rate in effect on date of cancellation. All contracts accepted subject to station's right to cancel or offer another satisfactory time on 28 days' notice. Contracts subject to conditions of standard NAB and AAAA contracts.

Length of commercial copy:	Programs	
	6:00 p.m. - 11:00 p.m. hours	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.....	2:45 min.	4:00 min.
30 minutes.....	3:00 min.	4:15 min.
60 minutes.....	6:00 min.	7:00 min.

**NATIONAL ADVERTISING RATES PROGRAMS**

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	36.00	26.00	15.00	12.50	8.00
26 times.....	34.00	24.00	14.00	10.75	7.50
52 times.....	32.00	22.00	13.00	10.00	7.00
104 times.....	30.00	20.00	12.00	9.25	6.50
208 times.....	28.00	18.00	11.00	8.50	6.00
312 times.....	26.00	16.00	10.00	7.75	5.50

**ANNOUNCEMENTS**

One minute or less:			
1 time.....	3.60	104 times.....	3.30
26 times.....	3.50	156 times.....	3.20
52 times.....	3.40	260 times.....	3.00

**SPOT PACKAGES**

Run-of-Schedule	
12 spots weekly, 2 per day, each.....	3.00
18 spots weekly, 3 per day, each.....	2.75
24 spots weekly, 4 per day, each.....	2.25
36 spots weekly, 6 per day, each.....	2.00
37 or more spots weekly, each.....	2.00

**SPECIAL FEATURES**

Sports, weather and temperature reports, time signals—rates on request.

**WJOY**

(Established 1946)



Rates effective February 1, 1956.  
Rates received January 27, 1956.  
Owned and operated by the Vermont Broadcasting Corp.

**Personnel**

Manager—Frank A. Balch.

**Representatives**

Everett-McKinney, Inc.  
Boston—Kettell-Carter.

**Mailing Instructions**

Business Office, Studio and Transmitter—633 Main St., Burlington, Vt. University 4-5774.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1230 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: 5:55 a.m. to 12:05 a.m. week days; 7:00 a.m. to 12:05 a.m. Sundays.

**Agency Commission**

15% to recognized agencies on net time charges; no cash discount. Bills due and payable when rendered.

**General Advertising**

For combination rates see ABC Radio.  
BMI and ASCAP licenses.  
Programs of five minutes or more in various time brackets may be combined to earn frequency discounts. Programs of five minutes or more may not be combined with announcements to earn frequency discounts. Announcements sold at time preceding, higher rate classification will be billed at the rate of the higher classification.  
Length of commercial copy:

5 minutes.....	1:15 minutes
10 minutes.....	2:10 minutes
15 minutes.....	3:00 minutes
25 minutes.....	4:00 minutes
30 minutes.....	5:15 minutes
60 minutes.....	7:00 minutes

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	50.00	30.00	20.00	10.00
26 times.....	45.00	27.00	18.00	9.00
52 times.....	40.00	24.00	16.00	8.00
156 times.....	37.50	22.50	15.00	7.50
260 times.....	35.00	21.00	14.00	7.00
312 times.....	30.00	18.00	12.00	6.00

**ANNOUNCEMENTS**

One minute 1 tl.	26 tl.	52 tl.	104 tl.	208 tl.	312 tl.
or less.....	6.00	5.50	5.25	5.00	4.75

**Saturation Announcement Plans**

One-minute announcements scheduled run-of-station within specified time segments.

Consecutive Weeks:	12			18			24		
	wkly.	wkly.	wkly.	wkly.	wkly.	wkly.	wkly.	wkly.	wkly.
1 week.....	4.50	4.00	3.75	4.50	4.00	3.75	4.50	4.00	3.75
13 weeks.....	4.25	3.75	3.50	4.25	3.75	3.50	4.25	3.75	3.50
26 weeks.....	4.00	3.50	3.25	4.00	3.50	3.25	4.00	3.50	3.25
52 weeks.....	3.75	3.25	3.00	3.75	3.25	3.00	3.75	3.25	3.00

**Radio Shorts**

16-word live or 8-second transcribed spots, tied in with time signals, temperature, or weather reports, scheduled run-of-station between programs; or on the quarter, half, or hour. 50% of applicable rate. 20-second and 30-second announcements, 75% of the applicable rate.

**SPECIAL FEATURES**

News Service—AP.  
News charges, 5 minutes, 1.00. Over 5 minutes 1.50.  
Sports events, weather and temperature reports, time signals—rates on request.  
"The Joy Club"—Morning musical clock program, time, weather, temperature, live and transcribed music; live or transcribed announcements accepted, regular rates plus 1.00 per broadcast; fully commissionable.  
"Wynne Casey"—Participation program, live or transcribed announcements, regular rates plus 1.00 per broadcast; fully commissionable.

**TRANSCRIPTIONS**

Instantaneous reference recording: Five 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.

**MONTPELIER**

Washington County—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.

**WSKI**

(Established 1947)



Rates effective \_\_\_\_\_.  
Rates received December 30, 1957.  
Owned and operated by The Green Mt. Broadcasting Co., Inc.

**Personnel**

President—Eben Parsons.  
General Manager—Daniel B. Ruggles, III.  
Program Director—John Brunnel.  
Special Events, News Editor—Bob Bannon.

**Representatives**

Walker-Rawalt Company, Inc.

**Mailing Instructions**

Business Office and Studios—Union Mutual Bldg.,  
Montpelier, Vt., Ca 3-5275.  
Other Studios—Hotel Barre, Barre, Vt.  
Transmitter—Montpelier, Vt.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1240 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Operating schedule: 6:00 a.m. to 12:05 a.m. week days; 8:00 a.m. to 12:05 a.m. Sundays.

**Agency Commission**

15% to recognized agencies on time only. No cash discount. Bills rendered on the 1st of each month.

**General Advertising**

Affiliated with ABC Radio.  
Rates include music copyright fees as licensed. BMI, ASCAP and SESAC licenses.  
Length of commercial copy:

5 minutes.....	1:30 minutes
10 minutes.....	2:00 minutes
15 minutes.....	2:40 minutes
30 minutes.....	4:00 minutes
45 minutes.....	5:30 minutes
60 minutes.....	7:00 minutes

Discounts based on number of broadcasts per year. Announcements cannot be used to earn larger program discounts. Rates show net time costs after the deduction of all applicable discounts.  
Announcements or station breaks adjacent to higher rate classifications are charged at the rate of the higher classification.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	40.00	24.00	16.00	12.00	8.00
26 times.....	28.00	22.80	15.20	11.40	7.80
52 times.....	36.00	21.60	14.40	10.80	7.20
104 times.....	34.00	20.40	13.60	10.20	6.80
156 times.....	32.00	19.20	12.80	9.60	6.40
208 times.....	30.00	18.00	12.00	9.00	6.00
260 or more times.....	28.00	16.80	11.20	8.40	5.60

**ANNOUNCEMENTS**

1 time.....	5.00	104 times.....	4.25
26 times.....	4.75	156 times.....	4.00
52 times.....	4.50	260 times.....	3.75

**SATURATION ANNOUNCEMENT PLAN**

1-minute or less announcements, per week:	
12 times.....	54.00
18 times.....	72.00
10-second Brand Name ID's, each, flat.....	3.00

**SPECIAL FEATURES**

News Service—AP. Regular rates apply.

**POLITICAL**

Rates and details on request.

**VERMONT**

**NEWPORT**

Orleans County—Map Location D-1  
See SRDS consumer market map and data at beginning of the State.

**WIKE**

(Established 1952)



Rates effective January 1, 1955.  
Rates received December 17, 1954.  
Revisions received January 24, 1955.

Owned and operated by the Memphremagog Broadcasting Co., Inc.

**Personnel**

President—E. Dean Finney.  
Manager—Donald A. Thurston.

**Representatives**

Devney, Incorporated.  
Boston—Foster and Creed.  
Canada—Lorrie Potts and Company.

**Mailing Instructions**

Business Office and Studio—P. O. Box 711, Newport, Vt. Phone 832.  
Transmitter—Farrant St., Newport, Vt.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1490 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 6:00 a.m. to 11:15 p.m. week days; 8:00 a.m. to 11:15 p.m. Sundays.

**Agency Commission**

15% to recognized agencies on time only; no cash discount. Bills payable when rendered.

**General Advertising**

For combination rates see North Country Stations of Vermont.  
Rates are for station time and include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Rates based on number of broadcasts per year. Announcements cannot be used to earn larger program discounts.

Length of commercial copy:	1:30 minutes	2:00 minutes	2:30 minutes	4:00 minutes	5:30 minutes	6:00 minutes
5 minutes.....	1:30 minutes	2:00 minutes	2:30 minutes	4:00 minutes	5:30 minutes	6:00 minutes
10 minutes.....	1:30 minutes	2:00 minutes	2:30 minutes	4:00 minutes	5:30 minutes	6:00 minutes
15 minutes.....	1:30 minutes	2:00 minutes	2:30 minutes	4:00 minutes	5:30 minutes	6:00 minutes
30 minutes.....	1:30 minutes	2:00 minutes	2:30 minutes	4:00 minutes	5:30 minutes	6:00 minutes
45 minutes.....	1:30 minutes	2:00 minutes	2:30 minutes	4:00 minutes	5:30 minutes	6:00 minutes
60 minutes.....	1:30 minutes	2:00 minutes	2:30 minutes	4:00 minutes	5:30 minutes	6:00 minutes

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	50.00	30.00	20.00	15.00	10.00	5.00
26 times.....	47.00	27.50	18.00	13.50	9.00	4.75
52 times.....	44.00	25.00	16.00	12.00	8.00	4.50
104 times.....	41.00	22.50	14.00	10.50	7.00	4.30
156 times.....	38.00	20.00	12.00	9.50	6.00	4.10
260 times.....	35.00	17.50	10.00	7.50	5.00	3.90
312 times.....	.....	.....	.....	.....	.....	3.65
520 times.....	.....	.....	.....	.....	.....	3.25

(\*) One minute or 30 seconds.

**RADIO SHORTS**

Radio shorts are 16 word live announcements (or 8 second transcriptions) tied in with station identifications, or time signals, temperature or weather reports. Designed for a "slogan like" treatment of sales points, they are scheduled run-of-station between programs within specified time segments.

Per week.....	15 tl.	30 tl.	60 tl.
.....	36.00	65.00	110.00
The following is the combination rate for WIKE, Newport, and WTWN, St. Johnsbury:			
Combined rate.....	65.00	117.00	198.00

**SATURATION ANNOUNCEMENT PLANS**

Run-of-station one-minute announcements scheduled in the daytime.

Per week.....	12 tl.	18 tl.	24 tl.
.....	48.00	70.00	90.00

The following is the combination rate for WIKE, Newport, and WTWN, St. Johnsbury:

Per week.....	82.00	120.00	156.00
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**SPECIAL FEATURES**

News Service—UPI. Leased wire and local news coverage.  
News—5 minutes .50; over 5 minutes 1.00.  
Time signals, weather, sports, etc.—rates on request.

**TRANSCRIPTIONS**

Library Service—World.

**SRDS publications give two sets of data**

... market and audience information in the advertisements ... rates and other data in the listings. Both are essential.

GXF-24

# VERMONT

## RUTLAND (12 AM)

Rutland County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

### WHWB

(Established 1949)

Rates effective October 1, 1952.  
Rates received October 30, 1952.  
Owned and operated by Central Vermont Broadcasting Corp., Rutland, Vt.

**Personnel**  
General Manager—John H. Bennett.

**Representatives**  
Gill-Perna, Inc.  
New England—Nona Kirby Co.

**Mailing Instructions**  
Sales Office, Studio and Transmitter—West Proctor Road, P. O. Box 591, Rutland, Vt., Prospect 3-3200.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1000 kilocycles.  
Non-directional.

Licensed to operate daytime.  
Operates on Eastern Standard Time.  
Operating schedule: Sunrise to Sunset.

**Agency Commission**  
15% allowed to authorized agencies on station time only. No cash discount. Bills rendered first of month, due 10th of following month.

**General Advertising**  
Rates including music copyright fees, BMI, ASCAP and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	60.00	36.00	24.00	18.00	12.00	6.00
26 times.....	57.00	34.20	22.80	17.10	11.40	5.70
52 times.....	54.00	32.40	21.60	16.20	10.80	5.40
104 times.....	51.00	30.60	20.40	15.30	10.20	5.10
156 times.....	48.00	28.80	19.20	14.40	9.60	4.80
260 times.....	45.00	27.00	18.00	13.50	9.00	4.50

#### SPECIAL FEATURES

News, weather temperature reports, time signals, announcements, station breaks and shorts. Rates on request.

### WSYB

(Established 1930)

Rates effective December 15, 1954. (Card No. 4.)  
Card received December 3, 1954.  
Owned and operated by Phillip Weiss Music Co.

**Personnel**  
Gen'l & Com'l Mgr.—Phillip Weiss.  
Business Manager—J. H. Weiss.

**Representatives**  
Devney, Inc.  
Boston—Foster and Creed.

**Mailing Instructions**  
Business Office and Studio—35 Washington St., Rutland, Vt., Prospect 3-8140.  
Transmitter—Dorr Drive, Rutland, Vt.

**Wave—Power—Time**  
Operating power—5,000 watts, days; 1,000 watts, nights.  
Frequency—1380 kilocycles.  
Directional—nighttime only.

Licensed to operate unlimited time on regional channel.  
Operates on Eastern Time.  
Operating schedule: 6:30 a.m. to 11:15 p.m. Monday through Saturday; 7:15 a.m. to 11:15 p.m. Sunday.

**Agency Commission**  
15% to recognized agencies on net charges for station time only, no cash discount. Bills due and payable when rendered.

**General Advertising**  
For combination rates see Listings of Yankee Network, Mutual Broadcasting System.  
In order to earn net rates quoted, contract must be completed within 12 months. Discounts earned on announcements cannot be applied to program contracts or vice versa. To earn program discounts a minimum of one program per week must be used; contracts must be renewed or extended on, or before, expiration to earn a lower rate. Class "A," "B," or "C" program time can be grouped to earn maximum discounts.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time.....	40.00	22.00	12.00	9.00	7.00	5.00	4.00
26 times.....	38.00	20.90	11.40	8.55	6.55	4.75	3.80
52 times.....	36.00	19.80	10.80	8.10	6.30	4.50	3.60
104 times.....	34.00	18.70	10.20	7.65	5.95	4.25	3.40
156 times.....	33.00	18.15	9.90	7.45	5.78	4.10	3.20
208 times.....	32.00	17.60	9.60	7.20	5.60	4.00	3.20
256 times.....	31.00	17.05	9.30	7.00	5.43	3.90	3.10
300 times.....	30.00	16.50	9.00	6.75	5.20	3.80	3.00
416 times.....	29.00	15.95	8.70	6.55	5.05	3.70	2.90
832 times.....	28.00	15.40	8.40	6.35	4.90	3.60	2.80

#### SPECIAL FEATURES

Local baseball, football, basketball and other sports programs—rates on request.

## ST. ALBANS

Franklin County—Map Location C-1  
See SRDS consumer market map and data at beginning of the State.

### WWSR

(Established 1941)

Rates effective April 30, 1941.  
Owned and operated by Vermont Radio Corporation, Inc.

**Personnel**  
General Manager—Lloyd E. Squier.  
Sales Manager—Mrs. Cecil Fahl.

**Representatives**  
Walker-Rawalt Company, Inc.

**Mailing Instructions**  
Business Office and Studio—75 North Main St., St. Albans, Vermont, Lakeview 4-2157.  
St. Albans, Vermont.  
Transmitter—Two miles north of business district.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1420 kilocycles.  
Non-directional.

Licensed to operate days on regional channel.  
Operates on Eastern Time.  
Operating schedule: Sundays 9:00 a.m. to 4:15 p.m.; week days 6:30 a.m. to local sunset.

**Agency Commission**  
Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered 1st of month; due 10th of month.

**General Advertising**  
The following rates are for national advertising. Rates include charges by owners of music copyrights.

1 hour.....	60.00
3/4 hour.....	48.00
1/2 hour.....	36.00
1/4 hour.....	24.00
10 minutes.....	18.00
5 minutes.....	12.00
1 minute or station break.....	4.00

#### DISCOUNTS

1 time.....	Net	52 times.....	15%
13 times.....	5%	100 times.....	20%
26 times.....	10%	300 times.....	25%

**Closing Time**  
Contracts close one week in advance of first broadcast. Announcement copy, transcriptions and talks close 48 hours in advance.

## ST. JOHNSBURY

Caledonia County—Map Location D-2

See SRDS consumer market map and data at beginning of the State.

### WTWN

(Established 1949)

Rates effective January 1, 1955.  
Rates received December 17, 1954.  
Owned and operated by Twin State Broadcasters, Inc.

**Personnel**  
Pres. & Gen'l Mgr.—E. Dean Finney.

**Representatives**  
Devney, Incorporated.  
Boston—Foster and Creed.

**Mailing Instructions**  
Business Office and Studio—Concord Ave., St. Johnsbury, Vt., Pioneer 8-2344.  
Transmitter: Concord Ave., St. Johnsbury, Vt.

**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: Week days 6:00 a.m. to 11:05 p.m.; Sunday 8:00 a.m. to 11:05 p.m.

**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Bills payable when rendered.

**General Advertising**  
For combination rates see The North Country Stations of Vermont.  
Rates are for station time and include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Rates based on number of broadcasts per year. Announcements cannot be used to earn larger program discounts.

Length of commercial copy:

5 minutes.....	1:30 minutes
10 minutes.....	2:00 minutes
15 minutes.....	2:30 minutes
30 minutes.....	4:00 minutes
45 minutes.....	5:30 minutes
60 minutes.....	6:00 minutes

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	50.00	30.00	20.00	15.00	10.00	5.00
26 times.....	47.00	27.50	18.00	13.50	9.00	4.75
52 times.....	44.00	25.00	16.00	12.00	8.00	4.50
104 times.....	41.00	22.50	14.00	10.50	7.00	4.30
156 times.....	38.00	20.00	12.00	9.00	6.00	4.10
260 times.....	35.00	17.50	10.00	7.50	5.00	3.90
312 times.....	.....	.....	.....	.....	.....	3.65
520 times.....	.....	.....	.....	.....	.....	3.25

**RADIO SHORTS**  
Radio shorts are 16 word live announcements (or 8 second transcriptions) tied in with station identification or time signals, temperature or weather reports. Designed for a "slogan like" treatment of sales points, they are scheduled run-of-station between programs within specified time segments.

Per week.....	15 tl.	30 tl.	60 tl.
.....	36.00	65.00	110.00

**SATURATION ANNOUNCEMENT PLANS**  
Run-of-station one-minute announcements scheduled in the daytime.

Per week.....	12 tl.	18 tl.	24 tl.
.....	48.00	70.00	90.00

**SPECIAL FEATURES**  
News Service—UPI. Leased wire and local news coverage.  
Newscasts—5 minutes 1.00; over 5 minutes 2.00.  
Time signals, weather reports, etc.—rates on request.

**TRANSCRIPTIONS**  
Library Service—World.

## SPRINGFIELD

Windsor County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

### WCFR

(Established 1954)



Rates effective April 16, 1958. (Card No. 2.)  
Card received March 24, 1958.

Owned and operated by Connecticut Valley Broadcasting Co., Inc.

**Personnel**  
Pres. & Gen'l Mgr.—Carlo F. Zezza.

**Representatives**  
Walker-Rawalt Company, Inc.

**Mailing Instructions**  
Business Office and Studios—106 Park St., P. O. Box 800, Springfield, Vt. Turner 5-4555.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1480 kilocycles.  
Non-directional.

Licensed to operate daytime only.  
Daylight Saving Time observed.  
Operating schedule: 6:00 a.m. to sunset.

**Agency Commission**  
15% to recognized agencies on time only; no cash discount.  
Bills payable when rendered.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Rates based on number of broadcasts per year. Announcements may not be combined with programs to earn frequency discounts.

	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time.....	40.00	28.00	20.00	14.00	6.00	4.50
26 times.....	37.50	26.00	18.00	13.00	5.50	4.00
52 times.....	35.00	24.00	16.00	12.00	5.00	3.50
156 times.....	32.50	22.00	14.00	10.00	4.50	3.00
260 times.....	30.00	20.00	12.00	9.00	4.00	2.50
520 times.....	27.50	18.00	10.00	8.00	3.50	2.00

#### SATURATION PLANS

Scheduled at station's discretion, to be used within any 7-day period:

15/30 Plan (15 30-second announcements).....	42.50
25/60 Plan (25 1-minute announcements).....	75.00
50/60 Plan (50 1-minute announcements).....	137.50

#### SPECIAL FEATURES

News Service—UPI leased wire and local.  
News charges—5 minutes—1.00; over 5 minutes—1.50.  
Sports events, temperatures, rates on request.  
Per week: 1 wk. 7 wks. 13 wks.  
6 times..... 40.00 35.00 30.00  
12 times..... 72.00 60.00 48.00

#### POLITICAL

Regular rates apply; payable in advance.

#### TRANSCRIPTIONS

Library Service—World.

**Closing Time**  
24 hours before broadcast.

## WATERBURY

Washington County—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.

### WDEV

(Established 1931)

Rates effective January 1, 1949.  
Owned and operated by Lloyd E. Squier.

**Personnel**  
General Manager—Lloyd E. Squier.  
Commercial Director—Craig S. Parker.

**Representatives**  
Everett-McKinney, Inc.  
Boston—Kettell-Carter.

**Mailing Instructions**  
Business Office and Studio—8 Stowe St., Waterbury, Vt., Waterbury 4-7321.  
Transmitter—Blush Hill, Waterbury, Vermont.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—550 kilocycles.  
Directional—separate patterns, day and night.

Licensed to operate unlimited time.  
Daylight Saving Time observed.  
Actual operating schedule: 5:00 a.m. to midnight.

**Agency Commission**  
Agency commission 15% allowed to recognized agencies on net station time.

**General Advertising**  
For combination rates see Mutual Broadcasting System and The Yankee Network.  
Accepts AAAA copyrighted contract.

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	300 tl.
1 hour.....	60.00	57.00	54.00	51.00	48.00	45.00
3/4 hour.....	48.00	45.60	43.20	40.80	38.40	36.00
1/2 hour.....	36.00	34.20	32.40	30.60	28.80	27.00
1/4 hour.....	24.00	22.80	21.60	20.40	19.20	18.00
10 minutes.....	18.00	17.10	16.20	15.30	14.40	13.50
5 minutes.....	12.00	11.40	10.80	10.20	9.60	9.00
1 minute or station break.....	8.00	7.60	7.20	6.80	6.40	6.00

#### SPECIAL FEATURES FOR COMPLETE SPONSORSHIP

News—Vermont 5:45 p.m. Sports final—6:15 p.m.  
Participating Programs  
"Scraping the Toast"—8:15 a.m.  
"Spins & Needles"—4:15 p.m.

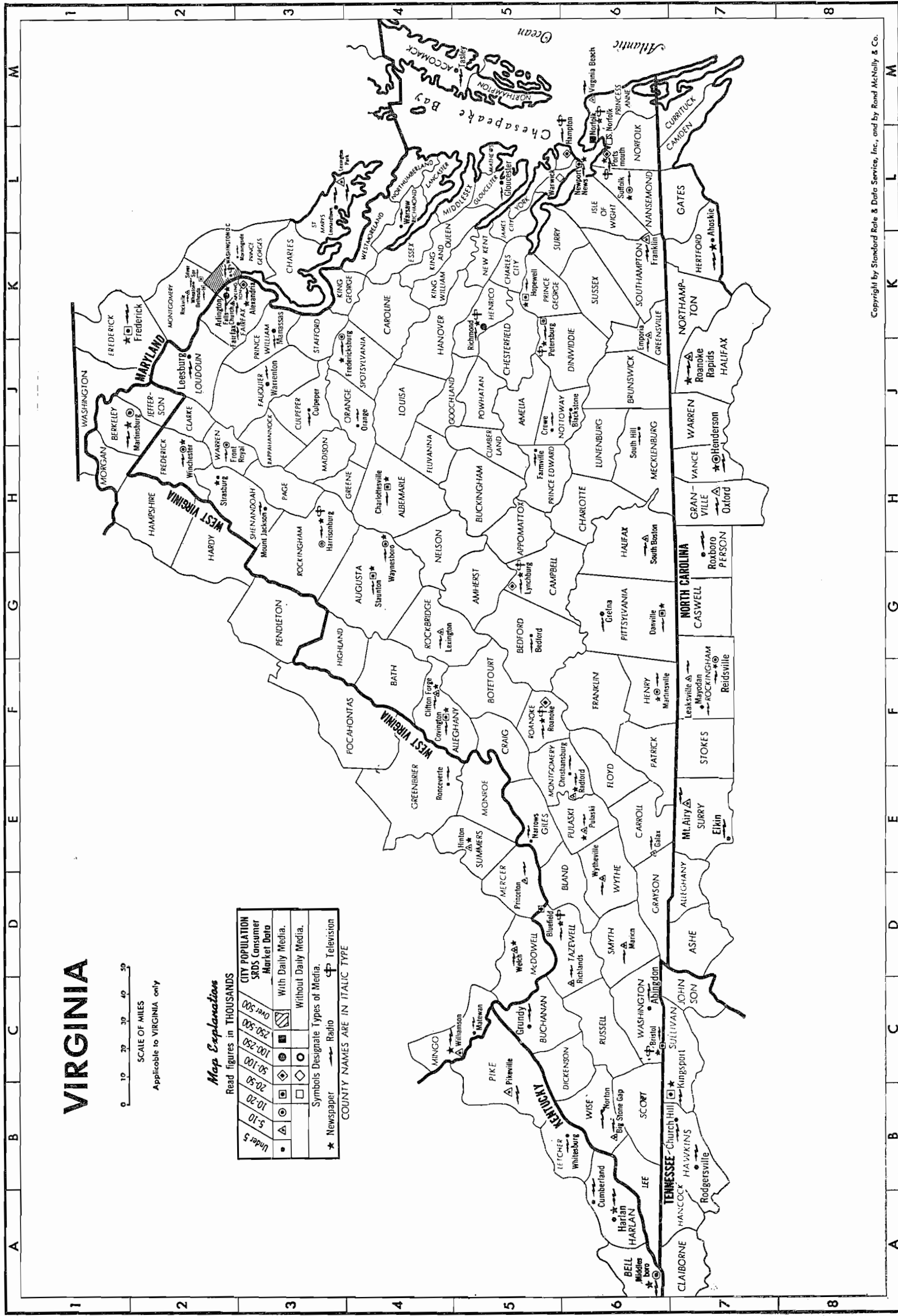
# VIRGINIA

SCALE OF MILES  
 0 10 20 30 40 50  
 Applicable to VIRGINIA only

### Map Explanations

Read figures in THOUSANDS	
Over 500	City Population
250-500	SKDS Consumer Market Data
100-250	
50-100	
20-50	
10-20	
5-10	
Under 5	
◆	With Daily Media.
○	Without Daily Media.
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.

Alexandria—Arlington  
Arlington—Arlington  
Bluefield—Tazewell  
Bristol—Washington

Charlottesville—Albemarle  
Covington—Alleghany  
Danville—Pittsylvania  
Hampton—Hampton

Hopewell—Prince George  
Lynchburg—Campbell  
Newport News—Newport News

Norfolk—Norfolk  
Petersburg—Dinwiddie  
Portsmouth—Norfolk  
Richmond—Henrico

Roanoke—Roanoke  
South Norfolk—Norfolk  
Staunton—Augusta

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				Home Furn. (\$000)	Auto- motive (\$000)	Filling Station (\$000)	Farm Popu- lation 1/1/58 (000)	Gross Farm Income 1957 (\$000)
						Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)					
<b>VIRGINIA STATE</b>	3,907.9	1,020.42	5,568,179	5,457	3,741,409	923,801	140,331	480,420	206,120	178,107	703,748	339,951	690.1	492,403
<b>TOTALS</b>														
ACCOMACK M-4	34.8	10.43	36,428	3,493	31,027	9,364	755	2,436	944	1,595	3,310	3,473	7.1	14,960
ALBEMARLE <sup>2</sup> H-4	54.8	14.20	85,947	6,053	69,213	18,502	2,251	7,250	4,566	2,739	12,333	5,633	11.3	7,737
Charlottesville	31.6	8.85	55,407	6,261	56,574	15,662	2,080	4,604	4,378	2,632	9,757	3,869		
ALLEGHANY <sup>3</sup> F-4	29.8	7.98	44,957	5,634	29,654	9,531	1,093	3,544	1,154	1,328	6,340	3,075	2.4	583
Covington	28.4	7.98	39,829	4,991	18,212	5,529	705	2,477	721	823	4,012	1,754		
AMELIA J-5	7.5	1.78	6,134	3,446	3,890	302	115	733		147	642	732	5.1	3,971
AMHERST G-5	20.7	4.43	17,354	3,917	8,426	3,417	325	711		144	1,633	1,462	6.3	2,284
APPOMATTOX H-5	8.5	2.07	8,725	4,215	6,915	965	448	435		325	2,218	1,181	5.0	2,877
ARLINGTON <sup>4</sup> K-2	277.4	84.18	775,008	9,207	361,202	104,804	20,069	56,564	19,017	14,166	70,252	25,322		89
Alexandria	95.8	28.93	248,890	8,603	142,215	48,552	6,854	11,444	7,067	4,603	33,890	9,977		
Arlington	181.6	55.25	526,118	9,522	218,987	56,252	13,215	45,120	11,950	9,563	36,362	15,345		
AUGUSTA <sup>5</sup> G-4	75.4	19.12	94,944	4,966	74,522	15,071	2,188	6,203	3,522	3,071	18,956	8,276	13.9	16,896
Staunton	24.8	6.18	36,167	5,852	33,844	7,174	1,339	4,105	1,895	1,757	8,375	3,366		
BATH F-4	5.6	1.40	6,012	4,294	4,458	453	207	553		87	1,024	742	2.1	1,124
BEDFORD G-5	30.0	7.36	31,734	4,312	18,935	5,467	585	2,080	439	415	4,340	1,990	15.0	7,026
BLAND D-6	6.4	1.51	5,769	3,821	2,790	1,060		330		14	982	248	3.5	1,332
BOTETOURT F-5	15.4	3.99	13,380	3,353	8,119	2,355	235	1,141	42	196	1,464	1,600	6.3	5,902
BRUNSWICK J-6	20.9	4.66	17,060	3,661	12,456	2,071	289	2,694	316	113	2,880	1,090	14.5	8,055
BUCHANAN C-5	39.4	8.17	26,799	3,280	16,144	3,875	611	3,085	482	1,201	3,671	1,641	14.4	416
BUCKINGHAM H-5	11.4	2.68	7,589	2,832	6,259	782	285	1,761	104		789	1,055	6.6	3,792
CAMPBELL <sup>6</sup> G-5	83.6	22.81	112,487	4,931	103,396	23,334	4,350	15,067	6,170	7,679	17,932	7,938	9.6	6,125
Lynchburg	54.1	15.55	82,392	5,299	82,590	17,995	3,908	12,375	5,684	6,403	13,569	5,648		
Lynchburg Metro Area	83.6	22.81	112,487	4,931	103,396	23,334	4,350	15,067	6,170	7,679	17,932	7,938		
CAROLINE K-4	11.5	2.68	11,707	4,368	9,306	1,446	253	1,791	95	52	1,934	3,289	5.9	2,652
CARROLL E-6	23.4	5.91	21,124	3,574	8,697	1,647	86	2,034	303	450	1,916	515	16.8	3,873
CHARLES CITY K-5	5.2	1.09	2,843	2,608	642	490		132					1.3	1,142
CHARLOTTE H-6	12.8	3.08	10,318	3,350	6,074	643	191	1,446	69		1,813	1,171	9.7	6,341
CHESTERFIELD <sup>7</sup> J-5	56.3	14.62	82,695	5,656	22,635	7,051	419	1,469	112	826	2,891	5,138	4.0	2,738
Clarke J-2	7.0	1.90	8,902	4,685	8,726	4,349	327	626	85	48	582	950	2.4	6,570
Craig F-5	3.3	.87	2,993	3,440	1,676	453		369		162	382	178	1.8	548
Culpeper J-3	13.3	3.53	14,555	4,123	16,631	3,548	596	1,423	636	694	2,298	1,237	5.3	5,946
Cumberland J-5	7.2	1.75	4,579	2,617	2,307	837	43	760	15		101	298	4.9	3,380
Dickenson B-6	25.3	5.43	19,717	3,631	8,722	2,360	102	1,871	130	438	2,148	599	10.1	321
Dinwiddie <sup>8</sup> J-6	59.2	14.92	67,977	4,556	73,329	17,554	3,163	8,591	5,578	3,263	14,413	5,773	8.9	6,579
Petersburg	39.8	11.52	55,655	4,831	65,676	16,526	2,932	4,487	5,578	3,103	14,180	4,690		
Essex K-4	6.4	1.65	5,526	3,349	9,514	1,017	190	1,047	158	159	2,612	1,112	2.9	1,938
FAIRFAX <sup>9</sup> K-3	221.1	57.39	327,261	5,702	114,753	44,073	5,727	3,132	3,212	1,772	19,174	14,875	6.1	4,179
FAUQUIER J-3	21.4	5.43	26,655	4,909	20,610	4,324	605	1,829	542	511	3,352	2,124	9.9	8,441
FLOYD E-6	11.0	2.88	10,443	3,626	5,642	914	160	987	32	203	2,129	432	9.1	2,932
FLUVANNA H-4	7.1	1.89	8,087	4,279	2,798	526	148	1,136		30	544	375	3.5	1,153
FRANKLIN F-6	23.8	5.69	19,188	3,372	14,483	2,569	356	2,998	418	105	2,719	1,391	14.2	8,713
FREDERICK <sup>10</sup> H-2	35.9	10.35	48,640	4,700	53,539	8,172	1,565	5,167	3,199	1,358	10,379	6,541	5.3	13,751
GILES E-5	22.4	5.54	21,598	3,899	16,127	4,124	736	1,643	283	658	4,503	1,481	4.6	1,103
GLOUCESTER L-5	11.1	3.18	10,124	3,184	9,867	2,712	304	1,816	148	450	2,045	1,267	2.4	1,327
GOOCHLAND J-4	9.2	1.89	7,170	3,794	2,501	770	122	550		50	503	266	4.4	2,002
GRAYSON <sup>11</sup> D-6	21.1	5.68	20,566	3,621	19,942	4,307	613	2,587	1,158	1,531	4,900	1,489	11.1	3,046
GREENE H-4	4.4	1.00	3,403	3,403	2,329	288		565			1,049	255	3.8	2,002
GREENSVILLE K-6	17.6	4.15	15,730	3,790	15,209	3,561	494	1,316	864	513	2,965	2,504	6.5	3,889
HALIFAX H-6	41.8	9.97	32,355	3,245	26,267	5,200	930	3,037	1,701	2,018	6,767	2,748	23.3	16,503
HAMPTON <sup>12</sup> L-6	86.1	23.05	141,276	6,129	63,236	21,046	2,060	3,288	2,737	2,793	15,199	5,428	.6	279
Hampton	86.1	23.05	141,276	6,129	63,236	21,046	2,060	3,288	2,737	2,793	15,199	5,428		
Hampton-Newport News Metro Area	204.8	55.13	351,202	6,370	198,208	53,781	6,851	21,083	12,880	14,844	40,240	15,711		
HANOVER J-4	24.9	6.23	28,744	4,614	16,327	3,600	481	1,849	49	281	4,480	2,807	8.5	5,504
HENRICO <sup>13</sup> K-5	344.4	97.88	612,906	6,262	490,923	112,231	19,140	97,151	28,960	22,080	71,897	35,261	3.4	3,988
Richmond	243.2	69.98	453,726	6,484	463,662	101,639	17,203	96,408	28,687	20,859	67,534	30,560		
Richmond Metro Area	400.7	112.50	695,601	6,183	513,558	119,282	19,559	98,620	29,072	22,906	74,788	40,399		
HENRY <sup>14</sup> F-6	58.4	14.61	73,063	5,001	52,715	14,155	1,421	6,418	2,279	2,842	11,251	4,853	7.1	1,991
HIGHLAND G-3	3.4	.86	2,850	3,314	1,518	126		328		99	238	608	2.9	1,845
ISLE OF WIGHT L-6	16.3	4.05	18,316	4,522	11,279	2,504	348	935	190	198	2,630	1,538	4.7	9,012
JAMES CITY <sup>15</sup> L-5	14.6	2.90	20,996	7,240	19,001	4,905	900	2,239	402	537	4,528	1,842	1.0	1,530
KING AND QUEEN K-4	5.8	1.43	5,218	3,649	2,474	354		480			318	260	3.7	1,336
KING GEORGE K-3	7.8	2.06	10,434	5,065	3,703	1,142	28	665		17	928	854	2.1	946
KING WILLIAM K-4	7.5	1.96	7,871	4,016	9,490	2,554	364	956		131	354	2,315	2.9	2,396
LANCASTER L-4	8.5	2.39	10,359	4,334	11,379	2,916	316	575	108	528	4,011	1,755	1.8	1,135
LEE B-6	33.9	7.85	22,963	2,925	11,703	2,627	327	2,436	500	78	1,941	1,705	14.8	4,062
LOUDOUN J-2	21.7	5.53	28,921	5,230	25,161	5,707	557	2,033	462	623	6,167	2,340	10.1	12,531
LOUISA J-4	12.5	3.23	10,217	3,163	9,268	1,796	317	1,153		300	2,130	647	6.6	2,822
LUNENBURG H-6	14.4	3.61	15,333	4,										

# SRDS Consumer Market Data

## STATE, COUNTY, CITY, METROPOLITAN AREA DATA

**VIRGINIA**

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 7/1/58 (000)	Households 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)		
NORFOLK <sup>19</sup> L-6.....	519.7	136.24	874,892	6,422	562,188	137,658	21,076	70,998	52,051	38,484	97,752	36,385	4.2	6,329
Norfolk.....	294.3	76.17	535,160	7,026	372,395	84,601	14,314	50,124	34,626	26,433	62,187	22,135	.....	.....
Norfolk-Portsmouth Metro Area.....	578.9	150.28	970,649	6,459	611,349	153,394	22,819	73,495	53,452	39,599	106,084	41,289	.....	.....
Portsmouth.....	102.5	26.14	161,182	6,166	114,588	29,076	3,789	14,243	10,108	8,281	20,515	7,169	.....	.....
South Norfolk.....	32.1	9.34	44,249	4,738	24,751	6,952	934	646	217	171	7,366	1,836	.....	.....
NORTHAMPTON M-5.....	17.1	4.84	14,623	3,021	16,854	6,162	656	1,792	861	351	2,392	1,999	4.6	9,012
NORTHUMBERLAND L-4.....	9.7	2.67	9,308	3,486	5,696	1,297	163	980	53	59	1,379	689	3.7	2,117
NOTTOWAY J-6.....	15.7	4.01	17,284	4,310	16,906	3,706	750	1,425	888	726	3,611	1,413	4.9	4,012
ORANGE J-4.....	13.0	3.46	14,211	4,107	14,060	3,259	548	1,791	86	594	3,022	1,361	4.0	3,240
PAGE H-3.....	15.5	4.16	15,956	3,836	10,392	2,731	352	1,156	414	633	1,345	1,082	4.8	5,118
PATRICK F-6.....	15.2	3.65	13,873	3,801	6,731	1,343	290	1,406	53	206	1,961	766	11.2	4,629
PITTSYLVANIA <sup>20</sup> G-6.....	109.0	27.81	119,754	4,306	97,935	23,355	2,905	14,341	5,300	3,496	18,147	11,456	31.2	23,070
Danville.....	52.1	15.22	74,873	4,919	75,946	18,824	2,415	10,089	4,822	3,168	14,248	6,448	.....	.....
Danville Metro Area.....	109.0	27.81	119,754	4,306	97,935	23,355	2,905	14,341	5,300	3,496	18,147	11,456	.....	.....
POWHATAN J-5.....	5.6	1.32	5,090	3,856	3,711	490	.....	615	88	52	1,682	576	3.0	1,946
PRINCE EDWARD H-5.....	15.6	3.84	17,924	4,668	18,030	2,886	632	3,344	895	555	3,483	1,148	6.5	4,061
PRINCE GEORGE <sup>21</sup> K-5.....	39.8	8.67	60,741	7,006	26,966	8,404	421	1,519	1,324	2,015	4,713	2,674	3.7	2,572
Hopewell.....	21.3	5.98	34,653	5,795	21,493	6,509	421	1,064	1,257	1,222	4,713	1,537	.....	.....
PRINCESS ANNE <sup>22</sup> M-6.....	59.2	14.04	95,757	6,820	49,161	15,736	1,743	2,497	1,401	1,115	8,332	4,904	4.2	7,236
PRINCE WILLIAM J-3.....	26.8	6.32	39,970	6,324	29,034	7,151	1,558	891	1,340	1,101	4,940	5,336	4.1	3,010
PULASKI E-6.....	32.2	8.25	30,220	3,663	24,480	6,741	840	1,980	1,416	1,031	6,244	3,129	5.0	2,100
RAPPAHANNOCK J-3.....	5.4	1.30	3,762	2,894	2,568	844	.....	412	.....	144	627	246	3.9	2,857
RICHMOND L-4.....	6.1	1.61	6,915	4,295	15,206	1,409	867	1,394	271	588	6,001	735	3.1	1,698
ROANOKE <sup>23</sup> F-5.....	151.7	41.74	250,734	6,007	183,935	40,742	7,312	20,700	15,898	10,825	32,839	14,501	5.5	3,266
Roanoke.....	107.1	31.64	181,347	5,732	155,853	32,808	6,458	19,590	15,291	9,897	26,410	9,776	.....	.....
Roanoke Metro Area.....	151.7	41.74	250,734	6,007	183,935	40,742	7,312	20,700	15,898	10,825	32,839	14,501	.....	.....
ROCKBRIDGE <sup>24</sup> G-4.....	29.0	7.24	30,391	4,198	22,854	5,927	899	2,825	891	535	4,239	2,512	7.3	4,333
ROCKINGHAM <sup>25</sup> H-3.....	49.6	13.15	56,938	4,330	71,713	7,390	1,462	5,032	2,181	2,497	11,578	4,799	15.9	36,506
RUSSELL C-6.....	27.2	6.20	19,924	3,214	8,828	2,862	273	677	185	461	2,121	930	12.4	5,245
SCOTT B-6.....	28.2	6.80	18,180	2,674	12,951	3,561	183	1,945	266	689	1,130	1,728	16.7	4,243
SHENANDOAH H-3.....	21.3	6.00	22,798	3,800	20,936	3,560	800	1,910	184	694	3,566	2,637	7.7	12,425
SMYTH D-6.....	31.5	7.38	30,328	4,109	24,114	5,108	871	3,270	1,158	1,611	4,946	2,224	7.9	4,547
SOUTHAMPTON K-6.....	26.9	6.38	28,763	4,508	21,779	5,413	662	3,075	530	723	4,408	3,022	10.7	15,043
SPOTSYLVANIA <sup>26</sup> J-4.....	27.7	7.39	38,657	5,231	48,596	9,915	1,656	5,353	2,050	2,833	11,825	3,769	5.2	2,104
STAFFORD K-3.....	14.0	3.71	11,301	3,046	4,654	1,805	.....	399	.....	.....	.....	1,372	3.1	824
SURRY K-5.....	6.3	1.60	5,604	3,503	2,232	649	246	490	.....	.....	506	156	3.9	4,319
SUSSEX K-6.....	13.2	3.08	9,591	3,114	10,176	2,040	322	1,260	53	204	1,958	1,460	6.5	6,174
TAZEWELL D-6.....	52.9	12.44	48,099	3,866	31,173	10,098	1,143	4,105	1,053	1,160	5,963	2,721	8.9	2,953
Bluefield <sup>27</sup> .....	22.1	5.99	33,183	5,540	43,524	10,512	1,499	7,006	3,605	2,785	7,376	3,058	.....	.....
WARREN H-2.....	17.7	4.81	20,290	4,218	17,149	4,367	625	1,520	971	737	3,393	1,573	2.1	2,958
WASHINGTON <sup>28</sup> C-6.....	59.1	14.42	51,749	3,589	48,455	12,302	1,473	3,433	2,446	2,930	8,280	6,662	20.9	9,751
Bristol <sup>29</sup> .....	39.8	11.05	59,936	5,424	60,319	14,640	1,749	9,892	4,388	4,210	12,554	5,218	.....	.....
WESTMORELAND K-4.....	10.7	2.78	9,763	3,512	10,845	2,343	339	1,909	49	55	2,372	204	3.7	2,603
WISE <sup>30</sup> B-6.....	60.0	14.44	48,521	3,360	36,142	9,797	1,074	4,199	2,379	2,367	8,200	3,410	8.3	677
WYTHE D-6.....	24.2	5.99	20,807	3,474	20,263	4,265	528	2,805	357	523	4,144	2,519	8.3	4,418
YORK L-5.....	13.5	3.58	21,374	5,970	9,458	1,920	509	751	4	110	2,116	1,194	1.1	482

(19) Norfolk County data includes independent cities of Norfolk, Portsmouth and South Norfolk data.

(25) Rockingham County data includes independent city of Harrisonburg data.

(20) Pittsylvania County data includes independent city of Danville data.

(26) Spotsylvania County data includes independent city of Fredericksburg data.

(21) Prince George County data includes independent city of Hopewell data.

(27) Includes portion in Mercer County, West Virginia.

(22) Princess Anne County data includes independent city of Virginia Beach data.

(28) Washington County data includes Virginia portion of independent city of Bristol data.

(23) Roanoke County data includes independent city of Roanoke data.

(29) Includes portion in Sullivan County, Tennessee.

(24) Rockbridge County data includes independent city of Buena Vista data.

(30) Wise County data includes independent city of Norton 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	County	Estimated Total Households 7-1-58	Estimated Households with Radio 7-1-58	% U.S. Total Radio Households 7-1-58
Dickenson	5,430	5,010	.0102	New Kent	960	870	.0018
Dinwiddie	14,920	13,910	.0284	Newport News	32,080	30,750	.0628
Essex	1,650	1,500	.0031	Norfolk	136,240	131,100	.2681
Fairfax	57,390	55,790	.1141	Northampton	4,840	4,470	.0091
Fauquier	5,430	4,960	.0101	Northumberland	2,670	2,490	.0051
Floyd	2,880	2,740	.0056	Nottoway	4,010	3,700	.0076
Fluvanna	1,890	1,710	.0035	Orange	3,460	3,190	.0065
Franklin	5,690	5,310	.0109	Page	4,160	3,920	.0080
Frederick	10,350	9,960	.0204	Patrick	3,650	3,370	.0069
Giles	5,540	5,270	.0108	Pittsylvania	27,810	26,220	.0536
Gloucester	3,180	2,910	.0060	Powhatan	1,320	1,210	.0025
Goochland	1,890	1,730	.0035	Prince Edward	3,840	3,510	.0072
Grayson	5,680	5,410	.0111	Prince George	8,670	8,260	.0169
Greene	1,000	900	.0018	Princess Anne	14,040	13,370	.0273
Greensville	4,150	3,750	.0079	Prince William	6,320	5,960	.0122
Halifax	9,970	9,100	.0186	Pulaski	8,250	7,780	.0159
Hampton	23,050	22,410	.0458	Rappahannock	1,300	1,190	.0024
Hanover	6,230	5,810	.0119	Richmond	1,610	1,470	.0030
Henrico	97,880	94,230	.1927	Roanoke	41,740	40,570	.0830
Henry	14,610	13,630	.0279	Rockbridge	7,240	6,820	.0139
Highland	860	810	.0017	Rockingham	13,150	12,530	.0256
Isle of Wight	4,050	3,780	.0077	Russell	6,200	5,780	.0118
James City	2,900	2,710	.0055	Scott	6,800	6,410	.0131
King and Queen	1,430	1,280	.0026	Shenandoah	6,000	5,710	.0117
King George	2,060	1,940	.0040	Smyth	7,380	7,030	.0144
King William	1,960	1,790	.0037	Southampton	6,380	5,820	.0119
Lancaster	2,390	2,210	.0045	Spotsylvania	7,390	7,040	.0144
Lee	7,850	7,320	.0150	Stafford	3,710	3,500	.0072
Loudoun	5,530	5,210	.0107	Surry	1,600	1,470	.0030
Louisa	3,230	2,950	.0060	Sussex	3,080	2,810	.0057
Lunenburg	3,610	3,330	.0068	Tazewell	12,440	11,850	.0242
Madison	2,010	1,840	.0038	Warren	4,810	4,590	.0094
Mathews	2,110	1,960	.0040	Washington	14,420	13,870	.0284
Mecklenburg	8,350	7,630	.0156	Westmoreland	2,780	2,480	.0051
Middlesex	1,940	1,740	.0036	Wise	14,440	13,610	.0278

# VIRGINIA

See SRDS consumer market map and data at beginning of the State.

## ABINGDON

Washington County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

### WBBI

(Established 1956)



Rates effective January 1, 1958. (Card No. 1.)  
Card received July 30, 1958.  
Owned and operated by Burley Broadcasting Inc.

#### Personnel

President—Nelson T. Barker.  
Gen'l & Sta. Mgr.—Lindy M. Seamon.  
Commercial Manager—Sam Thacker.

#### Representatives

None.

#### Mailing Instructions

Business Office and Studio—P. O. Box 509, Court St.,  
Abingdon, Va. Ma 8-2147.  
Transmitter—U. S. 11, 2 miles NE of city limits.

#### Wave—Power—Time

Operating power—250 watts.  
Frequency—1230 kilocycles.  
Non-directional.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:30 a.m. to 10:30 p.m. Monday  
through Saturday; 7:00 a.m. to 10:30 p.m. Sunday.

#### Agency Commission

15% on time only; 2% cash discount. Bills payable  
15th of each 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.	10 min.	5 min.
1 time....	40.00	24.00	16.00	12.00	8.00
20 times..	30.00	21.00	14.40	10.80	7.20
30 times..	34.00	20.40	13.60	10.20	6.80
52 times..	32.00	19.20	12.80	9.60	6.40
65 times..	30.00	18.00	12.00	9.00	6.00
78 times..	28.00	16.80	11.20	8.40	5.60
130 times..	25.00	15.60	10.40	7.80	5.20
156 times..	24.00	14.40	9.60	7.20	4.80
260 times..	22.00	13.20	8.80	6.60	4.40
312 times..	20.00	12.00	8.00	6.00	4.00

#### ANNOUNCEMENTS

	1 hr.	30 sec.	1 min.	30 sec.
1 time.....	4.00	3.00	2.80	2.10
26 times.....	3.60	2.70	2.60	1.95
39 times.....	3.40	2.55	2.40	1.80
52 times.....	3.20	2.40	2.20	1.65
65 times.....	3.00	2.25	2.00	1.50

#### SPECIAL FEATURES

News Service—AP.  
News service charge—per week, 40.00.

#### TRANSCRIPTIONS

Library Service—Thesaurus.  
Closing Time  
12 hours in advance of broadcast.

## ALEXANDRIA

Arlington County—Map Location K-2  
See SRDS consumer market map and data at beginning of the State.

## See Washington, D. C.

## ARLINGTON

Arlington County—Map Location K-2  
See SRDS consumer market map and data at beginning of the State.

## See Washington, D. C.

## BEDFORD

Bedford County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

### WBLT

(Established 1950)



Rates effective April 25, 1952. (Card No. 2.)  
Rates received April 28, 1952.  
Owned and operated by Bedford Broadcasting Corp.

#### Personnel

General Manager—J. E. Synan.  
Sales Manager—George Melton.

#### Representatives

None.

#### Mailing Instructions

Business Office and Studio—P. O. Box 406, Bedford,  
Va. Phone: 8245.  
Transmitter—Bedford, Va.

#### Wave—Power—Time

Operating power—1,000 watts.  
Frequency—1350 kilocycles.  
Non-directional.

Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Operating schedule: Sunrise to local sunset Monday  
through Saturday. 8:00 a.m. to local sunset 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.  
Rates include station time, all regular station facilities  
and program services. Short term orders renewed  
before expiration will earn next frequency discount.  
Advertiser or station may terminate order upon two  
weeks notice. In the event of a program of public  
interest, station will provide comparable time on the  
same day. No time will be sold for purpose of resale.  
The following rates apply to both national and local  
advertising.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	130 wds.	60 wds.
1 time....	30.00	20.00	16.00	15.00	11.50	3.50	2.75
13 times..	25.00	16.50	13.00	12.00	9.00	2.85	2.25
26 times..	22.00	14.00	11.00	9.50	7.75	2.55	1.85
52 times..	19.50	12.00	9.00	7.75	6.25	2.35	1.50
104 times..	17.50	10.50	7.25	6.00	5.00	2.00	1.25
156 times..	16.00	9.00	6.00	4.75	4.00	1.70	1.10
260 or more times.....	15.00	8.00	5.00	4.00	2.90	1.50	1.00

#### SPECIAL FEATURES

News Service—AP.

#### TRANSCRIPTIONS

Library Service—Sesac.

## BIG STONE GAP

Wise County—Map Location B-6  
See SRDS consumer market map and data at beginning  
of the State.

### WLS D

(Established 1953)



Rates effective June 1, 1953. (Card No. 1.)  
Rates received March 31, 1955.  
Owned and operated by Gap Broadcasting Co.

#### Personnel

Gen'l & Com'l Mgr.—W. H. Wren, Jr.

#### Representatives

None.

#### Mailing Instructions

Business Office, Studios and Transmitter—Intermont  
Heights, Big Stone Gap, Va., telephone 960.

#### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1220 kilocycles.  
Non-directional.  
Licensed to operate to local sunset.  
Operates on Eastern Standard Time.  
Operating schedule:

Jan. 7:45 a.m.-5:45 p.m.	July 5:15 a.m.-7:45 p.m.
Feb. 7:15 a.m.-6:15 p.m.	Aug. 5:45 a.m.-7:30 p.m.
Mar. 6:45 a.m.-6:45 p.m.	Sept. 6:15 a.m.-6:45 p.m.
Apr. 6:00 a.m.-7:00 p.m.	Oct. 6:45 a.m.-6:00 p.m.
May 5:30 a.m.-7:30 p.m.	Nov. 7:15 a.m.-5:15 p.m.
June 5:15 a.m.-7:45 p.m.	Dec. 7:30 a.m.-5:15 p.m.

#### Agency Commission

15% to recognized agencies on time only; no cash  
discount. Bills rendered first of month; payable  
10 days.

#### General Advertising

Accepts AAAA copyrighted contract.  
Rates include music copyright fees,  
ASCAP, BMI and SESAC licenses.  
Charges retroactive if contract not completed. Other  
than contract advertisers will be given lower rates  
as earned by frequency accumulated. Maximum con-  
tract one year. No time sold for purpose of resale.  
Program and spot frequency combine for lower spot  
rate but not program rate.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)	(†)
1 time....	37.00	22.50	12.75	9.00	7.50	4.00	3.00
13 times..	35.00	21.00	12.00	8.50	7.00	.....	.....
26 times..	33.00	19.50	11.25	8.00	6.50	3.75	2.75
52 times..	31.00	18.00	10.50	7.50	6.00	3.50	2.50
104 times..	29.00	16.50	9.75	7.00	5.50	3.25	2.25
156 times..	27.00	15.00	9.00	6.50	5.00	3.00	2.00
260 times..	25.00	13.50	8.25	6.00	4.50	2.75	1.75
312 times..	23.00	12.00	7.50	5.50	4.00	2.50	1.50

(\*) One minute or 100 words.  
(†) 30 seconds or 50 words; time not guaranteed.

#### SPECIAL FEATURES

News Service—AP. No extra charge.

#### POLITICAL

One time rates apply; cash in advance.

#### RELIGIOUS

Regular rates apply.

#### TRANSCRIPTIONS

Library Service—World.

#### Closing Time

Commercial copy must be submitted 24 hours prior  
to broadcast.

## BLACKSTONE

Nottoway County—Map Location J-6  
See SRDS consumer market map and data at beginning  
of the State.

### WKLV

(Established 1947)

Rates effective July 1, 1952. (Card No. 3.)  
Rates received May 13, 1952.  
Rev. rec'd June 3, 1957.

Owned and operated by Blackstone Broadcasting Corp.

#### Personnel

Pres. & Gen'l Mgr.—Harris L. Umstead.  
Prog. Dir. & News Dir.—Johnny Clement.  
Station Manager—John M. Williams.

#### Representatives

None.

#### Mailing Instructions

Business Office, Studios and Transmitter—Hwy. 40,  
1-1/2 miles west of Blackstone, Drawer 192, Black-  
stone, Virginia. Phone 478.

#### Wave—Power—Time

Operating power—5,000 watts days.  
Frequency—1440 kilocycles.

Non-directional.

Licensed to operate to local sunset.

Operates on Eastern Time.

Operating schedule:

Operating schedule: 4:00 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.

BMI and ASCAP licenses.

For local advertising rates consult station management.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	48.00	31.50	21.00	10.50	6.00
13 times..	44.40	29.15	19.40	9.75	5.55
26 times..	40.80	26.75	17.85	9.00	5.10
52 times..	37.20	24.35	16.25	8.25	4.65
104 times..	33.60	22.05	14.70	7.50	4.20
156 times..	30.00	19.70	13.10	6.75	3.75
260 times..	26.40	17.30	11.55	6.00	3.30
312 times..	22.80	15.00	9.95	5.25	2.85

Quickies  
.07-1/2 per word, minimum, .75. Minimum order, 30  
times per week.

#### SPECIAL FEATURES

News Service—AP.

News every hour on the hour, Monday through Satur-  
day.

Sports events, time signals, weather forecasts and  
special events—rates on request.

#### Participating Programs

"Charlie Carroll Morning Show"—sign-on to 10:00  
a.m.

"Johnny Clement's Record Shop"—10:00 a.m. to  
11:00 a.m. and 2:00 p.m. to 5:00 p.m.

"Mac Williams"—11:00 a.m. to noon and 12:30 p.m.  
to 1:30 p.m. Country music. 10% talent fee.

#### POLITICAL

Regular rates apply, cash in advance.

## BRISTOL (3 AM; 1 FM)

Washington County—Map Location C-6  
See SRDS consumer market map and data at beginning  
of the State.

### WCYB

(Established 1946)



(This listing is duplicated under Bristol, Tenn.)  
Rates effective July 1, 1952. (Card No. 4.)  
Rates received June 25, 1952.

Revisions rec'd May 6, 1957.  
Owned and operated by Appalachian Broadcasting  
Corporation.

#### Personnel

Pres. & Gen'l Mgr.—Robert H. Smith.  
Vice-Pres. & Sales Mgr.—Fey Rogers.  
Operations Manager—Basil Saffer.

#### Representatives

Weed Radio Corporation.

#### Mailing Instructions

Business Office and Studio—P. O. Box 1009, Hotel  
General Shelby, Bristol, Va., telephone North  
3560, TWX BRIS VA 91.  
Transmitter—Wallace Road, Bristol, Va.

#### Wave—Power—Time

Operating power—10,000 watts days.  
Frequency—690 kilocycles.  
Non-directional.  
Licensed to operate to local sunset on cleared channel.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.

Jan. 7:45 a.m.-5:30 p.m.	July 6:00 a.m.-7:45 p.m.
Feb. 7:15 a.m.-6:15 p.m.	Aug. 6:00 a.m.-7:15 p.m.
Mar. 6:45 a.m.-6:30 p.m.	Sept. 6:15 a.m.-6:45 p.m.
Apr. 6:00 a.m.-7:00 p.m.	Oct. 6:30 a.m.-6:00 p.m.
May 6:00 a.m.-7:30 p.m.	Nov. 7:00 a.m.-5:15 p.m.
June 6:00 a.m.-7:45 p.m.	Dec. 7:30 a.m.-5:15 p.m.

#### Agency Commission

15% to recognized advertising agencies on time cost  
only; no cash discounts. Bills rendered on the 1st  
of the month; payable when rendered.

#### General Advertising

Affiliated with ABC Radio.  
Programs and announcements cannot be combined  
to earn program frequency rate.  
In the event of revision of station rates any con-  
tinuous broadcasts under the contract may continue at  
the rate herein shown for the life of the contract.  
Rates include music copyright fees,  
ASCAP, BMI and SESAC licenses.

Length of commercial copy:	Programs
5 minutes.....	1:15 minutes
10 minutes.....	2:10 minutes
15 minutes.....	3:00 minutes
30 minutes.....	4:15 minutes
45 minutes.....	5:45 minutes
60 minutes.....	7:00 minutes

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time....	30.00	54.00	36.00	27.00	18.00	9.00
13 times..	85.50	51.30	34.20	25.65	17.10	8.50
26 times..	81.00	48.60	32.40	24.30	16.20	8.00
52 times..	76.50	45.90	30.60	22.95	15.30	



**Bristol—W C Y B—Continued**

**WEEKLY SATURATION RATES**  
One minute or less:

	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
10 per week	7.00	6.65	6.30	5.95	5.66
15 per week	6.50	6.23	5.85	5.52	5.20
20 per week	6.00	5.70	5.40	5.10	4.80

**SPECIAL FEATURES**  
News Service—AP.  
Newscasts—Every half hour. Sign-on to 9:00 a.m., noon to 1:00 p.m., 4:00 p.m. to sign-off; every hour other times, Monday through Saturday.  
"Alice Friberg Show"—10:00 a.m. to 11:45 a.m. Monday through Friday. Special woman's show.  
Rates for above shows:

1 minute, station time plus 2.00 net per broadcast.  
5 minutes, station time plus 3.00 net per broadcast.  
10 minutes, station time plus 4.00 net per broadcast.  
15 minutes, station time plus 6.00 net per broadcast.

**Participating Programs**  
"Daybreak"—Sign-on to 9:00 a.m. Monday through Saturday.  
"Farm and Fun Time"—noon to 2:00 p.m. Monday through Saturday. Live talent show.

"Midway"—3:00 p.m. to 4:00 p.m. Monday through Friday. Pop music.  
"Showcase"—4:00 p.m. to sign-off Monday through Friday.  
"Weekend Holiday"—sign-on to 1:45 p.m. Saturday; 12:05 p.m. to 5:00 p.m. Sunday.

**TRANSCRIPTIONS**  
Library Service—Cole, World.  
**Closing Time**  
Broadcast copy and program material required 48 hours in advance, exclusive of Saturday, Sunday and holidays. (D)

**WFHG**

(Established 1946)



(This listing is duplicated under Bristol, Tenn.)  
Rates effective April 1, 1951. (Card No. 4.)  
Card received April 2, 1951.  
Owned and operated by Bristol Broadcasting Co.

**Personnel**  
General Manager—W. L. Ninninger.  
Commercial Manager—Jack Martin.

**Representatives**  
Walker-Rawalt Company, Inc.  
South—Dora-Clayton Agency, Inc.

**Mailing Instructions**  
Business Office and Studio—Valley Drive, Bristol, Virginia, P. O. Box 799, telephone 3620.  
Transmitter—five miles northeast of Bristol, Va.

**Wave—Power—Time**  
Operating power—5,000 watts days; 1,000 watts nights.  
Frequency—980 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: \_\_\_\_\_

**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Bills rendered 10th of month; payable within 10 days.

**General Advertising**  
For combination rates see Mutual Broadcasting System.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Beer and light wines accepted.  
Two or more program units of 15 minutes or longer broadcast on the same day for the same sponsor may be combined to earn the 1/2 hour or one hour rate. 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 the number of broadcasts used within a year. Announcements and programs cannot be combined to earn larger discounts. Rates guaranteed only for duration of contract. No contract accepted for longer period than one year. Any advertiser holding program contract for a duration of five minutes or more, will be entitled to announcement rate according to number of times called for in program contract.

**CLASS "A"**  
(6:00 p.m. to 11:00 p.m.)

	1	1/2	1/4	5	100	50
1 time.....	56.00	33.60	20.70	12.45	7.35	5.45
13 times.....	53.20	31.90	19.70	11.85	6.90	5.20
26 times.....	52.15	31.30	19.20	11.50	6.70	5.10
39 times.....	51.10	30.65	18.90	11.35	6.60	5.05
52 times.....	50.00	29.95	18.50	11.05	6.45	4.90
65 times.....	48.95	29.35	18.05	10.80	6.30	4.75
78 times.....	47.95	28.75	17.45	10.50	6.15	4.60
104 times.....	47.00	28.15	17.30	10.35	6.00	4.50
130 times.....	46.00	27.45	17.00	10.20	5.90	4.35
156 times.....	44.75	26.85	16.60	9.95	5.75	4.05
260 times.....	43.80	26.25	16.05	9.80	5.45	3.80

**CLASS "B"**  
(8:00 a.m. to 6:00 p.m.)

	1	1/2	1/4	5	100	50
1 time.....	42.00	25.20	16.80	10.10	6.00	3.90
13 times.....	39.90	23.95	15.95	9.60	5.75	3.85
26 times.....	37.95	22.70	15.10	9.10	5.30	3.80
39 times.....	36.00	21.55	14.40	8.70	5.20	3.70
52 times.....	34.90	20.85	13.95	8.35	4.95	3.65
65 times.....	33.90	20.30	13.60	8.10	4.90	3.55
78 times.....	32.90	19.75	13.15	7.90	4.75	3.50
104 times.....	31.50	18.60	12.45	7.50	4.50	3.45
130 times.....	30.10	18.05	12.05	7.20	4.35	3.35
156 times.....	28.30	17.80	11.35	6.80	4.15	3.30
260 times.....	27.45	16.45	11.00	6.50	3.90	3.20

**CLASS "C"**  
(11:00 p.m. to 8:00 a.m.)

	1	1/2	1/4	5	1	30
1 time.....	27.45	16.45	11.00	6.50	3.90	3.15
13 times.....	27.00	16.10	10.80	6.35	3.80	3.10
26 times.....	26.45	15.40	10.55	6.25	3.70	3.00
39 times.....	25.90	15.05	10.35	6.10	3.65	2.95
52 times.....	25.40	14.70	10.15	5.95	3.55	2.90
65 times.....	24.90	14.60	9.95	5.80	3.50	2.80
78 times.....	24.45	14.40	9.75	5.75	3.45	2.75
104 times.....	23.80	14.20	9.50	5.60	3.35	2.65
130 times.....	23.30	14.00	9.30	5.45	3.30	2.60
156 times.....	22.80	13.75	9.10	5.30	3.20	2.50
260 times.....	22.35	13.55	8.90	5.20	3.15	2.45

**SPECIAL FEATURES**  
News Service—UPI. No extra charge.  
Weather forecasts, time signals, temperature reports, market quotations—rates on request.

**RELIGIOUS PROGRAMS**  
Rates on request.  
**POLITICAL**  
One time rates apply. Cash in advance.  
**TRANSCRIPTIONS**  
Library Service—Standard, Thesaurus. (D)

**WOPI**

(Established 1929)



Rates effective July 1, 1958. (Card No. 20.)  
Card received June 6, 1958.  
Owned and operated by Radiophone Broadcasting Station WOPI, Inc.

**Personnel**  
Pres. & Gen'l Mgr.—W. A. Wilson Sr.  
Commercial Manager—James C. Wilson.  
Promotion Manager—W. A. Wilson, Jr.

**Mailing Instructions**  
Business Office and Studio—3rd floor Easley-Wright Bldg., State and Fourth Streets, Bristol, Tenn.—Va., So 4-5131.  
Transmitter—Wilson Heights North of Delaney St., Bristol (Washington County, Va.)

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1490 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Eastern Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:30 a.m. to 12:05 a.m. weekdays; 6:30 a.m. to 12:05 a.m. Sundays.

**FM Facilities**  
Effective radiated power—9,700 watts.  
Frequency—96.9 megacycles; channel 245. Class B.  
Antenna height—302 feet.  
Operates on Eastern Standard Time.  
Operating schedule: 5:30 a.m. to 12:05 a.m. weekdays; 6:30 a.m. to 12:05 a.m. Sunday.

**Agency Commission**  
15% to all recognized advertising agencies on net time. No cash discount. Bills due and payable when rendered.

**General Advertising**  
AM-FM facilities combined, broadcasting simultaneously.  
Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.  
Programs can be combined to earn announcement rate. Rates are for national advertising and include music copyright fees.  
BMI, ASCAP and SESAC licenses.

**Length of commercial copy:**

	Day	Evening
5 minutes.....	1:15 min.	1:00 min.
10 minutes.....	2:10 min.	2:00 min.
15 minutes.....	3:00 min.	2:30 min.
25 minutes.....	4:00 min.	2:50 min.
30 minutes.....	4:15 min.	3:00 min.
45 minutes.....	5:45 min.	4:30 min.
60 minutes.....	7:00 min.	6:00 min.

**Programs and News—**  
—Programs and News—  
words..... 7.00 6.65 6.30 5.95 5.60 5.25

**CLASS "A"**  
(6:30 p.m. to 11:00 p.m.)

	1	1/2	1/4	5	100	50
1 time.....	50.00	45.00	42.50	40.00	35.00	32.50
1/2 hour.....	30.00	27.00	25.50	24.00	21.00	19.50
1/4 hour.....	20.00	18.00	17.00	16.00	14.00	13.00
10 minutes.....	15.00	13.50	12.75	12.00	10.50	9.75
5 minutes.....	10.00	9.00	8.50	8.00	7.00	6.50
1 minute transcription or 150 words.....	7.00	6.65	6.30	5.95	5.60	5.25
Station break, 75 words live or 20 seconds transcribed.....	5.00	4.75	4.50	4.25	4.00	3.75

**CLASS "B"**  
(All other times)

	1	1/2	1/4	5	100	50
1 time.....	40.00	36.00	34.00	32.00	28.00	26.00
1/2 hour.....	24.00	21.60	20.40	19.20	16.80	15.60
1/4 hour.....	16.00	14.40	13.60	12.80	11.20	10.40
10 minutes.....	12.00	10.80	10.20	9.60	8.40	7.80
5 minutes.....	8.00	7.20	6.80	6.40	5.60	5.20
1 minute transcription or 125 words.....	5.00	4.75	4.50	4.25	4.00	3.75
Station break, 50 words live or 20 seconds transcribed.....	4.00	3.80	3.60	3.40	3.20	3.00

**SPECIAL FEATURES**  
News Service—AP.  
News service charge—additional charge of 20% of time cost is made on all locally produced news programs. Not subject to commission or discounts.  
**POLITICAL**  
Regular rates apply.  
**Closing Time**  
Program matter and commercial copy must be received 48 hours in advance of broadcast.

**Per week:**

	Each	Total
10 spots.....	4.00	40.00
15 spots.....	3.75	56.25
20 spots.....	3.50	70.00
25 spots.....	3.25	81.25

Additional discounts for continuous broadcast on above package rates.  
6-12 weeks..... 5%  
13-25 weeks..... 10%  
26-51 weeks..... 15%  
52 weeks..... 20%

**SPECIAL FEATURES**  
News Service—UPI.  
Newscast every hour on the-hour Monday through Saturday. State and local news every 1/2 hour.  
**Participating Programs**  
"Alarm Clock Club"—5:30 a.m. to 9:00 a.m. weekdays.  
"Shop About Town" with Reba June—9:05 a.m. to 10:00 a.m. weekdays.  
"Luncheon Music"—12:05 p.m. to 1:00 p.m. weekdays.  
"Roadshow"—4:05 p.m. to 6:00 p.m. weekdays.  
"Stereophonic in Hi-Fi"—6:30 p.m. to 7:30 p.m. weekdays.  
"Late Show"—10:05 p.m. to midnight weekdays.  
"Bandstand"—11:05 a.m. to noon Monday through Friday.  
"All Telephone Request Show"—4:05 p.m. to 5:00 p.m. Monday through Friday.  
"Night Train"—9:05 p.m. to 10:00 p.m. Monday through Friday. (D)

**CHARLOTTEVILLE**  
(3 AM; 1 FM)  
Albemarle County—Map Location H-4  
See SRDS consumer market map and data at beginning of the State.

**WBFF**  
(C.P. 250 watts, 1010 kc., days)  
Lawrence L. Kennedy  
1009 Wertzland St.  
Charlottesville, Va.

**WELK**  
(Established 1957)  
Rates effective August 1, 1958. (Card No. 3.)  
Card received July 25, 1958.  
Owned and operated by Lawrence Kennedy.

**Personnel**  
General Manager—Lawrence Kennedy.  
Program Director—Gordon Cropp.  
**Representatives**  
Gill-Perna, Inc.  
**Mailing Instructions**  
Business Office, Studio and Transmitter—Harris Rd., Charlottesville, Va. Phone 2-8080.  
**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1010 kilocycles.  
Non-directional.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Licensed to operate to local sunset on clear channel.  
Operating schedule: local sunrise to sunset.

**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 contracts.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

	1	1/2	1/4	5	1	30
1 time.....	40.00	24.00	16.00	10.00	5.00	3.50
26 times.....	32.00	20.00	12.00	8.00	4.00	3.00
201 times.....	30.00	18.00	10.00	6.00	3.00	2.50
500 times.....	24.00	16.00	8.00	5.00	2.50	2.00
1000 times.....	20.00	14.00	6.00	4.00	2.00	1.50

**SPECIAL FEATURES**  
News Service—UPI and local. No extra charge.  
Newscasts twice each hour daily.  
**POLITICAL**  
Regular rates apply.  
**Closing Time**  
48 hours in advance of broadcast.  
(Charlottesville continued on next page)

**VIRGINIA**

**WCHV**

(Established 1929)



Rates effective January 1, 1957. (Card No. 5.)  
Rates received November 5, 1956.  
Owned and operated by Barham and Barham.

**Personnel**  
Owner—Charles Barham, Jr.  
Gen'l & Com'l Mgr.—Bob Walker.  
Representatives Thomas F. Clark Co., Inc.

**Mailing Instructions**  
Business Office and Studio—Rose Hill Drive, Charlottesville, Va., telephone 2-5121.  
Transmitter—Rose Hill Drive, Charlottesville, Va.

**Wave—Power—Time**  
Operating power—5,000 watts days; 1,000 watts nights.  
Frequency—1260 kilocycles.  
Directional.  
Licensed to operate unlimited time.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to midnight Monday through Friday; 6:00 a.m. to 2:00 a.m. Saturday; 6:55 a.m. to midnight Sunday.

**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Bills rendered monthly, except on special request; terms 30 days net.

**General Advertising**  
For combination rates see ABC Radio and MBS.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Advertising of alcoholic beverages other than beer and wine not accepted.  
All units 30 seconds less than indicated.

**Length of commercial copy:**

	25 min.	30 min.	4:15 min.
5 min.....	1:15 min.	30 min.	5:45 min.
10 min.....	2:10 min.	60 min.	7:00 min.
15 min.....	3:00 min.		

**CLASS "AA"**  
(6:00 a.m. to 6:30 p.m.)

	1	1/2	1/4	5	100	50
1 hour.....	56.00	53.20	52.15	50.00	44.75	43.80
1/2 hour.....	33.60	31.90	31.30	29.95	24.50	26.25
1/4 hour.....	20.70	19.70	19.20	18.50	16.60	16.05
5 minutes.....	12.45	11.85	11.50	11.05	9.95	9.60
1 minute.....	7.35	7.00	6.65	6.30	5.95	5.60
75 words.....	5.25	5.00	4.75	4.50	4.25	4.00

**CLASS "A"**  
(6:30 p.m. to 11:00 p.m.)

	1	1/2	1/4	5	100	50
1 hour.....	50.00	45.00	42.50	40.00	35.00	32.50
1/2 hour.....	30.00	27.00	25.50	24.00	21.00	19.50
1/4 hour.....	20.00	18.00	17.00	16.00	14.00	13.00
10 minutes.....	15.00	13.50	12.75	12.00	10.50	9.75
5 minutes.....	10.00	9.00	8.50	8.00	7.00	6.50
1 minute transcription or 150 words.....	7.00	6.65	6.30	5.95	5.60	5.25
Station break, 75 words live or 20 seconds transcribed.....	5.00	4.75	4.50	4.25	4.00	3.75

**CLASS "B"**  
(All other times)

	1	1/2
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# VIRGINIA

## Charlottesville—Continued

### WINA

(Established 1949)



Rates effective April 1, 1956. (Card No. N-4.)  
Rates received February 28, 1956.  
Rev. rec'd July 24, 1958.

Owned and operated by Charlottesville Broadcasting Corp.

Personnel Pres. & Gen'l Mgr.—Donald G. Heyne.  
Commercial Manager—Thomas M. Behrendt.

Representatives  
Walker-Rawalt Company, Inc.

Mailing Instructions  
Business Office and Studio—P. O. Box 1230, 4th & Main Sts., Charlottesville, Va., telephone 2-6171.  
Transmitter—5th St., extended, Charlottesville, Va.

#### Wave—Power—Time

Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to midnight.

#### FM Facilities

Effective radiated power—1000 watts.  
Frequency—95.3 megacycles.

#### 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 and NBC Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Maximum length of contract one year.  
All program units 30 seconds less than indicated.  
WINA-FM bonus to WINA-AM at station's option.  
10% discount when sold in combination with WJMA, Orange, Va. Single billing.  
Length of commercial copy:

5 minutes.....	1:15	minutes
10 minutes.....	2:00	minutes
15 minutes.....	3:00	minutes
25 minutes.....	3:45	minutes
30 minutes.....	4:15	minutes
60 minutes.....	7:00	minutes

#### One-Time Rates

1/4 hour.....	12.00	1 minute.....	5.00
10 minutes.....	10.00	20 seconds.....	4.00
5 minutes.....	8.00	6 seconds.....	2.50

#### Frequency Discounts (From the one-time rate)

25 times.....	5%	200 times.....	20%
50 times.....	10%	260 times.....	25%
100 times.....	15%		

#### PACKAGE PLAN

5 50-word announcements or 5 20-second transcriptions daily, 7 days per week:

Per week	Per week		
1 week.....	140.00	26 weeks.....	78.75
6 weeks.....	122.50	52 weeks.....	61.25
13 weeks.....	105.00		

#### SPECIAL FEATURES

News Service—UPI and local. Rates on request.  
5-minute news summary throughout the day. Contact station for availabilities on local news. Regular rates plus 20%.

#### Participating Programs

"America's Favorite Tunes"—9:40 a.m. to 10:45 a.m.  
"The Afternoon Show"—1:35 p.m. to 4:30 p.m.  
"The Last Word"—10:05 p.m. to midnight.

#### POLITICAL

Regular rates apply. Cash in advance.

#### TRANSCRIPTIONS

Library Service—Standard, Lang-Worth.

#### Closing Time

48 hours in advance.

## CHRISTIANSBURG

Montgomery County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

### WBCR

(Established 1954)



Rates effective August 1, 1958. (Card No. 7.)  
Rates received July 28, 1958.

Owned and operated by WBCR, Inc.

Personnel  
President—A. Hundley Griffith.  
General Manager—Richard T. Ezell.

Representatives  
Donald Cooke, Inc.

Mailing Instructions  
Business Office and Studio—P.O. Box 1260, Christiansburg, Va., Evergreen 2-2947.  
Transmitter—1.9 miles northwest on Route 460 of Christiansburg, Va.

#### Wave—Power—Time

Operating power—1000 watts days.  
Frequency—1260 kilocycles.  
Non-directional.  
Licensed to operate to daytime only.  
Operates on Eastern Standard Time.  
Operating schedule: 6:00 a.m. to local sunset daily.

#### Agency Commission

15% on time only; no cash discount. Bills rendered 1st of month; payable 10 days.

#### General Advertising

Accepts AAAA copyrighted contracts.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Copy and commodity restrictions in accordance with NAB regulations.  
All programs subject to news break.  
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 contract length: 1 year.  
Rates subject to change without notice.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time.....	57.25	34.25	23.00	17.30	11.40	6.45	5.00
13 times.....	54.40	32.50	21.00	16.00	10.85	6.10	4.75
26 times.....	48.95	29.25	19.50	14.95	9.75	5.50	4.25
52 times.....	44.05	26.35	17.55	13.45	8.30	4.95	3.80
104 times.....	39.65	23.70	15.80	12.10	7.95	4.15	3.40
156 times.....	35.70	21.30	14.20	10.90	7.15	4.00	3.05
260 times.....	32.10	19.15	12.80	9.80	6.40	3.60	2.75
312 or more times.....	28.65	17.15	11.50	8.65	5.70	3.25	2.50

#### SPECIAL FEATURES

News Service—AP. News service charge 10%.  
Participating Programs  
"Morning Show"—6:00 a.m. to 9:00 a.m. 6 days weekly.  
"Dinnerbell Show"—11:00 a.m. to noon 6 days weekly.  
"Lewis Kanode Show"—5:00 p.m. to 7:00 p.m. 6 days weekly.

#### POLITICAL

Regular rates apply.  
5 seconds at open and close of every announcement or program except 30 second station break announcements which require only 5 seconds must be reserved for staff announcer to make disclaimer.  
Payment and scripts required 24 hours before broadcast.

#### Closing Time

48 hours before broadcast, exclusive of Saturdays, Sundays and holidays.

## CLIFTON FORGE

Allegheny County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

### WCFV

(Established 1950)

Rates effective October 1, 1951.  
Rates received October 22, 1951.

Owned and operated by Clifton Forge Broadcasting Corp.

#### Personnel

Gen'l & Com'l Mgr.—Claude F. Jones.

#### Representatives

George T. Hopewell, Inc.

#### Mailing Instructions

Business Office and Studio—Fairview Heights, Clifton Forge, Va., telephone 2147.  
Transmitter—Clifton Forge, Va.

#### Wave—Power—Time

Operating power—250 watts.  
Frequency—1230 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Standard Time.  
Operating schedule: 6:30 a.m. to 10:30 p.m. Monday through Saturday; 8:00 a.m. to 10:30 p.m. Sunday.

#### Agency Commission

15% to recognized agencies on time only; cash discount if paid on or before tenth of the month. Bills rendered monthly; payable 30 days net.

#### General Advertising

Affiliated with Mutual Broadcasting System.  
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.	1/2 min.
1 time.....	35.00	21.00	14.00	8.75	3.50	2.45
13 times.....	31.50	18.90	12.60	7.87	3.15	2.20
26 times.....	29.75	17.85	11.90	7.43	2.98	2.08
52 times.....	28.00	16.80	11.20	7.00	2.80	1.96
104 times.....	26.25	15.75	10.50	6.56	2.63	1.84
260 times.....	25.37	15.22	10.14	6.34	2.54	1.77
312 times.....	24.50	14.70	9.80	6.12	2.45	1.71

#### SPECIAL FEATURES

News Service—AP.

#### POLITICAL

One time rates apply.

#### TRANSCRIPTIONS

Library Service—Standard.

#### Closing Time

One week in advance of first broadcast.

## COVINGTON

Allegheny County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

### WKEY

(Established 1941)

Rates effective June 1, 1949.  
Owned and operated by Earl M. Key.

#### Personnel

General Manager—Earl M. Key.  
Commercial Manager—Kon Bryant.  
Program Director—John Lee Davis.

#### Representatives

Devney, Incorporated.

#### Mailing Instructions

Business Office and Studio—Main St., Covington, Va., telephone 8351.  
Transmitter—Asbury Park.

#### Wave—Power—Time

Operating power—250 watts.  
Frequency—1340 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

#### Agency Commission

15% to recognized agencies; no cash discount. Bills rendered on 1st of every month; payable 30 days net.

#### General Advertising

Affiliated with ABC Network.  
ASCAP, BMI and SESAC licenses.  
For combination rates see ABC Radio.  
(6:00 a.m. to midnight)

	1-13	14-26	27-52	53-104
1 hour.....	45.00	42.75	40.50	38.25
1/2 hour.....	24.00	22.80	21.60	20.40
1/4 hour.....	18.00	17.10	16.20	15.30
10 minutes.....	14.00	13.30	12.60	11.90
5 minutes.....	8.00	7.60	7.20	6.80
1 minute or less.....	6.00	5.70	5.40	5.10

#### SPECIAL FEATURES

News Service—UPI.

#### Closing Time

Contracts close one week before first broadcast.

## CREWE (1 AM; 1 PM)

Nottoway County—Map Location J-6  
See SRDS consumer market map and data at beginning of the State.

### WSVS

(Established 1946)

Rates effective June 1, 1949. (Card No. 4.)

Rates received July 28, 1949.  
Owned and operated by Southern Virginia Broadcasting Corporation.

#### Personnel

President—C. S. Willis.  
Gen'l & Sales Mgr.—Freeman H. Stewart.  
Program Manager—Tom Roland.

#### Representatives

None.

#### Mailing Instructions

Business Office, Studio and Transmitter — Melody Lane, State Highway 630, Crewe, Va., Crewe 7811.  
Transmitter—Crewe, Va.

#### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—800 kilocycles.  
Non-directional.

Licensed to operate daytime only.  
Operates on Eastern Time.  
Daylight Saving Time not observed.  
Operating schedule: Sunrise to sunset.

#### FM Facilities

Effective radiated power—14,000 watts.  
Frequency—104.7 megacycles.  
Antenna height—440 feet above average terrain.  
Operating schedule: sunrise to sunset.

#### Agency Commission

15% to recognized agencies; no cash discount. Bills rendered 1st day of month following service. Payment due on 10th of same month.

#### General Advertising

FM duplicated over AM.

	1 tl.	13 tl.	26 tl.	160 tl.	200 tl.	500 tl.
1 hour.....	69.00	55.20	48.30	41.40	34.50	.....
1/2 hour.....	37.50	30.00	27.75	22.50	18.75	.....
1/4 hour.....	24.00	19.20	16.80	14.40	12.00	.....
10 minutes.....	18.75	15.00	13.10	11.25	9.40	.....
5 minutes.....	12.75	10.20	8.90	7.65	6.40	.....
1 minute.....	6.00	5.80	5.60	5.35	5.10	4.85
50 word spot.....	4.50	4.30	4.10	3.85	3.60	3.35
75 word participating announcement.....	3.75	3.60	3.45	3.30	3.15	3.00

#### SPECIAL FEATURES

News Service—UPI.

#### Closing Time

Closing date 24 hours in advance of broadcast.

## CULPEPER

Culpeper County—Map Location J-3  
See SRDS consumer market map and data at beginning of the State.

### WCVA

(Established 1949)

Rates effective November 1, 1951.  
Rates received October 1, 1951.  
Owned and operated by Culpeper Broadcasting Corp.

#### Personnel

President—Len T. Preston.  
General Manager—John T. Rogers.  
Commercial Manager—Philip T. Butler.  
Program Director—Ed Gombos.  
Women's Director—Ann W. Rogers.

#### Representatives

Indie Sales, Inc.

#### Mailing Instructions

Business Office and Studio—Radio Bldg., Culpeper, Va., telephone 8338.  
Transmitter—1/2 mile north of Culpeper, Va.

#### 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 not observed.  
Operating schedule: 6:00 a.m. to 3:35 p.m.

#### Agency Commission

15% to recognized agencies on time only; no cash discount. Bills rendered monthly.

#### General Advertising

Affiliated with Mutual Broadcasting System and Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates do not include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Contracts cancelled before completion will have rates adjusted to the applicable frequency discount and the advertiser will be billed for time used on the adjusted rate.

(This listing continued on next page)

**Culpeper—W C V A—Continued**

Length of commercial copy:					
5 minutes.....	1:30	minutes			
10 minutes.....	2:30	minutes			
15 minutes.....	3:00	minutes			
25 minutes.....	4:00	minutes			
30 minutes.....	4:30	minutes			
60 minutes.....	6:00	minutes			
Length of broadcast: 5 minutes (4:30); 10 minutes (9:30); 15 minutes (14:30); 25 minutes (24:30); 30 minutes (29:30); 60 minutes (59:15).					

	1	1/2	1/4	10	5		
	hr.	hr.	hr.	min.	min.	(*)	(†)
1 time.....	40.00	22.50	17.50	15.00	10.00	5.00	4.00
13 times.....	38.00	21.37	16.62	14.25	9.50	4.75	3.80
26 times.....	36.00	20.25	15.75	13.50	9.00	4.50	3.60
52 times.....	32.00	18.00	14.00	12.00	8.00	4.00	3.20
104 times.....	28.00	15.75	12.25	10.50	7.00	3.50	2.80
156 times.....	24.00	12.50	10.50	9.00	6.00	3.00	2.40
260 or more times.....	20.00	11.25	8.75	7.50	5.00	2.50	2.00

(\*) Station breaks 35 words, one minute transcription or 120 words live.  
 (†) Announcements in participating shows 60 words live.

**SPECIAL FEATURES**

News Service—UPI. 24 hours direct wire press service. Rates on request.  
 Weather reports, temperature readings (3 times daily) and time signals, rates on request.

**POLITICAL**

One time rates apply. Payable in advance.

**TRANSCRIPTIONS**

Library Service—Standard, Lang-Worth.

**Closing Time**

24 hours in advance of broadcast.

**DANVILLE (3 AM)**

Pittsylvania County—Map Location G-6  
 See SRDS consumer market map and data at beginning of the State.

**WB T M**

(Established 1930)



Rates effective September 1, 1947.  
 Revisions received November 28, 1952.  
 Owned and operated by the Piedmont Broadcasting Corporation.

**Personnel**

President—W. E. Gardner, Jr.  
 Vice-President—Landon R. Wyatt.  
 General Manager—Milton Adams.  
 Assistant Manager—Lyle C. Motley.  
 Program Director—Jim Crawford.  
 Commercial Manager—Eddie Allgood.

**Representatives**

Gill-Perma, Inc.

**Mailing Instructions**

Business Office and Studio—710 Grove St., Danville, Va., Swift 3-4411.  
 Transmitter—Danville, Virginia.

**Wave—Power—Time**

Operating power—5,000 watts days, 1,000 watts nights.  
 Frequency—1330 kilocycles.

Directional—nighttime only.

Licensed to operate unlimited time.

Operates on Eastern Standard Time.

Daylight Saving Time not observed.

Operating schedule: Sundays 7:45 a.m. to 12:00 midnight; week days 5:55 a.m. to 12:35 p.m.

**Agency Commission**

15% to recognized agencies on net station time. No commission allowed on talent or line charges. Cash discount 2%, 10 days.

**General Advertising**

For combination rates see ABC Radio.  
 Accepts AAAA copyrighted contract.  
 Announcements adjacent to higher time classification are charged at the rate of the higher classification.

**CLASS "A"**

	6:00 p.m. to 11:00 p.m. week days and 12:30 p.m. to 11:00 p.m. Sundays			
	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	100.00	60.00	40.00	20.00
13 times.....	95.00	57.00	38.00	19.00
26 times.....	90.00	54.00	36.00	18.00
52 times.....	85.00	51.00	34.00	17.00
104 times.....	80.00	48.00	32.00	16.00
260 times.....	75.00	45.00	30.00	15.00

**CLASS "B"**

	(All other times)			
1 time.....	60.00	36.00	24.00	12.00
13 times.....	57.00	34.20	22.80	11.40
26 times.....	54.00	32.40	21.60	10.80
52 times.....	51.00	30.60	20.40	10.20
104 times.....	48.00	28.80	19.20	9.60
260 times.....	45.00	27.00	18.00	9.00

**ANNOUNCEMENTS**

One minute transcription or 100 words; 20 seconds transcribed or 35 words:

	Class "A"	Class "B"	Class "A"	Class "B"
1 time.....	12.50	7.50	104 times	10.10
13 times.....	11.90	7.10	260 times	9.50
26 times.....	11.30	6.70	520 times	8.90
52 times.....	10.70	6.30		5.10

**Radio Shorts**

SRA Standard. Live or transcribed. No more than 8 seconds; no more than 16 words. Rate: 50% of applicable rates for announcements.

**Run-of-Schedule Announcements**

Announcements scheduled at station's discretion within rate classification chosen by the advertiser billed at 25% less than the regular earned frequency discount.

**Special Program Rates**

(Minimum 13 week contract)

	Per week	
	Class "A"	Class "B"
5-15 minute programs.....	50.00	60.00
3-15 minute programs.....	60.00	45.00
5-5 minute programs.....	45.00	30.00
3-5 minute programs.....	50.00	22.50

**SPECIAL FEATURES**

News Service—AP  
 Below rates apply to advertisers using the following time segments on a five-time-a-week basis or in 15 minute segments five times a week which will daily aggregate to this total on a five-time-a-week basis.

	Class "A"	Class "B"
Five 30 minute programs.....	180.00	108.00
Five 45 minute programs.....	250.00	144.00
Five 60 minute programs.....	300.00	180.00

These are not subject to short rates or further discounts.

**Closing Time**

Talent programs close one week in advance. Material for announcements should be sent by the advertiser or his agent at least one week in advance of broadcasting date to allow opportunity for program arrangement.

**WDVA**

(Established 1947)



Rates effective September 15, 1954. (Card No. 4.)  
 Card received August 27, 1954.

Owned and operated by the Virginia-Carolina Broadcasting Corp.

**Personnel**

Pres. & Gen'l Mgr.—Emerson J. Pryor.  
 Sales Manager—Stover Morris, Jr.  
 Program Director—Dick Campbell.

**Representatives**

Robert S. Keller, Inc.

**Mailing Instructions**

Business Office, Studios and Transmitter—Lexington Ave., Danville, Va., Swift 2-9311.

**Wave—Power—Time**

Operating power—5,000 watts days, 1,000 watts nights.  
 Frequency—1250 kilocycles.

Directional—nighttime only.

Licensed to operate full time.

Operates on Eastern Standard Time.

Daylight Saving Time not observed.

Operating schedule: Sundays 7:30 a.m. to 12:00 midnight; week days 5:00 a.m. to 12:00 midnight.

**Agency Commission**

15% to recognized advertising agencies on charges for station time only; no cash discount. All bills payable when rendered.

**General Advertising**

For combination rates see Mutual Broadcasting System. Accepts AAAA copyrighted contract.

Rates shown are for station time only. Maximum length of contract one year. Rates subject to change without notice.

Musical licenses: ASCAP, BMI and SESAC.

Announcements and programs cannot be combined for discount purposes.

Actual time of periods of five minutes or longer are 30 seconds less than shown. Rates shown are for station time only. Rates for periods longer than one hour are in exact proportion to the one hour rate.

	1	1/2	1/4	10	5		
	hr.	hr.	hr.	min.	min.	(*)	
1 time.....	75.00	40.00	24.00	20.00	13.50	9.00	
13 times.....	70.00	37.50	22.50	18.75	12.75	8.50	
26 times.....	65.00	35.00	21.00	17.50	12.00	8.00	
52 times.....	60.00	32.50	19.50	16.25	11.25	7.50	
104 times.....	55.00	30.00	18.00	15.00	10.50	7.00	
156 times.....	50.00	27.50	16.50	13.75	9.75	6.50	
260 times.....	45.00	25.00	15.00	12.50	9.00	6.00	
312 times.....	40.00	22.50	13.50	11.25	8.25	5.50	
520 times.....	35.00	20.00	12.00	10.00	7.50	5.00	

(\*) One minute or less. 25% discount for run-of-schedule announcements.

**SPECIAL FEATURES**

News Service—AP. Rates on request.  
 Radio Shorts, weather reports and sport broadcasts—rates on request.

**POLITICAL**

Regular rates and discounts apply.

**TRANSCRIPTIONS**

Library Service—Sesac.

**Closing Time**

Broadcast copy and program material required 48 hours in advance; talks 24 hours in advance.

**WILA**

(Established 1957)

Rates effective December 1, 1957.  
 Rates received December 11, 1957.

Owned and operated by WILA, Inc.

**Personnel**

General Manager—James C. Clark.  
 Commercial Manager—George J. Lund.

**Representatives**

South—Dora-Clayton Agency, Inc.  
 Walker-Rowatt Company, Inc.

**Mailing Instructions**

Business Office and Studio—P. O. Box 1055, 705 Main St., Danville, Va., Swift 2-2133.  
 Transmitter—Danville, Va.

**Wave—Power—Time**

Operating power—500 watts days.  
 Frequency—1580 kilocycles.

Licensed to operate local sunrise to sunset.

Operating schedule: \_\_\_\_\_

**Agency Commission**

15% to recognized agencies; 5% cash discount, payable 10 days.

**General Advertising**

Rates quoted are for station time only. Program discounts may be applied to spot announcement discounts. However, spot announcement discounts may not be applied to program discounts. Short rate will apply on all contracts not fulfilled.

	1	1/2	1/4	10	5	1	Sta.
	hr.	hr.	hr.	min.	min.	min.	brk.
1 time.....	50.00	30.00	20.00	15.00	10.00	6.00	4.00
26 times.....	47.50	28.50	19.00	14.25	9.50	5.70	3.80
52 times.....	45.00	27.00	18.00	13.50	9.00	5.40	3.60
104 times.....	42.50	25.50	17.00	12.75	8.50	5.10	3.40
260 times.....	40.00	24.00	16.00	12.00	8.00	4.80	3.20
520 times.....	37.50	22.50	15.00	11.25	7.50	4.50	3.00

**VIRGINIA**

**SATURATION PACKAGES**

	1-26	27-52
Per week:	wks.	wks.
12 times.....	52.00	50.00
18 times.....	80.00	72.00
24 times.....	105.00	90.00

**SPECIAL FEATURES**

Participating Programs  
 "Clarence Lumpkin"—Sign-on to 8:00 a.m.  
 "Earl Stogner Show"—8:00 a.m. to 9:00 a.m.  
 "Bill Purcell Show"—9:00 a.m. to 11:00 a.m.  
 "Clarence Lumpkin"—11:00 a.m. to 2:00 p.m.  
 "Earl Stogner Show"—2:00 p.m. to 5:00 p.m.  
 "Bill Purcell Show"—5:00 p.m. to sign-off.

**POLITICAL**

Regular rates apply.  
 Closing Time  
 24 hours in advance of broadcast.

**EMPORIA**

Greenville County—Map Location K-6  
 See SRDS consumer market map and data at beginning of the State.

**WEVA**

(Established 1952)



Rates effective September 1, 1952. (Card No. 1.)  
 Rates received August 4, 1952.

Owned and operated by Stone Broadcasting Corp.

**Personnel**

Pres. & Gen'l Mgr.—Maxey E. Stone.  
 Program Director—Will Stone.  
 Commercial Manager—Sallie J. Whitlock.  
 News Director—Eddie Anderson.

**Representatives**

None

**Mailing Instructions**

Business Office, Studio and Transmitter—P. O. Box 792, Florida St. at Washington, Emporia, Va., telephone 2133.

Transmitter—Florida St. at Washington, Emporia, Va.

**Wave—Power—Time**

Operating power—1,000 watts days.  
 Frequency—860 kilocycles.

Non-directional.

Licensed to operate daytime only.

Operates on Eastern Standard Time.

Operating schedule: Sunrise to local sunset.

**Agency Commission**

15% to recognized agencies; no cash discount.

**General Advertising**

Accepts AAAA copyrighted contract.

	1	1/2	2/5	5/10	10/15	15/20	20/25	25/30	30/35	35/40	40/45	45/50
	hr.	hr.	hr.	hr.	hr.	hr.	hr.	hr.	hr.	hr.	hr.	hr.
1 hour.....	48.00	48.00	41.00	38.00	36.00	34.00	32.00	30.00	28.00	26.00	24.00	22.00
1/2 hour.....	29.00	26.00	24.00	23.00</								

# VIRGINIA

## Fairfax—W E E L—Continued

### SPOT PACKAGE PLANS

	1 min.	1/2 min.
1 announcement.....	7.50	5.63
13 announcements, each.....	7.00	5.25
26 announcements, each.....	6.50	4.88
39 announcements, each.....	6.25	4.69
52 announcements, each.....	6.00	4.50
65 announcements, each.....	5.75	4.22
78 announcements, each.....	5.50	4.13
104 announcements, each.....	5.25	3.94
156 announcements, each.....	5.00	3.75
312 announcements, each.....	4.50	3.38

### SPECIAL FEATURES

News Service—AP and mobile unit.  
 "Hospitality House"—4:00 p.m. to 6:00 p.m. daily.  
 "Doug Bailey"—6:00 a.m. to 9:00 a.m. Live music.  
 "Bill Mayhugh"—9:00 a.m. to noon. Top 30 tunes and interviews.  
 "Party Line"—12:30 p.m. to 1:30 p.m. Listener incoming calls broadcast on the air live. Premium rates.  
 "Jules Henry"—Top 30 tunes with constant mobile unit news coverage.

### POLITICAL

Regular rates apply.

### RELIGIOUS

Regular rates apply. Sunday only.

## FALLS CHURCH

Fairfax County—Map Location K-3  
 See SRDS consumer market map and data at beginning of the State.

## See Washington, D. C.

## FARMVILLE

Prince Edward County—Map Location H-5  
 See SRDS consumer market map and data at beginning of the State.

### WFLO

(Established 1947)



Rates effective August 1, 1956.  
 Rates received August 3, 1956.

Owned and operated by Colonial Broadcasting Co.

### Personnel

Owner & Gen'l Mgr.—Mrs. Carla B. Keys.  
 Manager—John D. Wilson.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—Cumberland Rd., Farmville, Va.  
 Transmitter—1.5 miles north of Farmville, Va., on the Cumberland Road.

### Wave—Power—Time

Operating power—1,000 watts days.  
 Frequency—870 kilocycles.  
 Non-directional.  
 Licensed to operate to local sunset.  
 Operates on Eastern Standard Time.  
 Daylight Saving Time not observed.  
 Operating schedule: Daylight hours.

### Agency Commission

15% to recognized advertising agencies on net charges for station time; no cash discount. No commission on talent program, line or service charges. Bills due and payable when rendered.

### General Advertising

Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Beer and wine advertising accepted.  
 Contract may be signed 30 days in advance, and for a duration of not more than 52 consecutive weeks.  
 Length of commercial copy: Programs

5 minutes.....	1:00 min.
10 minutes.....	2:00 min.
15 minutes.....	2:40 min.
30 minutes.....	4:00 min.
45 minutes.....	5:30 min.
60 minutes.....	7:00 min.

Programs and/or participating announcements cannot be combined to earn frequency rates.

	1 tl.	51 tl.	210 tl.	401 tl.
1 hour.....	30.00	29.00	28.00	27.00
1/2 hour.....	20.00	19.00	18.00	17.00
1/4 hour.....	15.00	14.00	13.00	12.00
10 minutes.....	12.00	11.00	10.00	9.00
5 minutes.....	10.00	9.00	8.00	7.00
1 minute.....	5.00	4.50	4.00	3.50
30 seconds.....	4.00	3.50	3.00	2.50

### SPECIAL FEATURES

News Service—UPI.  
 Time signals, weather reports and spot broadcasts—Information on request.

### Participating Programs

Country Music Time. Musical Clock. "Sports Bandstand." Noonline Hayride and The Rhythm Show.

### POLITICAL

Regular rates apply.

### RELIGIOUS

Information on request.

### TRANSCRIPTIONS

Library Service—Thesaurus.

### Closing Time

Broadcast copy and program material required 48 hours in advance; talks 24 hours in advance.

# FRANKLIN

Southampton County—Map Location K-6  
 See SRDS consumer market map and data at beginning of the State.

### WYSR

(Established 1956)

Rates effective December 1, 1956. (Card No. 1.)  
 Rates received December 26, 1956.

Owned and operated by WYSR, Inc.

### Personnel

Vice-President & Gen'l Mgr.—Howard H. Keller.  
 Sales Manager—A. L. Drew.  
 Program Manager—Ted Tatar.  
 Local News Director—Lee Davis.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—104 E. Fourth Ave., Franklin, Va. Lo 2-3135.

### Wave—Power—Time

Operating power—1,000 watts.  
 Frequency—1250 kilocycles.  
 Licensed to operate daytime.  
 Operating schedule: 6:00 a.m. to local sunset.

### Agency Commission

15% to recognized agencies; 5% cash discount if paid by 10th of following month.

### General Advertising

Affiliated with Keystone Network.  
 Alcoholic beverage advertising—beer and wine only.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	1 wds.
1 tl.....	55.00	30.00	22.50	17.50	10.50	7.50	5.00
13 tl.....	50.00	27.00	20.00	15.00	10.00	7.00	4.75
26 tl.....	45.00	25.50	18.00	13.50	9.00	6.65	4.50
52 tl.....	42.50	24.00	17.00	12.75	8.50	6.30	4.00
104 tl.....	40.00	21.00	16.00	12.00	8.00	5.95	3.75
208 tl.....	35.00	19.50	14.00	10.50	7.00	5.60	3.50
365 tl.....	32.50	17.00	13.00	9.75	6.50	5.25	3.25

### PACKAGE PLANS

Rates on request.

### SPECIAL FEATURES

News Service—AP.  
 Merchandising and Point of Purchase plans available.

### Participating Programs

"Top O' The Morning"—7:30 a.m. to 9:00 a.m. Monday through Saturday.  
 "Rockin With Joe"—3:00 p.m. to 5:00 p.m. Monday through Saturday.  
 "Here's Joan"—1:00 p.m. to 1:15 p.m. Monday through Friday.  
 "1250 Final"—5:00 p.m. to 5:30 p.m. Monday through Friday. Sports and news.

## FREDERICKSBURG

Spotsylvania County—Map Location J-4  
 See SRDS consumer market map and data at beginning of the State.

### WFVA

(Established 1939)

Rates effective August 1, 1958. (Card No. 12.)  
 Rates received July 21, 1958.

Owned and operated by Fredericksburg Broadcasting Corporation.

### Personnel

General Manager—John C. Morgan.

### Representatives

Forjoe & Company, Inc.  
 Philadelphia—Morton Lowenstein.

### Mailing Instructions

Business Office and Studio—707 Princess Anne St., P. O. Box 269, Fredericksburg, Va., Essex 3-7721.  
 Transmitter—Kings Highway, Stafford County, Va.

### Wave—Power—Time

Operating power—250 watts.  
 Frequency—1230 kilocycles.  
 Non-directional.  
 Operates on Eastern Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 6:00 a.m. to 10:00 p.m. Sunday through Friday; 6:00 a.m. to 12:00 midnight Saturday.

### Agency Commission

15% to recognized advertising agencies on net station time. No cash discount. Charges for facilities payable on presentation. Invoices rendered monthly.

### General Advertising

Affiliated with the ABC Radio and Green Valley Group.  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 No P. I. accounts accepted.

### CLASS "A"

(Sign-on to 7:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	(*)	(†)
1 time.....	40.00	25.00	17.50	13.50	11.00	6.50	3.25	
26 times.....	39.00	24.25	17.00	13.20	10.75	6.40	3.20	
52 times.....	37.50	23.50	16.50	12.85	10.50	6.25	3.10	
104 times.....	36.50	22.75	16.00	12.45	10.25	6.10	3.05	
312 times.....	35.00	22.00	15.50	12.00	10.00	6.00	3.00	

(\*) 1-minute or station break.  
 (†) Time Signal (15 words)

### CLASS "B"

(7:00 p.m. to sign-off)

Deduct 25% from applicable Class "A" rate.

### Combination Rates

Rates on request when sold in combination with other Richard F. Lewis Stations.

### SPECIAL FEATURES

News Service—AP. Rates on request. Weather reports; rates on request.

# FRONT ROYAL

Warren County—Map Location H-2  
 See SRDS consumer market map and data at beginning of the State.

### WFTR

(Established 1948)



Rates effective September 1, 1956.  
 Rates received August 2, 1956.

Owned and operated by Sky-Park Broadcasting Corp.

### Personnel

Manager—Kenneth Gordon.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—P. O. Box 192, Front Royal, Va., Melrose 5-4121.  
 Transmitter—On John Marshall Highway, Front Royal, Va.

### Wave—Power—Time

Operating power—250 watts.  
 Frequency—1450 kilocycles.  
 Non-directional.

Licensed to operate unlimited time.

Operates on Eastern 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 on line charges or talent fees.

### General Advertising

Affiliated with Keystone Network and Mutual Broadcasting System.  
 Accepts AAAA copyrighted contract.  
 ASCAP, BMI and SESAC licenses.  
 Maximum length of contract, one year.

### PROGRAMS

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	26.68	17.40	11.60	9.28	6.96
26 times.....	24.36	16.24	10.44	8.12	6.38
52 times.....	22.04	15.08	9.28	6.96	5.80
104 times.....	20.88	13.92	8.70	6.38	5.22
156 times.....	19.72	12.76	8.12	5.80	4.64
260 times.....	18.56	11.60	6.96	5.22	4.06
312 times.....	17.40	9.28	6.38	4.64	3.19

### SPOT ANNOUNCEMENTS

One minute or less:	2.90	260 times.....	1.74
1 time.....	2.73	312 times.....	1.45
26 times.....	2.61	500 times.....	1.33
52 times.....	2.32	600 times.....	1.16
104 times.....	2.03		

### SPECIAL FEATURES

News Service—AP.  
 Weather forecast, time signals, sports—rates on request.

### POLITICAL

One time rates apply. Payable in advance.

### TRANSCRIPTIONS

Library Service—World.  
 Closing Time  
 Copy required 48 hours in advance of broadcast; transcriptions, 24 hours in advance.

## GALAX

Carroll County—Map Location E-6  
 Grayson County—Map Location D-6  
 See SRDS consumer market map and data at beginning of the State.

### WBOB

(Established 1946)



Rates effective January 1, 1947. (Card No. 1.)

Owned and operated by Carroll-Grayson Broadcasting Corp.

### Personnel

Manager—Joe P. Crockett.  
 Sales Manager—Brice Parks.

### Representatives

Continental Radio Sales.

### Mailing Instructions

Business Office and Studio—Poplar Knob Rd., Galax, Va. Belmont 6-2921.  
 Transmitter—Galax, Va.

### Wave—Power—Time

Operating power—1,000 watts days.  
 Frequency—1360 kilocycles.  
 Non-directional.

Licensed to operate daytime only.

Operates on Eastern Time.

Daylight Saving Time not observed.

Operating schedule: 5:00 a.m. to local sunset.

### Agency Commission

15% recognized agencies; no cash discount. All bills due and payable 10th of month following broadcast. Delinquent accounts subject to 10% additional service charge. No discount on talent or line charges.

### General Advertising

Affiliated with Keystone Network and MBS.  
 The following rates are for national advertising.  
 All time periods 30 seconds less than indicated.

1 hour.....	36.00
1/2 hour.....	22.00
1/4 hour.....	15.00
10 minutes.....	11.00
5 minutes.....	7.50
1 minute or 100 words.....	5.00
35 word station break, specified time.....	4.00
75 words participating.....	3.00

### DISCOUNTS

13 times.....	5%	156 times.....	25%
26 times.....	10%	208 times.....	30%
52 times.....	15%	260 times.....	35%
104 times.....	20%	312 or more times.....	40%

Each renewal or extension of a contract or order earns applicable discounts. Discounts are applicable only to the period provided in the original order or renewals or continuation thereof without interruption.

(This listing continued on next page)



**Galax—W B O B—Continued**

Discounts apply on gross rates for number of broadcasts not to exceed one year's duration. Announcements and programs may not be combined to earn volume discounts. An additional discount of 5% will be allowed for 600 or more broadcasts in any 12 consecutive month period.

**SPECIAL FEATURES**

News casts, time signals, weather reports—rates on request.

**POLITICAL**

Rates on request.

**Closing Time**

Schedules close at 12:00 noon of day previous to broadcast. All copy must be received prior to hour stipulated.

**GLOUCESTER**

Gloucester County—Map Location L-5  
See SRDS consumer market map and data at beginning of the State.

**WDDY**

(Established 1957)

Rates effective January, 1957. (Card No. 1.)  
Card received April 8, 1957.

Owned and operated by Cape Radio, Inc.

**Personnel**

General Manager—Arthur Lazarow.  
Assistant Manager—Joan R. Lazarow.  
Commercial Manager—Larry O'Toole.

**Representatives**

Hill F. Best Company.

**Mailing Instructions**

Business Office—P. O. Box 673, Gloucester, Va.,  
Oxford 3-4302.

Studios—Gerard Hopkins Bldg., Gloucester, Va.  
Transmitter—8 miles S. W. of Gloucester, Va., on  
Fiddler's Bridge Rd.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—1420 kilocycles.

**Non-directional.**

Licensed to operate to local sunset.

Operates on Eastern Standard Time.

Operating schedule: 6:00 a.m. to local sunset week-  
days and 7:30 a.m. to local sunset Sunday.

**Agency Commission**

15% to recognized agencies; no cash discount. Bills  
rendered 1st of month following service; due and pay-  
able on 10th.

**General Advertising**

Affiliated with Keystone Network.

Accepts AAAA copyrighted contract.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

	1	1/2	1/4	10	5	1	50
	hr.	hr.	hr.	min.	min.	min.	wd.
1 time...	55.00	30.00	22.50	17.50	10.50	7.50	5.00
13 times...	50.00	27.00	20.00	15.00	10.00	7.00	4.75
26 times...	45.00	25.50	18.00	13.50	9.00	6.65	4.50
52 times...	42.50	24.00	17.00	12.75	8.50	6.30	4.00
104 times...	40.00	21.00	16.00	12.00	8.00	5.95	3.75
208 times...	35.00	19.50	14.00	10.50	7.00	5.60	3.50
365 times...	32.50	17.00	13.00	9.75	6.50	5.25	3.25

Rates for feature programs and package plans on  
request.

**SPECIAL FEATURES**

News Service—AP.

**Closing Time**

24 hours in advance of broadcast for all material.

**GRETNA**

Pittsylvania County—Map Location G-6.  
See SRDS consumer market map and data at begin-  
ning of the State.

**WMNA**

(Established 1956)



Rates effective August 1, 1956.

Rates received September 3, 1957.

Owned and operated by Central Virginia Broadcast-  
ing Company, Inc.

**Personnel**

Vice-Pres. & Gen'l Mgr.—G. W. Sandefur.  
Advertising Manager—E. B. Wilson.

**Representatives**

None.

**Mailing Instructions**

Business Office and Studio—P. O. Box 730, Gretna,  
Va.

Transmitter—Virginia State Route 40.

**Wave—Power—Time**

Operating power—1,000 watts, days.

Frequency—730 kilocycles.

**Directional.**

Licensed to operate daytime.

Operating schedule: Local sunrise to sunset.

**Agency Commission**

15% to recognized agencies on time only; no cash  
discount. Bills due and payable 10th of following  
month.

**General Advertising**

Accepts AAAA copyrighted contracts.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

**PROGRAMS**

Rates on request.

**ANNOUNCEMENTS**

	1 min.	30 sec.	1 min.	30 sec.
13 times...	7.15	5.20	260 times...	3.90
26 times...	6.50	4.85	512 times...	3.25
52 times...	5.85	4.55	624 times...	2.60
104 times...	5.20	3.90	1000 times...	2.25
156 times...	4.55	3.55		1.95

**WEEKLY SATURATION PLAN**

Per week:	1 min.	30 sec.
15 announcements.....	52.50	44.25
25 announcements.....	81.25	65.00
50 announcements.....	147.50	112.50
70 announcements.....	182.00	138.50
100 announcements.....	225.00	175.00
8 second quickies (minimum: 4 per day) 1.00.		

**SPECIAL FEATURES**

News Service—AP, and local.

**Participating Programs**

"Smile Time"—7:05 a.m. to 9:00 a.m.

"Teen Time"—3:05 p.m. to 5:30 p.m.

**Closing Time**

24 hours in advance of broadcast.

**GRUNDY**

Buchanan County—Map Location C-5  
See SRDS consumer market map and data at begin-  
ning of the State.

**WNRG**

(Established 1955)

Rates effective March 1, 1958.

Rates received March 3, 1958.

Owned and operated by Virginia-Kentucky Broad-  
casting Co., Inc.

**Personnel**

President—Herman G. Dotson.  
General Manager—Dave Jordan.  
Assistant Manager—Aubrey Gaber.

**Representatives**

Kentucky Radio Sales.

**Mailing Instructions**

Business Office, Studio and Transmitter—Grundy, Va.

**Wave—Power—Time**

Operating power—1,000 watts days.

Frequency—1250 kilocycles.

**Non-directional.**

Operates on Eastern Standard Time.

Operating schedule: local sunrise to sunset.

**Agency Commission**

15% on time only; no cash discount. Bills rendered  
1st; payable 10 days.

**General Advertising**

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.....	50.50	41.25	15.50	12.25	9.50	5.00	4.00
13 times.....	49.25	40.25	15.10	11.95	9.25	4.90	3.90
26 times.....	48.00	39.20	14.75	11.65	9.00	4.75	3.80
52 times.....	45.45	37.15	13.95	11.05	8.55	4.50	3.60
104 times.....	42.95	35.05	13.20	10.40	8.10	4.25	3.40
156 times.....	40.40	33.00	12.40	9.80	7.60	4.00	3.20
260 times.....	37.90	30.95	11.60	9.20	7.10	3.75	3.00
312 times.....	35.35	28.90	10.85	8.55	6.65	3.50	2.80
624 times.....	32.85	26.80	10.10	7.95	6.15	3.25	2.60
728 times.....	30.30	24.75	9.30	7.35	5.70	3.00	2.40

**Automotive Spot Rate**

1 minute..... 4.00 30 seconds..... 3.20

**Combination Rates**

See Appalacheian Network. Discounts from earned  
frequency for the use of:  
2 stations..... 5% 4 stations..... 25%  
3 stations..... 10%

**SPECIAL FEATURES**

News Service—UPI. No extra charge.

**POLITICAL**

Regular rates and discounts apply; cash in advance.

**Closing Time**

48 hours in advance for programs; 24 hours for an-  
nouncements.

**HAMPTON**

Hampton County—Map Location L-6  
See SRDS consumer market map and data at begin-  
ning of the State.

**See Norfolk-Portsmouth-  
Hampton-Newport News**

**HARRISONBURG (2 AM; 1 FM)**

Rockingham County—Map Location H-3  
See SRDS consumer market map and data at begin-  
ning of the State.

**WHBG**

(Established 1956)

Rates effective November 1, 1958. (Card No. 3.)

Rates received November 17, 1958.

Owned and operated by Radio Harrisonburg, Inc.

**Personnel**

President—Jeffrey A. Abel.  
Vice-Pres. & Gen'l Mgr.—Charles Dillon.  
Commercial Manager—Will Hall.

**Representatives**

Weed Radio Corporation.

**Mailing Instructions**

Mailing address—P. O. Box 392, Harrisonburg, Va.  
Business Office and Studio—75 E. Market St.,  
Harrisonburg, Va., phone 4-7394.

Transmitter—On Old Furnace Road, Harrisonburg, Va.

**Wave—Power—Time**

Operating power—5,000 watts days.

Frequency—1360 kilocycles.

Licensed to operate to local sunset.

Operates on Eastern Standard Time.

Operating schedule: 5:30 a.m. to sunset weekdays;  
7:00 a.m. to sunset Sundays.

**Agency Commission**

15% to recognized agencies on net station time; no  
cash discounts. Bills rendered 1st of month and are  
due and payable by 10th of month.

**General Advertising**

ASCAP, BMI and SESAC licenses.

Rates based on number of broadcasts used per year.

Maximum length of contract, one year.

Rates include music copyright fees.

Programs and announcements may not be combined for  
frequency.

**PROGRAM AND NEWSCASTS**

Rates on request.

**VIRGINIA**

WEEKLY PACKAGES			
Per week:	Each	Total	Per week: Each Total
5 times.....	5.50	25.00	25 times..... 4.00 100.00
10 times.....	4.75	47.50	50 times..... 3.75 187.50
15 times.....	4.50	67.50	

**SATURATION PACKAGE**

(Within 2 days)

25 spots.....	87.50	50 spots.....	150.00
30-second rate—75% of minute rate.			
10-second rate—50% of minute rate.			

**SPECIAL FEATURES**

News Service—AP.

**POLITICAL**

Regular rates apply.

**TRANSCRIPTIONS**

Library Service—Thesaurus.

**Closing Time**

48 hours in advance of broadcast.

**WSVA**

(Established 1935)

**NBC Affiliate**



Rates effective May 1, 1957. (Card No. 11.)  
Card received July 1, 1957.

Owned and operated by Shenandoah Valley Broad-  
casting Corporation.

**Personnel**

Pres. & Gen'l Mgr.—Hamilton Shea.  
General Sales Manager—R. H. Johnson.  
Station Relations—Merc. Mgr.—N. L. Royster.  
Prom. & Adv. Mgr.—Andy McCaskey.

**Representatives**

Peters, Griffin, Woodward, Inc.

**Mailing Instructions**

Business Office and Studio—P. O. Box 752, Rawley  
Pike, Harrisonburg, Va. Phone 4-4431.

Transmitter—Rawley Pike, Harrisonburg, Va.

**Wave—Power—Time**

Operating power—5,000 watts days, 1,000 watts nights.

Frequency—550 kilocycles.

Directional—nighttime only.

Licensed to operate unlimited time.

Operates on Eastern Time.

Daylight Saving Time not observed.

Operating schedule: 4:00 a.m. to midnight Monday  
through Friday; 4:00 a.m. to 1:00 a.m. Saturday;  
7:00 a.m. to 12:00 midnight Sunday.

**FM Facilities**

Effective radiated power—7,200 watts.

100.7 megacycles; channel 264, class B.

**Agency Commission**

Agency commission 15% is allowed to recognized  
agencies on net station time. No cash discount. Bills  
rendered first of each month and are due and payable  
by the 10th of the month.

**General Advertising**

For combination rates see NBC Radio Network.

Accepts AAAA copyrighted contract.

FM operated in conjunction with AM.

The following rates are for national advertising.

Contiguous programs earn discount regardless of  
position on schedule.

Maximum length of contract one year.



**VIRGINIA**

**HOPEWELL**

Prince George County—Map Location K-5  
See SRDS consumer market map and data at beginning of the State.

**WHAP**

(Established 1949)

Card received September 9, 1956.  
Owned and operated by Hopewell Broadcasting Co., Inc.

**Personnel**  
President—C. S. Willis.  
Station Manager—William R. Craig.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—City Point Road, P. O. Box 621, Hopewell, Va., Cedar 9-7301.  
Transmitter—City Point Road, Hopewell, Va.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1340 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to 11:00 p.m. Monday through Saturday, 8:00 a.m. to 11:00 p.m. Sunday.

**Agency Commission**  
15% to recognized agencies; no cash discount. Bills rendered 1st of month following service, payable 10th of month.

**General Advertising**  
Affiliated with Southern Virginia Broadcasting Corp. Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Maximum length of contract one year. NAB Standards.

Table with columns for time (1, 1/2, 1/4, 10, 5, 1, 30) and rates for 1, 13, 26, 52, 104, 156, 260, 312 times.

**PACKAGE RATES**

Table with columns for 1 min. 30 sec. and rates for 520, 728, 1,092 ann.

**SPECIAL FEATURES**

News Service—UPI. No extra charge.  
Participating Programs  
"Early Bird Show," "Minute," "Melodies Impromptu," "Hit Kit," "Supper Time Down South," "Smoke Rings."  
"Luncheon at Lee"—military program.  
"Fort Lee Salute"—military program.  
"Listener's Digest"—classical music.  
"Bill's Bathroom"—Negro audience.

**POLITICAL**

Regular rates apply. Cash in advance.  
**Closing Time**  
48 hours in advance of broadcast.

**LEESBURG**

Loudoun County—Map Location J-2  
See SRDS consumer market map and data at beginning of the state.

**WAGE**

(Established 1958)

Rates effective ————  
Rates received November 4, 1958.  
Owned and operated by Mrs. Richard Field Lewis, Jr.

**Personnel**  
President—Mrs. R. F. Lewis, Jr.  
General Manager—Wallace L. Hankin.

**Representatives**  
Forjoe & Company, Inc.  
Philadelphia—Morton Lowenstein.

**Mailing Instructions**  
Business Office, Studio and Transmitter—Leesburg, Va. Spring 7-1290.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1290 kilocycles.  
Nondirectional.  
Operates on Eastern Standard Time.  
Operating schedule: 6:30 a.m. to local sunset weekdays; 8:00 a.m. to local sunset Sunday.

**Agency Commission**  
15% on time only; no cash discount. Bills due and payable 10th of month.

**General Advertising**  
Affiliated with Green Valley Group. Accepts AAAA copyrighted contracts. Rates include music copyright fees. ASCAP, BMI and SESAC licenses.

Table with columns for time (1, 1/2, 1/4, 10, 5, 1) and rates for 1, 27, 53, 105, 312 times.

**SPECIAL FEATURES**

News Service—AP.  
**Closing Time**  
24 hours in advance of broadcast.

**LEXINGTON**

Rockbridge County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

**WREL**

(Established 1948)



Rates effective November 15, 1948. (Card No. 1.)  
Owned and operated by Rockbridge Broadcasting Corp.

**Personnel**  
Gen'l & Com'l Mgr.—Milton B. Henson.  
Program Director—Joseph E. Lynn, Jr.

**Representative**  
Indie Sales, Inc.  
**Mailing Instructions**  
Business Office, Studio and Transmitter—one mile north of Lexington on Route 11.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: week days 6:00 a.m. to 11:00 p.m., Sundays 8:00 a.m. to 11:00 p.m.

**Agency Commission**  
15% to recognized agencies on station time only; no cash discount. Bills rendered end of month; payable when rendered.

**General Advertising**  
For combination rates see NBC Radio Network. Affiliated with Keystone Network. Rates include music copyright fees. ASCAP, BMI and SESAC licenses.

Table with columns for time (1, 1/2, 1/4, 5, 1, 30) and rates for 1, 13, 26, 52, 156 times.

**CLASS "B"**

Table with columns for time (1, 1/2, 1/4, 5, 1, 30) and rates for 1, 13, 26, 52, 156 times.

**SPECIAL FEATURES**

News Service—AP. Service charge 10% extra.  
**POLITICAL**  
One time rates apply. Cash in advance.

**LYNCHBURG (3 AM; 1 FM)**

Campbell County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

**WBRG**

(Established 1956)

Rates effective September 1, 1956. (Card No. 1.)  
Rates received October 26, 1956.  
Owned and operated by Harry A. Epperson, Sr.

**Personnel**  
Owner—Harry A. Epperson, Sr.  
Gen'l & Com'l Mgr.—Tom Buckley.

**Representatives**  
Thomas F. Clark Company, Inc.  
**Mailing Instructions**  
Business Office—P. O. Box 1079, Lynchburg, Va.  
Studio and Transmitter—Ragland Rd., Madison Heights, Va. Phone Victor 6-541.

**Wave—Power—Time**  
Operating power—1,000 watts daytime.  
Frequency—1050 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operating schedule: Local sunrise to local sunset.

**Agency Commission**  
15% to recognizable agencies; no cash discount.

**General Advertising**  
Affiliated with Keystone Network. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Rates are for station time only and do not include talent other than regular staff. Maximum length of contract, 1 year. Actual time of program, 30 seconds less than listed.

Table with columns for 1 hour, 1/2 hour, 5 minutes and rates.

**ANNOUNCEMENTS**

Table with columns for 1 minute and 30 seconds and rates.

**DISCOUNTS**

Table with columns for 13 to 26 times, 27 to 52 times, 53 to 104 times and rates.

Special rates for frequency of 500 or more times on request.  
**SPECIAL FEATURES**  
News Service—UPI.  
Participating Programs  
"Starling Merritt Show"—Negro.  
"Country Gentleman"—Rural.

**WLVA**

(Established 1938)



Rates effective March 1, 1957. (Card No. 6.)  
Rates received March 7, 1957.  
Owned and operated by Lynchburg Broadcasting Corp.

**General Advertising**  
Affiliated with Mutual Broadcasting System. For combination rates see Mutual Broadcasting System. Combination rates available with simultaneous schedule on WRIS, Roanoke, Va.; KXEL, Waterloo, Iowa; WKIN, Kingsport, Tenn.; WABG, Greenwood, Miss.; WKOZ, Kosciusko, Miss.; WLBJ, Bowling Green, Ky. For combination rates contact Cy N. Bahakel Stations national sales offices—Sunnyside Bldg., Box 1050, Roanoke, Va., telephone 2-7890.  
FM operated in conjunction with AM.  
BMI, ASCAP and SESAC licenses. Time rates include copyright fees.  
Program time 30 seconds less than indicated.

(This listing continued on next page)

**Personnel**

Pres. and Gen'l. Mgr.—Philip P. Allen.  
Vice-Pres. & Sec'y.—Treas.—J. P. Head, Jr.  
Commercial Manager—Tom Turner.  
Program Director—Warren Utal.

**Representatives**  
George P. Hollingsbery Company.  
**Mailing Instructions**  
Business Office and Studio—2320 Langhorne Rd., Lynchburg, Va. Victor 5-1242. TWX LY 80.  
Transmitter—Bedford County, Lynchburg, Va.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—590 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Daylight Saving Time not observed.  
Operating schedule: Sunday 7:50 a.m. to 12:05 a.m.; week days 6:00 a.m. to 12:05 a.m.

**Agency Commission**  
Agency commission 15% paid to recognized advertising agencies on net station time. No commission allowed on talent. No cash discount. Invoices mailed the first of month, payable on the 15th of month following service.

**General Advertising**  
For combination rates see ABC Radio. Accepts AAAA copyrighted contract.

Table with columns for time (1 hr., 1/2 hr., 1/4 hr., 5 min., 1 min., 10 sec.) and rates.

**ANNOUNCEMENTS**

Table with columns for time (1 min., 10 sec.) and rates.

**SATURATION PACKAGES**

Table with columns for 10 per week, 15 per week, 20 per week and rates.

May be combined for package. Announcements between network programs cannot exceed 20-seconds. Network cooperative programs at above rates plus network talent fees. No extra charges for lines.

**SPECIAL FEATURES**

News Service—AP.  
**Closing Time**  
Talent programs close one week in advance. Material for announcements should be sent by the advertiser or his agent at least one week in advance of broadcasting date to allow opportunity for program arrangement.

**WWOD**

(Established 1947)

Rates received November 23, 1956.  
Owned and operated by Lynchburg Independent Broadcasters, Inc.

**Personnel**  
President—Cy N. Bahakel.  
Manager—Henry Hughes.  
Commercial Manager—James H. Hogan, Jr.

**Representatives**  
Call station direct.  
**Mailing Instructions**  
Business Office, Studio and Transmitter—P. O. Box 1300, Boonesboro Rd., Lynchburg, Va., telephone Victor 5-3341.  
Transmitter—Boonesboro Road, Lynchburg, Va.

**Wave—Power—Time**  
Operating power—5,000 watts days, 1,000 watts nights.  
Frequency—1390 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:45 a.m. to 12:00 midnight week days; 7:15 a.m. to 12:00 midnight Sundays.

**F M Facilities**  
Effective radiated power—940 watts.  
Frequency—100.1 megacycles; class A.  
Antenna height—983 feet above sea level.

**Agency Commission**  
15% to recognized advertising agencies on net time; no cash discount. Bills due and payable when rendered. Bills rendered monthly unless otherwise requested.

**General Advertising**  
Affiliated with Mutual Broadcasting System. For combination rates see Mutual Broadcasting System. Combination rates available with simultaneous schedule on WRIS, Roanoke, Va.; KXEL, Waterloo, Iowa; WKIN, Kingsport, Tenn.; WABG, Greenwood, Miss.; WKOZ, Kosciusko, Miss.; WLBJ, Bowling Green, Ky. For combination rates contact Cy N. Bahakel Stations national sales offices—Sunnyside Bldg., Box 1050, Roanoke, Va., telephone 2-7890.  
FM operated in conjunction with AM.  
BMI, ASCAP and SESAC licenses. Time rates include copyright fees.  
Program time 30 seconds less than indicated.

**CLASS "A"**  
(7:00 a.m. to 11:00 p.m.)

Table with columns for time (1, 1/2, 1/4, 10, 5) and rates.

Table with columns for time (1, 1/2, 1/4, 10, 5) and rates.

Table with columns for time (1, 1/2, 1/4, 10, 5) and rates.

Table with columns for time (1, 1/2, 1/4, 10, 5) and rates.

(This listing continued on next page)

Lynchburg—W W O D—Continued

Rates for periods longer than one hour rate in exact proportion to the corresponding one hour rate. Two or more programs 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.

ANNOUNCEMENTS

Announcements are accepted with the understanding that programs take precedence and that announcements scheduled for periods later sold for programs may be rescheduled within the hours of the same time classification. Five minute programs may be moved on 48 hours' notice, when time is sold for program of 15 minutes or longer.

Announcements and programs cannot be combined to earn larger discounts. Discounts are retroactive and earned discount is to be determined by the total number of broadcasts used within one year.

SPECIAL FEATURES

News Service—UPI and local news coverage. Rates on request. Rates for time signals and weather reports on request.

Participating Programs

"Toast and Coffee"; "Housewife's Hits"; "On the Go"; "Riding Easy"; "Night Train".

POLITICAL

Commercial political programs accepted at regular rates. Payable in advance. Manuscripts must be submitted 24 hours before scheduled broadcast.

Closing Time

Closing time one week in advance of service, if program is to be included in publicity release.

MANASSAS

Prince William County—Map Location J-3 See SRDS consumer market map and data at beginning of the State.

WPRW

(Established 1957)

Rates effective October 1, 1957. Rates received September 17, 1957.

Owned and operated by Prince William Broadcasting Corporation.

Personnel

Pres. & Treas.—Harold H. Horsch. Gen'l & Com'l Mgr.—"Woody" Merchant. Ass't. Mgr. & Prog. Dir.—Armistead Sinclair III.

Representatives

Deyney, Incorporated.

Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box 151, Manassas, Va. Empire 8-3108-09.

Wave—Power—Time

Operating power—500 watts days. Frequency—1480 kilocycles. 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% on time only; no cash discount. Bills rendered and payable 1st of month.

General Advertising

ASCAP, BMI and SESAC licenses. Rates include music copyright fees.

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..... 60.00	36.00	20.00	15.00	10.00
13 times..... 56.00	34.00	19.00	14.25	9.50
26 times..... 52.00	32.00	18.00	13.50	9.00
52 times..... 48.00	30.00	17.00	12.75	8.50
104 times..... 44.00	28.00	16.00	11.90	8.00
156 times..... 40.00	26.00	15.00	10.25	7.50
260 times..... 36.00	24.00	14.00	9.50	7.00
312 times..... 32.00	22.00	13.00	8.75	6.50

SPOT PACKAGES

1 min.	30 sec.	1 min.	30 sec.
1 time..... 7.00	5.00	78 times..... 5.50	3.80
13 times..... 6.75	4.80	104 times..... 5.25	3.60
26 times..... 6.50	4.60	156 times..... 5.00	3.40
39 times..... 6.25	4.40	260 times..... 4.75	3.20
52 times..... 6.00	4.20	312 times..... 4.50	3.00
65 times..... 5.75	4.00		

SPECIAL FEATURES

News Service—AP and local, 10% additional charge. Participating Programs "Impulse," AM; "Second Cup of Coffee;" "Music in Pastel," AM; "Club 1460," PM; "Old Dominion Jamboree," PM; "Tea and Crumpets," "Music in the Mood of Candlelight and Silver;" "Countdown;" "Bull Run Round-up."

MARION

Smyth County—Map Location D-6 See SRDS consumer market map and data at beginning of the State.

WMEV

(Established 1948)

Rates effective August 1, 1953. (Card No. 2-N.) Rates received August 3, 1953.

Owned and operated by Mountain Empire Broadcasting Corp.

Personnel

Gen'l & Com'l Mgr.—Robert C. Wolfenden. Program Director—Mrs. Robert C. Wolfenden.

Representatives

Indie Sales, Inc.

Mailing Instructions

Business Office and Studio—P. O. Box 470, Park Bldg., Marion, Va. State 3-3001. Transmitter—Marion, Virginia.

Wave—Power—Time

Operating power—1,000 watts days. Frequency—1010 kilocycles. Non-directional.

Licensed to operate daytime. Operates on Eastern Standard Time. Daylight Saving Time not observed. Operating schedule: Sundays 8:00 a.m. to sunset; week days sunrise to sunset.

Agency Commission

15% to recognized agencies on time only; no cash discount. Bills rendered 1st of following month.

General Advertising

Affiliated with ABC Radio and Keystone Network. Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

Announcements must be used at the rate of at least one per week in order to earn a frequency discount. Announcements and programs cannot be combined to earn frequency rates. Each renewal or extension of a contract or order earns applicable frequency rates. Frequency rates are applicable only to the period provided for in the original order or renewal of continuation thereof without interruption. The minimum earned rate for any account is the applicable frequency rate based on the total number of broadcasts in any 12 consecutive month period. Maximum length of contract one year.

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..... 46.00	30.00	16.00	14.00	11.00
13 times..... 42.00	27.00	14.50	13.00	10.00
26 times..... 38.00	24.00	13.00	12.00	9.00
52 times..... 34.00	22.00	12.00	11.00	8.00
104 times..... 30.00	20.00	11.00	10.00	7.50
156 times..... 28.00	18.00	10.00	9.00	7.00
208 times..... 26.00	16.00	9.00	8.00	6.50
260 times..... 24.00	15.00	8.50	7.00	6.00
312 times..... 22.00	14.00	8.00	6.50	5.50

ANNOUNCEMENTS

1 time..... 5.00	(*)	(†)	(‡)
13 times..... 4.50			
26 times..... 4.00			
52 times..... 3.50			
104 times..... 3.25			
156 times..... 3.00			
208 times..... 2.75			
260 times..... 2.50			
312 times..... 2.25			

(\* 1 minute or 100 words. † Station break or 35 words. ‡ 50 word station breaks.

SPECIAL FEATURES

News Service—AP. Regular rates apply. Local news—rates on request. Time signals, weather reports, special features available at regular rates.

Participating Programs

"Morning Jamboree" with Cousin Zeek—6:00 a.m. to 7:00 a.m. Monday through Saturday. "Music By Request"—7:00 a.m. to 8:40 a.m. Monday through Saturday. "Top Tunes of Our Times"—4:05 p.m. to 4:30 p.m. Monday through Friday. "Dancing Party" with Bob Wolfenden—6:45 p.m. to 7:45 p.m. Monday through Friday.

POLITICAL

Regular rates apply.

TRANSCRIPTIONS

Library Service—World. Closing Time 24 hours in advance of broadcast.

MARTINSVILLE (2 AM; 1 FM)

Henry County—Map Location F-6 See SRDS consumer market map and data at beginning of the State.

W H E E

(Established 1954)

Rates effective August 1, 1954. Rates received October 6, 1954. Owned and operated by Patrick Henry Broadcasting Corp.

Personnel

Pres. & Gen'l Mgr.—John W. Shultz. Commercial Manager—Charles F. Adams. Promotion Manager—Thomas W. Patterson. Program Director—Grace Uram.

Representatives

None.

Mailing Instructions

Business Office and Studio—Set-Back Bldg., opposite Post Office, Martinsville, Va., telephone 9811.

Wave—Power—Time

Operating power—1,000 watts days. Frequency—1370 kilocycles. Non-directional. Licensed to operate to local sunset. Operates on Eastern Standard Time. Operating schedule: 5:30 a.m. to local sunset Monday through Saturday; 7:30 a.m. to local sunset Sunday.

Agency Commission

15% to recognized agencies on time only; 5% cash discount. Bills rendered 1st of month, payable within 10 days; net 30 days.

General Advertising

Accepts AAAA copyrighted contract. Minimum earned rate for any account is applicable frequency rate based on total number of broadcasts in any 12-consecutive month period. Maximum length of contract one year.

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..... 55.00	35.00	25.00	15.00	10.00
13 times..... 49.50	31.50	22.50	13.50	9.00
26 times..... 46.75	29.75	21.25	12.75	8.50
39 times..... 44.00	28.00	20.00	12.00	8.00
52 times..... 41.25	26.25	18.75	11.25	7.50
104 times..... 38.50	24.50	17.50	10.50	7.00
156 times..... 35.75	22.75	16.25	9.75	6.50
312 times..... 27.50	17.50	12.50	7.50	5.00

ANNOUNCEMENTS

1 min.	30 sec.	1 min.	30 sec.
1 time..... 7.90	5.00	52 times..... 5.25	3.75
13 times..... 6.25	4.50	104 times..... 5.00	3.50
26 times..... 6.00	4.25	156 times..... 4.50	3.25
39 times..... 5.75	4.00	312 times..... 3.50	2.50

ANNOUNCEMENTS

1 min.	30 sec.	1 min.	30 sec.
1 time..... 6.00	4.00	52 times..... 4.75	3.00
13 times..... 5.50	3.75	104 times..... 4.25	2.75
26 times..... 5.25	3.50	156 times..... 4.00	2.50
39 times..... 5.00	3.25	312 times..... 3.00	2.00

SPECIAL FEATURES

News Service—UPI. Local news. Sports events, farm report and market data, weather reports.

Participating Programs

"Shenandoah Jamboree" with Jim Eanes—5:30 a.m. to 7:00 a.m. Monday through Saturday. "This And That" with Lewis Condon—11:15 a.m. to noon Monday through Saturday. "Wheetime" — 2:15 p.m. to 4:00 p.m. Monday through Saturday. "Give O' Five"—4:05 p.m. to 5:00 p.m. "News on the Hour" throughout the day. Regular rates apply to above participating programs.

POLITICAL

Regular rates apply. Closing Time 12:00 noon previous to broadcast day.

W M V A

(Established 1941)

NBC Radio Network



Rates effective June 1, 1956. (Card No. 7.) Rates received July 18, 1956.

Owned and operated by Martinsville Broadcasting Company, Inc.

Personnel

Exec. Vice-Pres. & Gen'l Mgr.—Maynard E. Dillaber. Commercial Manager—Charles S. Cooper.

Representatives

Bob Dore Associates.

Mailing Instructions

Business Office and Studio—Chatham Heights, Martinsville, Va., Mercury 2-2152.

Transmitter—Chatham Heights, Martinsville, Va.

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 not observed. Operating schedule: Sundays 7:30 a.m. to 11:15 p.m.; week days, 5:30 a.m. to 11:15 p.m.

FM Facilities

Effective radiated power—2,800 watts. Frequency—96.3 megacycles; Class B. Antenna height—1,541 feet above sea level.

Agency Commission

15% to recognized advertising agencies on station time; no cash discount. Bills rendered monthly except when otherwise requested.

General Advertising

For combination rates see listing of NBC Radio Network and Keystone Network. WVA-TV duplicates AM program on full time schedule at no additional cost to advertisers. Accepts AAAA copyrighted contract. Rates include music copyright fees.

ASCAP, BMI and SESAC licenses. Actual time of periods of 5 minutes or longer are 30 seconds less than shown. Rates for periods longer than 1 hour are in exact proportion to the 1-hour rate. Alcoholic beverage advertising: beer and wine only. Contracts must be signed at least 15 days in advance of starting date of schedules. Program discounts are applicable to announcement discounts; however, announcement discounts may not be applied to program discounts.

Length of commercial copy:	Programs Day & Night
5 minutes.....	1:30 min.
10 minutes.....	2:00 min.
1/4 hour.....	2:30 min.
25 minutes.....	2:45 min.
1/2 hour.....	3:00 min.
1 hour.....	6:00 min.

PROGRAMS

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
100 times..... 40.00	24.00	16.00	12.00	8.00
150 times..... 37.50	22.50	15.00	11.25	7.50
300 times..... 35.00	21.00	14.00	10.50	7.00

ANNOUNCEMENTS

1-minute transcription or 125 words:	
1 time.....	6.00
13 times.....	5.70
26 times.....	5.40
52 times.....	5.10

STATION BREAKS

40 words, live or transcribed:	
1 time.....	5.00
13 times.....	4.75
26 times.....	4.50
52 times.....	4.25

SATURATION SPOT PACKAGES

20 spots per week.....	58.00	68.00	80.00
30 spots per week.....	75.00	91.00	108.00
50 spots per week.....	135.00	137.50	162.00

(\* 8 seconds or 15 words. † 15 seconds or 35 words. ‡ 1 minute or 125 words.

SPECIAL FEATURES

News Service—AP. Full local news coverage. Sports, markets, time signals and weather reports, transcriptions and musical library services available. (This listing continued on next page)

# VIRGINIA

## Martinsville—W M V A—Continued

**Participating Programs**  
 "Wake-Up Time with Pete Bluhm"—5:30 a.m. to 7:25 a.m., Monday through Saturday. Variety program with recorded music, time signals, farm news, weather and news summaries.  
 "Music For Happy Homemakers"—10:05 a.m. to 11:00 a.m., Monday through Friday. Musical program with gifts to housewives.  
 "By Request With Barbara"—11:30 a.m. to noon, Monday through Saturday.  
 "The Hank Weller Showcase"—1:00 p.m. to 5:55 p.m. Music, news, weather, sports, local announcements.  
 "Night Train" with Jay Holmes—10:00 p.m. to sign-off. Record request show with local news and weather summaries, late sports results.

### POLITICAL

Regular rates apply. Text shall conform with regulations of FCC and shall be submitted to station management for approval in advance of broadcast.

### Closing Time

Contracts close one week in advance of first broadcast. Announcement copy, transcriptions and talks close 24 hours in advance.

## MOUNT JACKSON

Shenandoah County—Map Location H-3  
 See SRDS consumer market map and data at beginning of the State.

### WSIG

(Established 1954)

Rates effective July 1, 1958.  
 Rates received October 30, 1958.  
 Owned and operated by Richard Field Lewis, Jr. (Estate).

### Personnel

President—Marlon P. Lewis.  
 Gen'l & Com'l Mgr.—Phillip J. Potter.

### Representatives

Forjoe & Company, Inc.

### Mailing Instructions

Business Office, Studio and Transmitter—WSIG Bldg., Mount Jackson, Va., telephone 790.  
 Other Studios—492 S. Mason St., Harrisonburg, Va. Phone 4-8165.

### Wave—Power—Time

Operating power—1,000 watts days.  
 (C. P. 5,000 watts.)  
 Frequency—790 kilocycles.  
 Non-directional.  
 Licensed to operate daytime only.  
 Operates on Eastern Standard Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 5:30 a.m. to local sunset weekdays; 7:30 a.m. to local sunset Sunday.

### Agency Commission

15% to recognized agencies; no cash discount.

### General Advertising

Affiliated with Green Valley Group.  
 Rates include music copyright fees.  
 Maximum length of contract 52 weeks. Rates guaranteed for six months from effective date of any rate revision. The following rates are for national advertising.

	1	1/2	1/4	10	5	1	
	hr.	hr.	hr.	min.	min.	min.	(*)
1 time...	40.00	25.00	17.50	13.50	11.00	6.50	3.25
27 times..	39.00	24.25	17.00	13.20	10.75	6.40	3.20
53 times..	37.50	23.50	16.50	12.85	10.50	6.25	3.10
105 times..	36.50	22.75	16.00	12.45	10.25	6.10	3.05
313 times..	35.00	22.00	15.50	12.00	10.00	6.00	3.00

(\*) Time signal.

### SPECIAL FEATURES

News Service—UPI.  
 Farm and market reports—3 programs except Sunday.  
 Sig the Weatherman—2-minute weather reports every hour on the hour. Washington Senators day baseball games, VPI college football games.

### Participating Programs

"Farm Neighbor Time"—5:30 a.m. to 6:30 a.m.  
 "Morning Hit Parade"—8:05 a.m. to 8:30 a.m. Monday through Friday.  
 "Cracker Barrel"—8:30 a.m. to 9:30 a.m. Monday through Friday.  
 "Happy Johnny Show"—9:30 a.m. to 11:30 a.m.  
 "Singing Along the Way"—11:30 a.m. to noon Monday through Friday.  
 "Country Music Album"—1:15 p.m. to 5:00 p.m. Monday through Friday.  
 "Country Fair"—9:00 a.m. to noon Saturday.

### POLITICAL

One time rates apply. Cash in advance.

## NARROWS

Giles County—Map Location E-5  
 See SRDS consumer market map and data at beginning of the State.

### WNRV

(Established 1953)

Rates effective March 15, 1957. (Card No. 2)  
 Card received March 11, 1957.  
 Owned and operated by Giles Broadcasting Company.

### Personnel

Manager—John E. Holland II.  
 Commercial Manager—L. P. Williams.  
 Owner—H. J. Romanus.

### Representatives

George T. Hopewell, Inc.

### Mailing Instructions

Business Office, Studio and Transmitter—Route 100, Narrows, Va., Narrows, Park 6-2211; Pearlsburg, 256.

### Wave—Power—Time

Operating power—1,000 watts days.  
 Frequency—990 kilocycles.  
 Non-directional.  
 Licensed to operate to local sunset.  
 Operates on Eastern Standard Time.  
 Operating schedule: varies monthly.

### Agency Commission

15% to recognized agencies on time only; no cash discount. Bills rendered 2nd day of the month; payable within 10 days.

### General Advertising

Rates include music copyright fees.  
 BMI, ASCAP licenses.  
 All programs subject to approval by station management and NAB regulations.  
 Maximum length of contract is one year.  
 Beer advertising accepted.

	1	1/2	1/4	10	5	1	60	
	hr.	hr.	hr.	min.	min.	min.	min.	brk.
1 time...	49.50	33.00	17.20	14.45	10.30	5.15	4.15	3.80
13 times..	46.75	31.15	15.80	14.05	9.65	4.80	3.85	3.65
26 times..	44.00	28.90	14.45	13.05	9.30	4.60	3.65	3.50
52 times..	41.25	27.50	13.75	12.50	8.95	4.30	3.35	3.30
104 times..	39.90	26.15	13.05	11.70	8.50	4.15	3.30	3.15
156 times..	38.50	24.75	12.40	11.00	8.25	4.00	3.15	3.05
260 times..	37.15	23.40	11.70	10.30	7.90	3.85	3.10	2.95
312 times..	35.75	22.00	11.00	9.65	7.60	3.70	3.00	2.85

### SPECIAL FEATURES

News Service—AP. No extra charge.  
 Remote control where line facilities are available.

### Participating Programs

"Toast & Coffee Time", "New River Valley Hoe-down", "Best by Request".

### POLITICAL

Regular rates and frequency discount apply; payable in advance.

### TRANSCRIPTIONS

Library Service—Lang-Worth.

### Closing Time

24 hours in advance of broadcast.

## NEWPORT NEWS

Newport News County—Map Location L-6  
 See SRDS consumer market map and data at beginning of the State.

## See Norfolk-Portsmouth-Hampton-Newport News

## NORFOLK-PORTSMOUTH-HAMPTON-NEWPORT NEWS

(including Virginia Beach)

(10 AM; 2 PM)

Norfolk, Norfolk County—Map Location L-6  
 Portsmouth, Norfolk County—Map Location L-6  
 Hampton, Hampton County—Map Location L-6  
 Newport News, Newport News County—Map Location L-6.

See SRDS consumer market map and data at beginning of the State.

Area stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

### WAVY PORTSMOUTH

(Established 1942)

Rates effective August 1, 1956. (Card No. 2.)

Rates received August 9, 1956.

Owned and operated by Tidewater Teleradio, Inc.

### Personnel

General Manager—Ned Sheridan.  
 Sales Manager—Clayton Eley.  
 Program Director—Lee Allan.  
 Traffic Director—Louise Myers.  
 Prom. & Publicity Dir.—Mike Schaffer.

### Representatives

H-R Representatives, Inc.

### Mailing Instructions

Business Office and Studio—709 Boush St., Norfolk, Va., 801 Middle St., Portsmouth Va. Norfolk—Madison 7-2345; Portsmouth—Export 3-7331.  
 Transmitter—Craney Island, Virginia.

### Wave—Power—Time

Operating power—5,000 watts.  
 Frequency—1350 kilocycles.  
 Directional—separate patterns, days and night.  
 Licensed to operate full time.  
 Operates on Eastern Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 24 hours daily.

### Agency Commission

15% to recognized agencies on station time only; no cash discount. Commission applies to station time only. Bills rendered first of month following service; payable within 10 days.

### General Advertising

	1	1/2	1/4	10	5	1	
	hr.	hr.	hr.	min.	min.	min.	
1 time...	100.00	60.00	40.00	30.00	20.00	20.00	
26 times..	95.00	57.00	38.00	28.50	19.00	19.00	
52 times..	90.00	54.00	36.00	27.00	18.00	18.00	
104 times..	85.00	51.00	34.00	25.50	17.00	17.00	
156 times..	80.00	48.00	32.00	24.00	16.00	16.00	
260 times..	75.00	45.00	30.00	22.50	15.00	15.00	

### CLASS "B"

(All other times)

	1	1/2	1/4	10	5	10	5
	hr.	hr.	hr.	min.	min.	min.	min.
1 time...	60.00	36.00	24.00	18.00	12.00	12.00	
26 times..	57.00	34.20	22.80	17.10	11.40	11.40	
52 times..	54.00	32.40	21.60	16.20	10.80	10.80	
104 times..	51.00	30.60	20.40	15.30	10.20	10.20	
156 times..	48.00	28.80	19.20	14.40	9.60	9.60	
260 times..	45.00	27.00	18.00	13.50	9.00	9.00	

### ANNOUNCEMENTS

One minute or 125 words:	(*)	(†)	(*)	(†)
1 time...	15.00	9.00	104 times..	12.75
26 times..	14.25	8.55	156 times..	12.00
52 times..	13.50	8.10	260 times..	11.25

20 seconds or 40 words:	(*)	(†)	(*)	(†)
1 time...	10.00	6.00	104 times..	8.50
26 times..	9.50	5.70	156 times..	8.00
52 times..	9.00	5.40	260 times..	7.50

(\*) Class "A."  
 (†) Class "B."

### Package Announcements

20 one-minute announcements:	Weekly
1 to 25 weeks.....	170.00
26 to 51 weeks.....	153.00
52 weeks.....	136.00

15 one-minute announcements:	Weekly
1 to 25 weeks.....	138.75
26 to 51 weeks.....	124.50
52 weeks.....	111.00

10 one-minute announcements:	Weekly
1 to 25 weeks.....	100.00
26 to 51 weeks.....	90.00
52 weeks.....	80.00

Identification announcement rates on request.

### DISCOUNTS

Discounts apply on announcements or programs. Programs of five minutes or more cannot be combined with announcements to earn larger discounts. To earn discounts, stipulated number of programs or announcements must come within 12-month periods.

### SPECIAL FEATURES

News Service—AP and local.  
 Newscasts, weather and time reporting services available. Rates on request. Mobile units.

### Participating Programs

Certain programs available to non-competing products for participating announcements—rates on request.

## W B O F

VIRGINIA BEACH

(Established 1954)



Rates effective February 1, 1958. (Card No. 4.)  
 Card received January 6, 1958.

Owned and operated by Virginia Beach Broadcasting Corp.

### Personnel

Pres. & Gen'l Mgr.—Leo Hoarty.  
 Program Director—Bob Gheza.  
 Commercial Manager—Ron Phillips.  
 Prom. & Merchandising Mgr.—Wm. A. Rhyne.

### Representatives

Hil F. Best Company.  
 Southern—Dora-Clayton Agency, Inc.

### Mailing Instructions

Business Office, Studio and Transmitter—Seatack Rd. and 17th St., P. O. Box 536 Virginia Beach, Va., Ga 8-3434, Norfolk, Va. Ma. 2-8939.

### Wave—Power—Time

Operating power—1,000 watts.  
 Frequency—1600 kilocycles.  
 Non-directional.  
 Licensed to operate to local sunset.  
 Operates on Eastern Standard Time.  
 Operating schedule: 6:00 a.m. to local sunset, week days; 7:00 a.m. to local sunset Sundays.

### Agency Commission

15% on time only; 2% 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.  
 Beer advertising accepted.  
 Maximum length of contract one year.  
 No periods sold in bulk for re-sale.  
 All rates are guaranteed for a period of one year from date of first broadcast, provided broadcasts are without interruption.  
 Whenever the advertiser contracts for additional broadcast time, the rates and number-of-times discounts on which his contract is based shall apply to such additional service, provided increased schedule cannot extend beyond 52 weeks from date of first broadcast under the original contract.  
 All contracts are cancellable on 14 days written notice in case of announcements, and 28 days written notice in the case of programs of 5 minutes or longer.  
 Announcements and programs of 5 minutes or longer cannot be combined to earn time discounts.  
 Each:

	3	5	1/4	1/2	1
	min.	min.	hr.	hr.	hr.
1 time.....	11.20	14.00	25.20	42.00	63.00
2 times....	9.80	12.60	23.80	39.20	60.20
3 times....	8.40	11.20	22.40	36.40	57.40
4 times....	7.00	9.80	21.00	33.60	54.60
5 times....	5.95	8.40	19.60	30.80	51.80
10 times...	5.25	7.00	18.20	28.00	49.00
20 times...	4.55	5.60	16.80	.....	.....

(This listing continued on next page)

ANNOUNCEMENTS

Per week:	—1-minute—	—30-seconds—	—15-seconds—
	Each Total	Each Total	Each Total
1 time.....	5.25 5.25	4.20 4.20	3.50 3.50
5 times.....	4.50 22.50	3.50 17.50	3.00 15.00
10 times.....	4.00 40.00	3.00 30.00	2.65 26.50
14 times.....	3.70 51.80	2.65 37.10	2.45 34.30
21 times.....	3.40 71.40	2.45 51.45	2.30 48.30
35 times.....	3.15 110.25	2.30 80.50	2.10 73.50
50 times.....	2.80 140.00	2.10 105.00	1.95 97.50
70 times.....	2.45 171.50	1.95 136.50	1.75 122.50

Additional	Consecutive	Weeks	Discount
13 weeks.....	3%	52 weeks.....	16%
26 weeks.....	7%		

SPECIAL FEATURES

News Service—AP. No extra charge.

Participating Programs

- "Rise 'N Shine"—6:00 a.m. to 7:00 a.m.
- "Jim Ameche Show"—7:00 a.m. to 8:00 a.m.
- "Mister Music"—8:00 a.m. to 10:00 a.m.
- "Joe's Show"—10:00 a.m. to 2:00 p.m.
- "Music Preferred"—2:00 p.m. to 5:00 p.m.

POLITICAL

Regular rates apply; cash in advance.

Closing Time

48 hours in advance of broadcast.

WCMS NORFOLK

(Established 1954)

Rates effective January 1, 1958. (Card No. 4.)  
Card received December 30, 1957.

Owned and operated by Cy Blumenthal.

Personnel

Owner—Cy Blumenthal.  
General Manager—Roy LaMere.  
Director of Operations—Al Lynn.  
Program Director—Joe Hoppel.

Representatives

Grant Webb & Company.

Mailing Instructions

Business Office and Studio—Helena Bldg., Granby and Plume Sts., Norfolk 10, Va., Madison 5-0525.  
Transmitter—Military Hwy., Norfolk, Va.

Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1050 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Operating schedule: Sunrise to sunset.

Agency Commission

15% to recognized agencies on net time and talent charges; no cash discount. Bills due and payable when rendered.

General Advertising

Accepts AAAA copyrighted contract.

WEEKLY PRIME RATES

(Sign-on to 9:00 a.m.; 11:30 a.m. to 1:00 p.m.; 4:00 p.m. to sign-off)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time....	68.75	41.25	27.50	13.75	6.90	4.25
26 times..	65.30	39.20	26.15	13.10	6.60	4.00
52 times..	61.90	37.15	24.75	12.40	6.35	3.75
104 times..	58.45	35.00	23.40	11.75	6.05	3.50
312 times..	51.55	30.95	20.65	10.35	5.80	3.25
624 times..	44.70	27.50	19.25	9.65	5.50	3.00
1248 times..	44.70	27.50	19.25	9.65	4.95	2.75
2000 times..	44.70	27.50	19.25	9.65	4.70	2.50

GENERAL RATES

	1 time....	26 times..	52 times..	104 times..	312 times..	624 times..	1248 times..	2000 times..
55.00	33.00	22.00	11.00	5.50	3.30			
52.25	31.35	20.90	10.45	5.30	3.15			
49.50	29.70	19.80	9.90	5.10	3.00			
46.75	28.00	18.70	9.35	4.90	2.80			
41.25	24.75	16.50	8.25	4.60	2.60			
35.75	22.00	15.40	7.70	4.40	2.40			
35.75	22.00	15.40	7.70	3.95	2.30			
35.75	22.00	15.40	7.70	3.75	2.20			

WEEKLY PACKAGE RATE

Per week:	"Super Spot"	"Spot"	"Hot Shot"	"Short Shot"
3 spots.....	20.70	16.50	12.75	9.00
7 spots.....	46.20	37.10	28.00	19.95
14 spots.....	88.90	71.40	52.50	37.80
28 spots.....	169.40	137.20	98.00	70.00
42 spots.....	243.60	193.20	136.50	94.50
56 spots.....	308.00	246.40	163.00	112.00
84 spots.....	415.80	331.80	231.00	147.00

Each:

Special Package Rates

	490 spots.....	800 spots.....	1200 spots.....	2000 spots.....
5.80	4.60	3.25	2.25	
5.40	4.35	3.05	2.05	
5.05	3.95	2.80	1.85	
4.70	3.50	2.50	1.50	
10 announcements daily without term contract	5.00	4.00	3.00	2.00

News—"News That's Live at 55"..... 10.00  
15-minute programs of recorded music..... 22.00  
1/2 hour programs of recorded music..... 33.00  
Special package rates for combination or individual purchases on WCMS, Norfolk; WARL, Arlington, Va., and KCKN, Kansas City, Mo., available on request.

SPECIAL FEATURES

News Service—Local news.  
"News That's Live At 55"—5 minutes before the hour.  
"Country" type shows, featuring live musicians.

Hit the HEART

of the.....

TARGET HAMPTON

TARGET NEWPORT NEWS

TARGET PORTSMOUTH

TARGET NORFOLK

with the



OF YOUR SALES

MESSAGE TO OVER

1,000,000 RESIDENTS

IN THE

TIDEWATER VIRGINIA MARKET

INCLUDING NORFOLK

PORTSMOUTH

NEWPORT NEWS HAMPTON

over the Station that's Number 1 \*

SECRET WGH RADIO

Color Channel.... 131

Nationally Represented by ---

JOHN BLAIR

& Company

\* PULSE - TRENDX

WGH NEWPORT NEWS (Established 1928)

THE JOHN BLAIR STATION



Rates effective March 1, 1958.  
Rates received January 24, 1958.

Owned and operated by Hampton Roads Broadcasting Corporation.

Personnel

Vice President—E.E. Bishop.  
Manager—Dan Hydrick, Jr.  
Sales Director—Sidney M. Oman.  
Local Sales Manager—Jack Whitehead.  
Program Director—Ed Meyer.

Representatives

John Blair & Company.

Mailing Instructions

Mailing Address—Send all continuity and transcription to:  
P. O. Box 98, Newport News, Va.  
Studios—2301 Military Rd., Hampton, Va., Ch. 4-7333; 739-A Boush St., Norfolk, Va., Ma 2-3353.

Wave—Power—Time

Operating power—5,000 watts.  
Frequency—1310 kilocycles.  
Directional—nights only.  
Licensed to operate full time on regional channel.  
Operates on Eastern Standard Time.  
Operating schedule: 24 hours daily.

FM Facilities

See listing for WGH-FM, Newport News, Virginia.

Agency Commission

15% to recognized agencies on time only; no cash discount. Bills rendered monthly and due upon presentation.

General Advertising

Accepts AAAA copyrighted contract.  
ASCAP, BMI and SESAC licenses.  
Rates include music copyright fees.  
Rates guaranteed for period of 6 months from date of 1st broadcast or for 6 months from effective date of any increase in rates, 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)

Specified position (6:00 a.m. to 9:00 a.m. only)	Flat	
	—1-minute—	—20-seconds—
	Each	Per wk.
Less than 6 weekly, staggered	19.00	
6 weekly, staggered, 1 per day	17.00	102.00
(9:00 a.m. to 4:00 p.m. Monday through Saturday)		
Less than 6 weekly	16.00	12.00
6 weekly, 1 per day	15.00	90.00 11.00 66.00

IMPACT PLANS

Announcements:	12 weekly.....	14.00	168.00	11.00	132.00
	24 weekly.....	13.00	312.00	10.00	240.00
	48 weekly.....	12.00	576.00	9.00	432.00
	96 weekly.....	10.00	960.00	8.00	768.00
(After 7:00 p.m. Monday through Saturday; all day Sunday)					
Less than 6 weekly	12.00		9.00		
6 weekly, 1 per day	11.00	66.00	8.00	48.00	

Announcements:

	Flat	
	—1-minute—	—20-seconds—
	Each	Per wk.
12 weekly.....	10.00	120.00
24 weekly.....	9.00	216.00
48 weekly.....	8.00	384.00
96 weekly.....	6.00	576.00

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 at pro-rata the Impact Plan rate.

Day and Night Impact Plans may be combined in any proportion of day and night broadcasting and/or minutes and 20-seconds, pro-rata the applicable unit cost of the service ordered, so long as a minimum of 12 announcements weekly is used.

10-SECOND ID'S  
50% applicable minute rate. ID's may not be combined with other broadcasting service for the purposes of establishing frequency discounts on either the ID's or the other broadcasting service.

5-MINUTE NEWSCASTS  
(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday)

Less than 6 weekly.....	Flat	
	Each	Per wk.
6 weekly, 1 per day	35.00	180.00
(9:00 a.m. to 4:00 p.m. Monday through Saturday)		
Less than 6 weekly.....	25.00	
6 weekly, 1 per day	20.00	120.00
(After 7:00 p.m. Monday through Saturday; all day Sunday)		
Less than 6 weekly.....	20.00	
6 weekly, 1 per day.....	15.00	90.00

SPECIAL FEATURES  
Feature Foods—runs year around. 13 weeks, per week, 200.00.

Closing Time

Copy must be in station 48 hours in advance of broadcast.

(Norfolk-Portsmouth-Hampton-Newport News continued on next page)



# VIRGINIA

Norfolk-Portsmouth-Hampton-Newport  
News—Continued

## WGH-FM NEWPORT NEWS

(Established 1956)  
Rates effective June 1, 1957.  
Rates received October 7, 1957.  
Owned and operated by Hampton Roads Broadcasting Corporation.

**Personnel**  
Vice-President—E. E. Bishop.  
Manager—Dan Hydrick, Jr.

**Representatives**  
John Blair & Company.

**Mailing Instructions**  
Mailing Address—P. O. Box 98, Newport News, Va., Ch. 4-7333.  
Studios—2301 Military Highway, Hampton, Virginia; 739 Boush St., Norfolk, Va.

**Wave—Power—Time**  
Effective radiated power—37,000 watts.  
Frequency—97.3 megacycles.  
Antenna height—186 feet above average terrain.  
Operates on Eastern Standard Time.  
Operating schedule—24 hours daily.

**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Bills rendered monthly and due on presentation.

**General Advertising**

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	30.00	20.00	15.00	7.50	2.50	2.00
26 times.....	25.00	15.00	10.00	5.00	2.00	1.50
52 times.....	20.00	12.50	7.50	3.50	1.50	1.00

**Package Rates**

5 1-hour shows weekly.....	100.00
5 1/2-hour shows weekly.....	62.50
5 1/4-hour shows weekly.....	37.50
1 full day (excluding news and/or ABC features).....	100.00

Advertisement in Radio Guide 5.00 per week additional.

### SPECIAL FEATURES

News Service—AP.  
Broadcast exclusively Hi-Fi music, light classics show tunes, classical.  
For general information see AM listing.

## WLOW PORTSMOUTH

(Established 1946)  
Rates effective July 1, 1957.  
Rates received October 4, 1957.  
Owned and operated by James Broadcasting Corp.

# USE UP-TO-DATE SRDS INFORMATION FOR MOST VALUE

SRDS books are designed to give you more than a little knowledge . . . to give you all the information possible upon which you can make media selections. The data contained in all SRDS listings are brought up to date between issues through Rate Bulletins, thus ensuring you the latest information from one publication date to the next.

The danger that arises from the use of SRDS publications actually arises from their mis-use . . . from the continued use by some of the out-dated issues. Remember, when you use old SRDS publications, you are discarding as "unimportant" the timeliness that has been a Standard Rate must for 40 years.

Be sure the information that you are using is up to date. If you don't have your own subscription to any of the SRDS books, write immediately to Subscription Department, Standard Rate & Data Service, 1740 Ridge Ave., Evanston, Ill.

Be sure . . . be safe!

3-3G458

### Personnel

General Manager—Michael Henry.  
National Sales Manager—Paul Enright.  
Program Director—Bruce Miller.  
News Director—Bill Diehl.

### Representatives

Headley Reed Company.  
**Mailing Instructions**  
Business Office and Studio—731 Boush St., Norfolk, Va., Madison 7-5677.  
Transmitter—Portsmouth, Va.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Operating schedule: 24 hours daily.

### Agency Commission

15% to recognized advertising agencies on time cost only; no cash discount.

### General Advertising

Affiliated with Mutual Broadcasting System.  
Rates include music copyright fees.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	100.00	60.00	40.00	12.00	8.00
13 times.....	95.00	57.00	38.00	11.40	7.60
26 times.....	90.00	54.00	36.00	10.80	7.20
52 times.....	85.00	51.00	34.00	10.20	6.80
156 times.....	75.00	44.00	30.00	9.00	6.00
260 times.....	69.00	36.00	24.00	7.20	4.80
312 or more times.....	50.00	30.00	20.00	6.00	4.00

### Additional Discounts

**Weekly Volume Plan**

1-minute announcements:	Each	Per wk.
10 times.....	6.00	60.00
15 times.....	5.00	75.00
25 times.....	4.00	100.00

### Frequency Volume Plan

1-minute announcements:

10 ann. weekly, earned frequency, less.....	15%
15 ann. weekly, earned frequency, less.....	20%
20 ann. weekly, earned frequency, less.....	25%

### ID's

50% of 1-minute rate, plus Volume Plan discounts.

### SPECIAL FEATURES

News Service—UPI.  
News and time signals—rates on request.

## WNOR NORFOLK

(Established 1949)

Rates effective March 1, 1958.  
Rates received February 17, 1958.

Owned and operated by the Norfolk Broadcasting Corp.

### Personnel

President—Louis H. Peterson.  
General Manager—Jack H. Harris.  
Program Director—William D. Montgomery.

### Representatives

Weed Radio Corporation.  
**Mailing Instructions**  
Business Office and Studio—1019 Buissevaln Ave., Norfolk, Va.  
Transmitter—On Elizabeth River in downtown Norfolk, Va.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1230 kilocycles.  
Non-directional.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule—24 hours a day.

### Agency Commission

15% on station time only; no cash discount.

### General Advertising

**CLASS "A"**  
(7:00 a.m. to 9:30 a.m. and 4:00 p.m. to 6:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	20 sec.
1 time.....	96.00	54.00	30.00	18.00	14.00	10.80
13 times.....	93.10	52.40	29.10	17.45	13.60	10.50
26 times.....	89.80	50.20	27.90	16.75	13.00	10.05
52 times.....	85.44	48.05	26.70	16.00	12.45	9.60
104 times.....	81.60	45.90	25.50	15.30	11.90	9.20
156 times.....	78.80	43.20	24.00	14.40	11.20	8.65
260 times.....	70.10	39.40	21.90	13.15	10.20	7.90
312 times.....	62.40	35.10	19.50	11.70	9.10	7.00

### CLASS "B"

(6:00 a.m. to 7:00 a.m.; 9:30 a.m. to 4:00 p.m. and 6:00 p.m. to 11:00 p.m.)

1 time.....	75.50	42.45	23.60	14.15	11.00	8.50
13 times.....	73.25	41.20	22.90	13.75	10.70	8.25
26 times.....	70.20	39.50	21.95	13.15	10.25	7.90
52 times.....	67.20	37.80	21.00	12.60	9.80	7.55
104 times.....	64.20	36.10	20.05	12.05	9.35	7.20
156 times.....	60.40	33.98	18.85	11.35	8.80	6.80
260 times.....	55.10	31.00	17.25	10.35	8.05	6.20
312 times.....	49.10	27.60	15.35	9.20	7.15	5.50

### CLASS "C"

(11:00 p.m. to 6:00 a.m.)

1 time.....	41.15	23.15	12.85	7.70	6.00	4.65
13 times.....	39.90	22.45	12.50	7.50	5.80	4.50
26 times.....	38.25	21.55	11.95	7.20	5.60	4.30
52 times.....	36.60	20.60	11.45	6.85	5.35	4.10
104 times.....	35.00	19.70	10.95	6.55	5.10	3.95
156 times.....	32.90	18.52	10.30	6.15	4.80	3.70
260 times.....	30.05	16.90	9.40	5.65	4.40	3.40
312 times.....	26.75	15.05	8.40	5.02	3.90	3.00

### SATURATION PACKAGE PLANS

**CLASS "A"**  
(7:00 a.m. to 9:30 a.m. and 4:00 p.m. to 6:00 p.m.)

Per week:	1 wk.	4 wks.	13 wks.
10 spots.....	12.00	11.50	10.50
15 spots.....	11.50	11.00	10.00
20 spots.....	11.00	10.50	9.50
25 spots.....	10.50	10.00	9.00
50 spots.....	9.50	9.00	8.00

**CLASS "B"**  
(6:00 a.m. to 7:00 a.m.; 9:30 a.m. to 4:00 p.m.; 6:00 p.m. to 11:00 p.m.)

10 spots.....	9.00	8.25	7.50
15 spots.....	8.50	7.75	7.00
20 spots.....	8.00	7.25	6.50
25 spots.....	7.50	6.75	6.00
50 spots.....	6.50	5.75	5.00

### SPECIAL FEATURES

News Service—AP.  
News, sports, time signals, weather reports, etc.—rates on request.

### TRANSCRIPTIONS

Library Service—Lang-Worth.

## WRAP NORFOLK

(Established 1952)



### A Rollins Owned Station

Rates effective May 14, 1957.  
Rates received May 27, 1957.  
Rev. rec'd August 16, 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.—Paul von Hagel.

### Representatives

Rollins Broadcasting, Inc.  
Los Angeles—John E. Pearson.  
San Francisco—W. S. Grant Company, Inc.

### Mailing Instructions

Business Office and Studio—300 Portlock Bldg., Norfolk, Va., Madison 7-8307.  
Transmitter—West Norfolk, Va.

### Wave—Power—Time

Operating power—5,000 watts days; 1,000 watts nights.  
Frequency—850 kilocycles.

Directional—Separate patterns day and night.

Licensed to operate full time.  
Operates on Eastern Standard Time.  
Operating schedule: 6:00 a.m. to midnight.

### Agency Commission

15% to recognized agencies on station time only; 2% cash discount. Bills rendered first of month; payable within 10 days.

### General Advertising

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
BMI and SESAC licenses.  
Length of commercial copy in accordance with NAB Standards of Practice.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	75.00	54.00	36.00	15.00	14.04	12.52
26 times.....	75.00	52.50	35.00	14.40	13.84	11.92
52 times.....	75.00	51.00	34.00	13.80	12.69	11.32
104 times.....	75.00	49.50	33.00	13.20	11.28	10.44
156 times.....	72.00	48.00	32.00	12.60	11.16	10.14
260 times.....	67.50	46.50	31.00	12.00	10.50	9.66
312 times.....	63.00	45.00	30.00	11.40	10.00	9.04
1,000 times.....	.....	.....	.....	9.00	8.00	.....

Radio Shorts  
8 seconds or a maximum of 16 words; 1/2 of one minute rate.

### COMBINATION RATES

Sold in combination with WNJR, New York City; WBEE, Chicago; KATZ, St. Louis; WGEE, Indianapolis; WAMS, Wilmington and WJLV, Georgetown with multiple station discounts as shown under Network and Group Listings.

### SPECIAL FEATURES

Specializing in Negro programming and Negro merchandising throughout.

### POLITICAL

Regular rates and frequency discounts apply. Cash in advance.

### Closing Time

Closing time on contracts one week; 24 hours for program copy.

## WRVC

### —FM— NORFOLK

(Established 1954)

Rates effective April 1, 1955.  
Rates received April 25, 1955.  
Owned and operated by Virginia Good Music Corporation.

### Personnel

Director of Programs—Charles G. Massie, Jr.  
Director of Sales—Norman C. Wilcox.  
Advisor on Nat'l Sales—Dudley H. Fay, Sr.

### Representatives

None.

### Mailing Instructions

Business Office, Studio and Transmitter—2712 Colley Ave., Norfolk 8, Va., Madison 7-1100.

### Wave—Power—Time

Effective radiated power—8,700 watts.  
Frequency—102.5 megacycles.  
Operates on Eastern Standard Time.  
Operating schedule: 7:00 a.m. to 12:05 a.m. daily.

### Agency Commission

15% to recognized agencies on station time only; 5% discount on 26 week contracts. Bills rendered 1st of month, payable 10 days.

### General Advertising

Maximum commercial copy length 150 words, two announcements per half hour.  
1 hour program..... 35.00  
1/2 hour program..... 20.00  
Announcements—25 seconds or 50 words, 5.00; 1 minute or 135 words, 8.00.

### SPECIAL FEATURES

News Service—AP. 5 minute news on the hour.  
Broadcasts primarily classical music, drama, light classics. Publishes guide to programs monthly. Advertisement in Monthly Program Guide free to station advertisers; others, additional 50.00 per page.

(Norfolk-Portsmouth-Hampton-Newport)

News continued on next page)

**WTAR**  
NORFOLK  
(Established 1923)



Rates effective December 1, 1957. (Card No. 22.)  
Card received November 4, 1957.  
Owned and operated by WTAR Radio Corporation,  
a subsidiary of Norfolk-Portsmouth Newspapers,  
Incorporated.

**Personnel**

Pres. & Gen'l Mgr.—Campbell Arnoux.  
Vice-Pres. in charge of Sales—Robert M. Lambe.  
Vice-Pres. in charge of Operations—John C. Peffer.  
Station Manager—Ray Turner.  
Sales Manager—Harry W. Moore, Jr.

**Representatives**

Edward Petry & Company, Inc.

**Mailing Instructions**

Business Office and Studio—720 Roush St., Norfolk  
10, Va., Madison 5-6711, TWX NF 91.  
Transmitter—Glen Rock Road, near Norfolk, Va.

**Wave—Power—Time**

Operating power—5,000 watts.  
Frequency—790 kilocycles.  
Directional—nighttime only.

**Licensed to operate full time.**

Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:00 a.m. to 12:05 a.m. week  
days; 7:45 a.m. to 12:05 a.m. Sundays.

**Agency Commission**

15% to recognized agencies. Commission applies to  
station time only. No cash discount. Bills rendered  
1st of month following service and payable within 15  
days.

**General Advertising**

For combination rates see CBS Radio Network.  
Accepts AAAA copyrighted contract.  
The following rates are for national advertising.  
Rates for periods longer than one hour are in exact  
proportion to the corresponding one hour rate. Rates  
are for station time only.

**CLASS "A"**

	7:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Friday		Saturday and Sunday	
	1 hr.	1/2 hr.	1 hr.	1/2 hr.
1 hr.	150.00	144.00	138.00	132.00
1/2 hr.	90.00	86.40	82.80	79.20
1/4 hr.	60.00	57.60	55.20	52.80
10 min.	45.00	43.20	41.40	39.60
5 min.	30.00	28.80	27.60	26.40
1 min.	22.50	21.60	20.70	19.80
20 sec.	17.00	16.32	15.64	14.96
*8 sec.	8.50	8.16	7.82	7.48

**CLASS "B"**

	6:30 a.m. to 7:00 a.m. and 9:00 a.m. to 4:00 p.m. Monday through Friday; 6:30 a.m. to 7:00 p.m. Saturday and Sunday	
	1 hr.	1/2 hr.
1 hr.	132.00	126.72
1/2 hr.	80.00	76.80
1/4 hr.	53.60	50.88
10 min.	40.00	38.40
5 min.	26.00	24.96
1 min.	20.00	19.20
20 sec.	15.00	14.40
*8 sec.	7.50	7.20

**CLASS "C"**

	7:00 p.m. to 6:30 a.m. Monday through Sunday	
	1 hr.	1/2 hr.
1 hr.	75.00	72.00
1/2 hr.	45.00	43.20
1/4 hr.	30.00	28.80
10 min.	22.50	21.60
5 min.	15.00	14.40
1 min.	11.25	10.80
20 sec.	8.50	8.16
*8 sec.	4.25	4.08

(\*8-second announcements may not be combined with 1-minute and/or 20-second announcements to earn additional discounts for either 8-second or longer announcements, but 8-second announcements may enjoy earned rate of existing 1-minute and/or 20-second schedules.)

**ANNOUNCEMENT PACKAGES**

	7:00 p.m. to 6:30 a.m. Monday through Friday; all day Saturday and Sunday (except 7:00 a.m. to 9:00 a.m. Saturday); fixed position, but not guaranteed	
Per week:	1 min.	Sta. brk.
10 times, flat	100.00	75.00
15 times, flat	135.00	105.00
20 times, flat	160.00	130.00

**DISCOUNTS**

**Continuing Discount**

If a contract is renewed for the same schedule without interruption beyond a 52 week discount period, 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 frequency, the time rate will be that which would have been earned during the preceding 52 week period had the reduced schedule prevailed throughout.

All broadcasts placed with station for the advertiser for broadcasting within one year from the date of the 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 five minutes or longer programs. All rates are guaranteed for a period of one year from date of rate increase provided broadcasts are without interruption.

Whenever the advertiser contracts for additional broadcast time, the time rates and discounts on which his contract is based shall apply to such additional time.

**SPECIAL FEATURES**

**Participating Programs**

	"Woman's World"—Household discussions, fashions, etc., 11:05 a.m. to 11:45 a.m. Monday through Friday.	
	1 time	208 times
1 time	22.50	208 times
52 times	21.60	260 times
104 times	20.70	312 times
156 times	19.80	

**Closing Time**

Closing time depends on type of service requested. Two weeks desirable for publicity releases.

(Established 1948)

**NBC Affiliate**



Rates received September 16, 1952.  
Owned and operated by Peninsula Broadcasting Corp

**Personnel**

Pres. & Gen'l Mgr.—Thomas P. Chisman,  
Vice-Pres. & Sales Dir.—Harrol A. Brauer, Jr.

**Representatives** Avery-Knodel, Inc.

**Mailing Instructions**

Business Office, Studio and Transmitter—1490 Pembroke, P. O. Box 481, Hampton, Va., Hampton 6332, TWX Hampton 45.  
Other Offices—812 W. 21st St., Norfolk, Va., Madison 7-7774.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1490 kilocycles.  
Non-directional.

**Licensed to operate unlimited time.**

Operates on Eastern Time.  
Daylight Saving Time not observed.  
Operating schedule: Sundays 7:00 a.m. to 12:05 a.m.;  
week days 6:00 a.m. to 12:05 a.m.

**Agency Commission**

15% to recognized agencies on time only; no cash discount. Bills rendered first day of month; payable 10 days.

**General Advertising**

For combination rates see NBC Radio Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licensees.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	Ann.
1 time	75.00	40.00	24.00	20.00	16.00	10.00
13 times	71.25	38.00	22.80	19.00	15.20	9.25
26 times	67.50	36.00	21.60	18.00	14.40	8.40
52 times	63.75	34.00	20.40	17.00	13.60	7.55
104 times	60.00	32.00	19.20	16.00	12.80	6.70
260 times	56.25	30.00	18.00	15.00	12.00	5.85
312 times	52.50	28.00	16.80	14.00	11.20	5.00

**ANNOUNCEMENT PACKAGES**

(Fixed position)

10 announcements per week, per week	55.00
20 announcements per week, per week	100.00

**SPECIAL FEATURES**

News Service—AP. No extra charge.

**Participating Programs**

"Sundial"—5:30 a.m. to 9:00 a.m., Monday through Saturday. Music, news, time, weather.  
"Top of the Morning"—9:00 a.m. to noon Monday through Saturday. Popular music.  
"Say It With Music"—2:15 p.m. to 3:00 p.m. Monday through Saturday. Music, and news.  
"Tune Shop" with Chuck Edelman—3:00 p.m. to 6:00 p.m. Monday through Saturday.  
"Memories in Melody"—9:00 a.m. to 11:00 a.m., Sunday only. Instrumental music.  
"Melody Magic"—3:00 p.m. to 6:00 p.m., Sunday only. Personality disc jockey with popular music, sports scores, news.  
"Serenade"—12:35 p.m. to 1:00 p.m. Monday through Friday.  
"Candlelight & Silver"—6:05 p.m. to 6:30 p.m. Monday through Friday.  
"Moondial"—10:05 p.m. to midnight, Monday through Sunday. Mood music.

(This listing continued on next page)

# Know Your Service

## Special features of Spot Radio Rates and Data help your station selection

Besides the regular station listings, these four specific references in *Spot Radio* aid in your selection of stations by type and location:

- Metropolitan Areas—stations are listed alphabetically under AM and FM subheadings within each standard Metropolitan Area, as established by the Bureau of the Census.
- Foreign Language Programming—stations with at least one program are listed geographically showing the language and number of hours of foreign language programming.
- Negro Programming—listed by state, city and call letters, stations having at least one regularly scheduled program are shown with total hours Negro programming.
- Farm Programming—stations broadcasting at least one such program are listed geographically showing station's farm director and total weekly farm broadcast hours.

These features—kept up to date monthly—are designed to facilitate the job of station selection. See the contents page for location of these and other feature bonuses.

# VIRGINIA

## Norfolk-Portsmouth-Hampton-Newport News—WVEC—Continued

**POLITICAL**  
Regular rates and discounts apply; payable in advance.  
**TRANSCRIPTIONS**  
Library Service—Standard.  
**Closing Time**  
48 hours in advance of broadcast.

## WYOU

(Established 1947)  
**NEWPORT NEWS**

Rates received March 1, 1957.  
Owned and operated by United Broadcasting Corp.

**Personnel**  
President—Richard Eaton.  
General Manager—C. Munson.  
Station Manager—Joseph Gathings.  
**Representatives**  
United Broadcasting Company.  
Southeast—Dora-Clayton Agency, Inc.  
California—Harlan G. Oakes and Associates.  
Chicago—Devney, Incorporated.  
**Mailing Instructions**  
Business Office—418 Boush St., Norfolk, Va., Madison 5-5451.  
Studios—114 24th St., Newport News, Va., NN 6-1664 and 418 Boush St., Norfolk, Va.  
Transmitter—Boat Harbor, Newport News, Va.  
**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1270 kilocycles.  
Non-directional.  
Daylight Saving Time not observed.  
Licensed to operate daytime only.  
Operating schedule: 4:00 a.m. to local sunset.

**Agency Commission**  
15% to recognized agencies; no cash discount.  
**General Advertising**  
Discounts are cumulative, allowed as earned and apply to all purchases. Spot and programs may not be combined to earn lower discount rate.  
Beer and wine accepted.  
Length of commercial copy: Programs

5 minutes.....	1:45 minutes
10 minutes.....	2:00 minutes
15 minutes.....	2:30 minutes
25 minutes.....	2:45 minutes
30 minutes.....	3:00 minutes
60 minutes.....	6:00 minutes

	1	1/2	1/4	5	1	20
	hr.	hr.	hr.	min.	min.	sec.
1 time.....	100.00	70.00	30.00	20.00	10.00	8.00
105 times..	90.00	65.00	30.00	18.00	9.00	7.00
208 or more times.....	80.00	60.00	30.00	16.00	8.00	6.00

**PACKAGE PLANS**  
(Run-of-schedule)  
Weekly Spot Packages  
13 spots per week, each..... 8.50  
25 spots per week, each..... 8.00  
Monthly Spot Package  
125 spots within 1 month, each..... 7.00

**SPECIAL FEATURES**  
News Service—UPI.  
5-minute news every hour on the hour—regular rates apply.  
Local news, sports, time signals, weather, etc.—rates on request.  
**Participating Programs**  
Local personality programs throughout schedule.  
**POLITICAL AND RELIGIOUS**  
Subject to FCC regulations.  
Political accepted without restriction.  
Religious accepted Sunday only.  
**Closing Time**  
48 hours before broadcast.

## NORTON

Wise County—Map Location B-6  
See SRDS consumer market map and data at beginning of the State.

## WNVA

(Established 1945)

Rates effective September 1, 1955.  
Rates received October 28, 1955.  
Owned and operated by Radio-Wise, Inc.  
**Personnel**  
Pres. & Gen'l Mgr.—R. B. Helms.  
Station Manager—Jack T. Helms.  
**Representatives**  
None.  
**Mailing Instructions**  
Business Office and Studio—Norton, Va.  
Transmitter—Wise, Va.  
**Wave—Power—Time**  
Operating power—5,000 watts days.  
Frequency—1350 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operating schedule—5:00 a.m. to local sunset.

**Agency Commission**  
15% to recognized agencies on station time only; no cash discount. Bills rendered first of month; due 10th of month.  
**General Advertising**  
Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.

	1	1/2	1/4	5	1	30
	hr.	hr.	hr.	min.	min.	sec.
1 time.....	40.00	28.00	18.00	9.00	5.00	3.50
13 times.....	28.50	17.10	11.40	7.70	4.25	3.00
52 times.....	27.00	16.20	10.80	5.40	3.75	2.60
156 times.....	25.50	15.30	10.20	5.10	3.50	2.45
260 times.....	24.00	14.40	9.60	4.80	3.25	2.30
312 times.....	22.50	13.50	9.00	4.50	3.00	2.10

**SPECIAL FEATURES**  
News Service—UPI.

# ORANGE

Orange County—Map Location J-4  
See SKDS consumer market map and data at beginning of the State.

## WJMA

(Established 1949)

Rates effective December 1, 1957.  
Rates received November 18, 1957.  
Owned and operated by Charlottesville Broadcasting Corp.  
**Personnel**  
President—Donald G. Heyne.  
General Manager—Bob C. Wagner.  
**Representatives**  
None.  
**Mailing Instructions**  
Business Office and Studio—Orange, Va., telephone 7263.  
Transmitter—Route 15, Town Limits, Orange, Va.  
**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1340 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to 10:05 p.m. Monday through Saturday; 9:00 a.m. to 6:00 p.m. Sundays.

**Agency Commission**  
15% to recognized agencies; no cash discount. Bills rendered 1st of month; due and payable when rendered.  
**General Advertising**  
Affiliated with NBC.  
Accepts standard AAAA contract.  
BMI, ASCAP and SESAC licenses.  
Programs and announcements cannot be combined to earn frequency discounts. Maximum length of contract one year. All contracts subject to government regulations. Rates cover station time, services of a staff announcer, musical copyright charges, and services of station continuity writers. Advertiser pays additional costs incidental to programs picked up outside the studios, including line charges, travel and other personnel costs; as well as extra costs involved in special production of announcements.

1/4 hour.....	9.00	1 minute.....	3.75
10 minutes.....	7.50	20 seconds.....	3.00
5 minutes.....	6.00	6 seconds.....	2.00

**FREQUENCY DISCOUNTS**  
(From 1-time rates)

25 times.....	5%	200 times.....	20%
50 times.....	10%	260 times.....	25%
100 times.....	15%		

**COMBINATION RATES**  
10% discount, single billing, when sold in combination with WINA, Charlottesville, Va.  
**SPECIAL FEATURES**  
News Service—UPI. Additional charge of 20% of time cost is made on locally produced news programs.  
Weather reports—3 daily, each forecast 50 words overall, per day 3.00.  
Time signals—at least 3 per day, 15 seconds overall, each, 1.00.

**POLITICAL**  
Regular rates and frequency discounts apply.  
**TRANSCRIPTIONS**  
Library Service—World.  
**Closing Time**  
Copy and material must be received 24 hours in advance.

## PETERSBURG (2 AM)

Dinwiddie County—Map Location J-6  
See SKDS consumer market map and data at beginning of the State.

## WPVA

(Established 1955)

Rates effective January 1, 1955.  
Rates received November 29, 1955.  
Owned and operated by Harry A. Epperson, Jr.  
**Personnel**  
Manager-Owner—Harry A. Epperson, Jr.  
Program Director—Olive P. Epperson.  
Sales Manager—Ray Frazier.  
**Representatives**  
Thomas F. Clark Co., Inc.  
**Mailing Instructions**  
Business Office and Studio—Archer Ave., Colonial Heights, Va., Re 2-3478.  
Transmitter—Near Appomattox River, Colonial Hts., Va.

**Wave—Power—Time**  
Operating power—5,000 watts days.  
Frequency—1290 kilocycles.  
Non-directional.  
Operates on Eastern 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 by tenth.

**General Advertising**  
Affiliated with Keystone Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

1 hour.....	55.00
1/2 hour.....	35.00
1/4 hour.....	22.50
5 minutes.....	12.50
1 minute or 120 words.....	7.00
30 seconds or 60 words.....	5.00

**Discounts**

13 times.....	15%	104 times.....	30%
26 times.....	20%	208 times.....	35%
52 times.....	25%	312 times.....	40%

**SPECIAL FEATURES**  
News Service—UPI. No extra charge.  
"Top of the Morning"—6:00 a.m. to 9:00 a.m.  
"WPVA's Housewives' Hit Parade"—9:30 a.m. to noon.  
"Country Junction"—12:05 p.m. to 1:00 p.m.  
"Sammy Jay Show"—2:05 p.m. to 3:30 p.m.  
"WPVA's Daily Hit Parade"—3:30 p.m. to 4:30 p.m.  
"Caravan of Music"—4:30 p.m. to 6:00 p.m.  
**POLITICAL**  
Regular rates and discounts apply; cash in advance.  
**TRANSCRIPTIONS**  
Library Service—Lang-Worth.

# WSSV

(Established 1945)

## Mutual Network



Rates effective January 1, 1953.  
Rates received December 12, 1952.  
Owned and operated by Petersburg Broadcasting Company, Inc.

**Personnel**  
Pres. & Mgr.—Roger A. Beane.  
Commercial Manager—Cy Newman.  
**Representatives**  
Grant Webb & Company.  
**Mailing Instructions**  
Business Office and Studio—112 W. Tabb St., Petersburg, Va. Regent 3-4567.  
Transmitter—Near Appomattox River on E. Bank St.  
**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1240 kilocycles.  
Non-directional.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: Sunday 8:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

**Agency Commission**  
15% commission on station time only; no cash discount.  
**General Advertising**  
For combination rates see Mutual Broadcasting System.  
Accepts AAAA copyrighted contract.

	1	1/2	1/4	5	1	20
	hr.	hr.	hr.	min.	min.	sec.
1 time.....	50.00	30.00	20.00	10.00	6.00	5.00
13 times.....	47.50	28.50	19.00	9.50	5.75	4.75
26 times.....	45.00	27.00	18.50	9.00	5.50	4.50
52 times.....	42.50	25.50	18.00	8.50	5.25	4.25
104 times.....	40.00	24.00	17.50	8.00	5.00	4.00
156 times.....	37.50	22.50	17.00	7.50	4.75	3.75
260 times.....	35.00	21.00	16.50	7.00	4.50	3.50
312 times.....	32.50	20.00	16.00	6.50	4.00	3.00

**SATURATION PACKAGES**  
Rates on request.  
**SPECIAL FEATURES**  
News Service—AP.

**Participating Programs**  
"Early Birds" with Pete Ward—6:30 a.m. to 9:00 a.m. Monday through Saturday.  
"Pete Ward Show"—10:00 a.m. to 11:30 a.m. Monday through Saturday.  
"Teen Tunes & Topics"—4:00 p.m. to 5:00 p.m. Monday through Friday.  
"Fred Herman Show"—5:00 p.m. to 6:00 p.m. Monday through Saturday.  
"Ft. Lee Club 1240"—7:30 p.m. to 8:00 p.m. Monday through Friday.  
"Mood Indigo"—8:30 p.m. to 10:00 p.m. Monday through Friday; 10:00 p.m. to midnight Saturdays.  
"Night Sounds"—10:00 p.m. to midnight Monday through Friday.

**Closing Time**  
1 week before broadcast.

## PORTSMOUTH

Norfolk County—Map Location L-6  
See SRDS consumer market map and data at beginning of the State.

## See Norfolk-Portsmouth-Hampton-Newport News

## PULASKI

Pulaski County—Map Location E-6  
See SRDS consumer market map and data at beginning of the State.

## WPUV

(Established 1946)

Rates effective February 1, 1956.  
Rates received February 10, 1956.  
Owned and operated by WPUV, Inc.

**Personnel**  
Pres. & Gen'l Mgr.—John A. Columbus.  
Commercial Mgr.—Larry Schoenfeld.  
Business Manager—Carl Shuffelbarger.  
**Representatives**  
None.  
**Mailing Instructions**  
Business Office and Studio—P. O. Box 351, Pulaski, Va., Phone 3-3931.  
Transmitter—Pulaski, Va.

**Wave—Power—Time**  
Operating power—5,000 watts days.  
Frequency—1580 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Operating schedule: Local sunrise to local sunset.  
**Agency Commission**  
15% to all recognized advertising agencies; no cash discount.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates are fully commissionable.

	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	6.00	4.50
26 times.....	57.00	34.00	22.80	17.10	11.40	5.70	4.28
52 times.....	54.00	32.40	21.60	16.20	10.80	5.40	4.03
104 times.....	51.00	30.60	20.40	15.30	10.20	5.10	3.83
178 times.....	48.00	28.80	19.20	14.40	9.60	4.80	3.60
260 times.....	42.00	25.20	16.80	12.60	8.40	4.20	3.15
312 times.....	39.00	23.40	15.60	11.70	7.80	3.90	2.93
624 times.....	36.00	21.60	14.40	11.60	7.20	3.60	2.70

(This listing continued on next page)

**Pulaski—W P U V—Continued**

**DISCOUNTS**

Each renewal or extension of a contract earns applicable discounts; applicable only when an order is continued without interruption beyond the time specified in the original contract. Discounts are on gross rates for number of periods under contract not to exceed one year's duration.

**SPECIAL FEATURES**

News Service—AP.  
News service, sports, markets, time signals and weather reports—rates on request.  
"Music for Today"—5:20 p.m. to sign-off Monday through Saturday.

**TRANSCRIPTIONS**

Library Service—World. Rates on request.

**Closing Time**

One week unless exception approved by the station management.

**RADFORD**

Montgomery County—Map Location E-5

See SRDS consumer market map and data at beginning of the State.

**WRAD**

(Established 1950)



Rates effective March 1, 1957. (Card No. 5.)

Card received March 6, 1957.

Owned and operated by WRAD Broadcasting Co.

**Personnel**

General Manager—E. B. Evans.

Station Manager—Ray Hatley.

**Representatives**

Robert S. Keller, Inc.

**Mailing Instructions**

Business Office and Studio—Radford and Christiansburg, Radford, Va., telephone 2461; Christiansburg, Evergreen 2-2161.

Transmitter—Fairlawn, Va.

**Wave—Power—Time**

Operating power—5,000 watts days, 500 watts nights. Frequency—1460 kilocycles.

Directional—night time only.

Operates on Eastern Time.

Daylight Saving Time not observed.

Operating schedule: 6:00 a.m. to midnight Monday through Saturday; 7:00 a.m. to midnight Sunday.

**Agency Commission**

15% to recognized agencies on station time only; no cash discount. Bill rendered 1st of month.

**General Advertising**

Accepts AAAA copyrighted contract.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

Copy and commodity restrictions in accord with NAB regulations.

**CLASS "A"**

(6:00 a.m. to 7:00 p.m. daily)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time.....	60.00	36.00	24.00	18.00	12.00	6.00	4.50
26 times.....	57.00	34.20	22.80	17.10	11.40	5.70	4.28
52 times.....	54.00	32.40	21.60	16.20	10.80	5.40	4.05
104 times.....	51.00	30.60	20.40	15.30	10.20	5.10	3.83
156 times.....	48.00	28.80	19.20	14.40	9.60	4.80	3.60
260 times.....	45.00	27.00	18.00	13.50	9.00	4.50	3.38
312 times.....	42.00	25.20	16.80	12.60	8.40	4.20	3.15
468 times.....	39.00	23.40	15.60	11.70	7.80	3.90	2.93
624 or more times.....	36.00	21.60	14.40	10.80	7.20	3.60	2.70

**CLASS "B"**

(7:00 p.m. to 6:00 a.m. daily)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time.....	40.00	27.00	18.00	13.50	9.00	4.50	3.38
26 times.....	38.00	25.65	17.10	12.80	8.55	4.28	3.21
52 times.....	36.00	24.30	16.20	12.15	8.10	4.05	3.04
104 times.....	34.00	22.95	15.30	11.50	7.65	3.83	2.87
156 times.....	32.00	21.60	14.40	10.80	7.20	3.60	2.70
260 times.....	30.00	20.25	13.50	10.10	6.75	3.38	2.53
312 times.....	28.00	18.90	12.60	9.45	6.30	3.15	2.36
468 times.....	26.00	17.55	11.70	8.80	5.85	2.93	2.19
624 or more times.....	24.00	16.20	10.80	8.10	5.40	2.70	2.02

**PACKAGE ANNOUNCEMENTS**

One minute announcements:

	1 wk.	4 wks.	13 wks.	26 wks.
20 times.....	96.00	86.40	76.80	67.20
15 times.....	76.50	68.85	61.20	53.55
10 times.....	54.00	48.60	43.20	37.80

**CLASS "B"**

Class "A" rates less 25%.

**DISCOUNTS**

Each renewal or extension of a contract earns applicable discounts; applicable only when an order is continued without interruption beyond the time specified in the original contract. Discounts are on gross rates for number of periods under contract not to exceed one year's duration.

**SPECIAL FEATURES**

News Service—AP. Sports, market, time signals and weather reports—rates and details on request.

**Closing Time**

One week unless other arrangements approved by station management.

**RICHLANDS**

Tazewell County—Map Location D-6

See SRDS consumer market map and data at beginning of the State.

**WRIC**

(Established 1951)



Rates effective April 1, 1958.

Rates received March 17, 1958.

Owned and operated by Clinch Valley Broadcasting Corporation.

**Personnel**

Gen'l & Com'l Mgr.—J. H. Lee.

Assistant Manager—Norm Rickey.

**Representatives**

Rambeau, Vance, Hopple, Inc.

**Mailing Instructions**

Business Office, Studio and Transmitter—Edgewater Drive, P. O. Box 218, Richlands, Va., telephone 450, 451.

**Wave—Power—Time**

Operating power—1,000 watts days.

Frequency—540 kilocycles.

Non-directional.

Licensed to operate days only.

Operates on Eastern Standard Time.

Daylight Saving Time not observed.

Operating schedule: sunrise to local sunset.

**Agency Commission**

15% to recognized agencies on time only; 2% cash discount. Bills rendered 1st of month, payable 10th of month.

**General Advertising**

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

Length of commercial copy in accordance with NAB standards.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	62.00	42.00	25.00	15.00	7.00
13 times.....	60.00	40.00	24.00	14.00	6.75
26 times.....	58.00	38.00	23.00	13.00	6.50
52 times.....	55.00	35.00	21.00	12.00	6.25
72 times.....	53.00	32.00	20.00	11.00	6.00
104 times.....	50.00	29.00	19.00	10.00	5.75
156 times.....	47.00	26.00	18.00	9.00	5.50
260 times.....	44.00	24.00	17.00	8.00	4.75
312 times.....	40.00	21.00	15.00	7.00	4.00

Special Package Rate  
Quickies, 10-seconds or less, minimum 100 per month, each 1.50.

**SPECIAL FEATURES**

Rates for newscasts, time signals, weather reports furnished on request.

Transcribed package shows furnished on request.

**Participating Programs**

"Clock Watcher's Program"—7:15 a.m. to 9:00 a.m.

"Hillbilly Star Time"—2:30 p.m. to 3:30 p.m.

"Teen Time"—3:30 p.m. to 4:30 p.m.

"Supper Time Serenade"—5:15 p.m. to 6:30 p.m.

**POLITICAL**

Payment in advance. Political programs and announcements of duly qualified candidates for public office are acceptable only after the filing of station's Political Standard Agreement Form with the management by the candidate or his appointed representative.

**TRANSCRIPTIONS**

Library Service—World.

**Closing Time**

24 hours in advance of broadcast.

**RICHMOND (8 AM; 3 PM)**

Henrico County—Map Location K-5

See SRDS consumer market map and data at beginning of the State.

**WANT**

(Established 1951)

Rates effective May 1, 1952.

Rates received May 21, 1952.

Revisions (1/4 hour) effective November 1, 1954; received November 2, 1954.

Owned and operated by The United Broadcasting Company.

**Personnel**

President—Richard Eaton.

General Manager—Silas J. Bell.

**Representatives**

United Broadcasting Company.

Los Angeles and San Francisco—Harlan G. Oaker and Associates.

Southern—Dora-Clayton Agency, Inc.

Chicago—Devney, Incorporated.

**Mailing Instructions**

Business Office and Studio—513 East Main St., Richmond, Va., telephone Milton 3-8368.

Transmitter—Belle Isle, Richmond, Va.

**Wave—Power—Time**

Operating power—1,000 watts days.

Frequency—990 kilocycles.

Non-directional.

Licensed to operate daytime.

Operates on Eastern Time.

Operating schedule: Sunrise to local sunset.

**Agency Commission**

15% to recognized agencies; no cash discount.

**General Advertising**

For combination rates see United Broadcasting Network and National Negro Network.

Accepts AAAA copyrighted contract.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

Length of commercial copy:

	Programs	News
5 minutes.....	1:45 min.	1:20 min.
10 minutes.....	2:00 min.	1:45 min.
15 minutes.....	2:30 min.	2:15 min.
25 minutes.....	2:45 min.	
30 minutes.....	3:00 min.	
60 minutes.....	6:00 min.	

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	20 sec.
1 time.....	100.00	70.00	30.00	20.00	10.00	8.00
105 times.....	90.00	65.00	30.00	18.00	9.00	7.00
203 or more times.....	80.00	60.00	30.00	16.00	8.00	6.00

**SPECIAL FEATURES**

News Service—UPI.

**Closing Time**

All program matter and commercial copy, both live and transcribed, must be received 48 hours in advance.

**WBBL**

Grace Covenant Presbyterian Church.

Frequency—1480 kilocycles.

Does not sell time.

**VIRGINIA**

**WEZL**

(Established —)

Rates effective April 1, 1958.

Rates received March 10, 1958.

Owned and operated by Chesterfield Broadcasting Co.

**Personnel**

President—William E. Bennis, Jr.

**Representatives**

Radio-TV Representatives, Inc.

**Mailing Instructions**

Business Office and Studio—305 W. Grace St., Richmond, Va. Milton 4-4577.

Transmitter: —

**Wave—Power—Time**

Operating power—5,000 watts days.

Frequency—1590 kilocycles.

Nondirectional.

Licensed to operate days only on a regional channel.

Operates on Eastern Standard Time.

Operating schedule: 5:00 a.m. to local sunset.

**Agency Commission**

15%; no cash discount. Bills payable by 10th of month following service.

**General Advertising**

Accepts AAAA copyrighted contracts.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	10 sec.
1 time.....	70.00	42.00	22.00	16.00	9.00	4.50
13 times.....	68.00	40.00	21.00	15.00	8.50	4.25
26 times.....	65.00	38.00	20.00	14.00	8.00	4.00
52 times.....	60.00	36.00	19.00	13.00	7.50	3.75
156 times.....	56.00	34.00	18.00	12.00	7.00	3.50
260 times.....	54.00	32.00	17.00	11.00	6.50	3.25
312 times.....	52.00	30.00	16.00	10.00	6.00	3.00
624 times.....	50.00	27.00	15.00	9.00	5.50	2.75

**WEEKLY SATURATION PACKAGE**

1-minute announcements, per week:

5-9 spots, each..... 6.00 30-39 spots, each..... 4.50

10-19 spots, each



**VIRGINIA**

**Richmond—W L E E—Continued**

20 seconds:	
5 announcements per week.....	30.00
10 announcements per week.....	56.30
15 announcements per week.....	78.75
20 announcements per week.....	97.60
10 seconds:	
30 announcements per week.....	78.00

Regular and special feature announcements, except 10 seconds, may be combined to make up package.

**SPECIAL FEATURES**

News Service—AP.  
Special Food Merchandising and Community Club Awards. Rates on request.

**Participating Programs**

“Harvey Hudson Show”—7:05 a.m. to 9:30 a.m.  
“Ladies Hall of Hits”—12:05 p.m. to 2:00 p.m.  
“Supertime Hall of Hits”—4:05 p.m. to 7:00 p.m.

Per participation:	*1 min.	20 sec.	10 sec.
1 time.....	12.00	8.50	5.00
13 times (5%).....	11.40	8.08	4.75
26 times (10%).....	10.80	7.65	4.50
52 times (15%).....	10.20	7.23	4.25
104 times (20%).....	9.60	6.80	4.00
156 times (25%).....	9.00	6.38	3.75
312 times (30%).....	8.40	5.95	3.50
468 times (35%).....	7.80	5.53	3.25
624 times (40%).....	7.20	5.10	3.00

(\* 1-minute only sold on “Harvey Hudson Show.”)

**Package Rates for Special Features (1 or more weeks)**

Per week:	—1 minute—		—20 seconds—	
	Each	Per wk.	Each	Per wk.
5 times.....	9.60	48.00	6.80	34.00
10 times.....	9.00	90.00	6.38	63.80
15 times.....	8.40	126.00	5.95	89.25
20 times.....	7.80	156.00	5.53	110.60
30 10-second spots.....			3.25	97.50

Regular and Special Feature announcements, except 10-seconds, may be combined to make up a package.

**Merchandising Features**

Rates and details on request.  
**Closing Time**  
Copy must be in one week before broadcast.

**WLLY**

(Established 1955)

Rates effective August 2, 1955.  
Card received January 30, 1957.  
Owned and operated by WLLY, Inc.

**Personnel**

General Manager—Louis Adelman.  
Sales Manager—Charles Quillian.

**Representatives**

Jack Masla & Co., Inc.

**Mailing Instructions**

Business Office and Studio—Broad-Grace Arcade, Richmond, Va., Milton 9-1223.  
Transmitter—Mayo's Island, Va.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—1320 kilocycles.  
Non-directional.  
Operates on Eastern Standard Time.  
Licensed to operate daytime only, on regional channel.  
Operating schedule: 5:00 a.m. to local sunset.

**Agency Commission**

15% to agencies on net charges for time and talent; no cash discount. Bills rendered tenth of month; payable 15 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.

The following rates are for national advertising.

	1	1/2	1/4	5	1	30
	hr.	hr.	hr.	min.	min.	sec.
1 time.....	80.00	49.00	29.00	17.00	10.00	7.30
13 times.....	76.00	46.55	27.50	16.15	9.50	6.93
26 times.....	72.00	44.00	26.10	15.30	9.00	6.55
52 times.....	68.00	41.65	24.65	14.45	8.50	6.20
104 times.....	64.00	39.20	23.10	13.60	8.00	5.80
156 times.....	60.00	36.75	21.75	12.75	7.50	5.45
312 times.....	56.00	34.30	20.10	11.90	7.00	5.00
624 times.....	52.00	31.85	18.85	11.05	6.50	4.70

**WEEKLY SPOT PACKAGES**

1 minute announcements:	
Per week:	Per week:
5-9 spots, each.....	7.00
10-19 spots, each.....	6.50
20-29 spots, each.....	6.00
30-39 spots, each.....	5.50
40-49 spots, each.....	5.00

**SPECIAL FEATURES**

News Service—AP. No extra charge. 5 minutes every hour Sunday through Saturday. Additional 5 minutes every half-hour from 6:00 a.m. to 9:30 a.m. Monday through Saturday.  
3 Weathercasts every hour Sunday through Saturday.

**POLITICAL**

Regular rates and discounts apply.

**Closing Time**

24 hours in advance of broadcast.

**WMBG**

(Established 1926)



Rates effective July 1, 1955.  
Rates received July 5, 1955.  
Owned and operated by Havens & Martin, Inc.

**Personnel**

General Manager—Wilbur M. Havens.

**Representatives**

The Bolling Co., Inc.

**Mailing Instructions**

Business Office and Studio—3301 W. Broad St., P. O. Box 5229, Richmond, Va., telephone 5-8611.  
Transmitter—Staples Mill Road and Broad Street, 1/2 mile west of Richmond, Va.

**Wave—Power—Time**

Operating power—5,000 watts.  
Frequency—1380 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time on regional channel.  
Operates on Eastern Time.  
Daylight Saving Time not observed.  
Operating schedule: Sundays 7:00 a.m. to 12:30 a.m.; week days 6:00 a.m. to 12:30 a.m.

**F M Facilities—WGD**

Effective radiated power—34,000 watts.  
Frequency—98.1 megacycles, Class B.  
Antenna height—430 feet above average terrain.

**Agency Commission**

Agency commission 15% allowed to recognized agencies on station time only. No cash discount. Bills due and payable when rendered.

**General Advertising**

Affiliated with ABC Radio.  
Accepts AAAA copyrighted contract.  
WOOD (FM) operated in conjunction with WMBG.  
Rates for time in excess of one hour are in exact proportion. Advertising of alcoholic beverages other than beer and wine not accepted.  
All contracts subject to the conditions of the standard AAAA form.  
All programs subject to station approval, government regulations and the NAB Code of Ethics of the Radio Broadcasting Industry.  
Rates quoted cover the station time and facilities only for programs originating in the station studios.

**CLASS "A"**

	(7:00 a.m. to 11:00 p.m.)					
	1	1/2	1/4	5	1	20
	hr.	hr.	hr.	min.	min.	sec.
1 time.....	90.00	54.00	36.00	18.00	13.50	8.10
26 times.....	85.50	51.30	34.20	17.10	12.82	7.69
52 times.....	81.00	48.60	32.40	16.20	12.15	7.29
104 times.....	76.50	45.90	30.60	15.30	11.47	6.88
156 times.....	72.00	43.20	28.80	14.40	10.80	6.48
260 times.....	67.50	40.50	27.00	13.50	10.12	6.07
312 times.....	63.00	37.80	25.20	12.60	9.45	5.67
624 or more times.....	58.50	35.10	23.40	11.70	8.77	5.26

**CLASS "B"**

	(Before 7:00 a.m. and after 11:00 p.m.)					
	1	1/2	1/4	5	1	20
	hr.	hr.	hr.	min.	min.	sec.
1 time.....	50.00	30.00	20.00	10.00	7.50	4.50
26 times.....	47.50	28.50	19.00	9.50	7.12	4.27
52 times.....	45.00	27.00	18.00	9.00	6.75	4.05
104 times.....	42.50	25.50	17.00	8.50	6.37	3.82
156 times.....	40.00	24.00	16.00	8.00	6.00	3.60
260 times.....	37.50	22.50	15.00	7.50	5.62	3.37
312 times.....	35.00	21.00	14.00	7.00	5.25	3.15
624 or more times.....	32.50	19.50	13.00	6.50	4.87	2.92

**SATURATION ANNOUNCEMENT PACKAGE**

Minutes:	Per week	*Station breaks:	Per week
7 per week.....	52.50	7 per week.....	42.00
14 per week.....	95.00	14 per week.....	80.50
21 per week.....	130.00	21 per week.....	118.65

(\* 20 seconds transcribed or 35 words live.  
Applicable in Class "A" time, 7:00 a.m. to 11:00 p.m. Fixed positions not guaranteed. Not subject to further discounts and cannot be combined with other announcements for frequency discounts.

**SPECIAL FEATURES**

News: 5 and 15 minute periods Sunday through Saturday.  
Sports: 15 minute periods. Monday through Saturday.  
Participating Programs  
“Your Time Keeper”—6:35 a.m. to 8:00 a.m., Monday through Saturday; 8:15 a.m. to 9:00 a.m., Monday through Friday.  
Western Request Time—12:30 p.m. to 1.00 p.m., Monday through Friday.  
Twilight Souvenirs—6:30 p.m. to 7:00 p.m., Monday through Friday.

**Closing Time**

Announcements and recorded programs close at least two days in advance.

**WRNL**

(Established 1927)



Rates effective July 1, 1957. (Rate Card No. 7.)  
Rates received May 29, 1957.

Owned and operated by Richmond Newspapers, Inc.

**Personnel**

General Manager—E. S. Whitlock.

Sales Manager—Frank Soden.

**Representatives**

Edward Petry & Company, Inc.

**Mailing Instructions**

Studios—111 N. Fourth St., Richmond, Va., Milton 3-3436. TWX RICH 191.  
Transmitter—Wilkinson Road, two miles north of Richmond, Va.

**Wave—Power—Time**

Operating power—5,000 watts.  
Frequency—910 kilocycles.  
Directional—nighttime only.  
Licensed to operate on regional channel.  
Operates on Eastern Time.  
Operating schedule: Sundays 7:30 a.m. to 12:05 a.m. week days 5:30 a.m. to 12:05 a.m.

**F M Facilities**

Effective radiated power—50,000 watts.  
Frequency—102.1 megacycles.  
Antenna height—360 feet above average terrain.

**Agency Commission**

15% to recognized agencies on net charge for station time only. No commission on program charges. No cash discount. Bills due and payable when rendered.

**General Advertising**

Affiliated with Mutual Broadcasting System.  
FM operated in conjunction with AM.  
Advertising of alcoholic beverages other than beer and wine not accepted.  
Discounts allowed retroactively on the number of consecutive broadcasts given within a year. Announcements cannot be combined with five minute or longer programs to earn larger discounts. All rates guaranteed for one year from date of first broadcast, providing advertising is consecutive. No contract to exceed one year's duration.

	<b>CLASS "A"</b>					
	(7:00 a.m. to 8:00 p.m.)		p.m.)			
	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	100.00	60.00	40.00	20.00	15.00	9.00
26 times.....	95.00	57.00	38.00	19.00	14.25	8.55
52 times.....	90.00	54.00	36.00	18.00	13.50	8.10
104 times.....	85.00	51.00	34.00	17.00	12.75	7.65
156 times.....	80.00	48.00	32.00	16.00	12.00	7.20
260 times.....	75.00	45.00	30.00	15.00	11.25	6.75
312 times.....	70.00	42.00	28.00	14.00	10.50	6.30
624 or more times.....	65.00	39.00	26.00	13.00	9.75	5.85

	<b>CLASS "B"</b>					
	(8:00 p.m. to 7:00 a.m.)		sign-off and 5:30 a.m. to 7:00 a.m.)			
	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	53.00	32.00	21.00	11.00	8.00	6.00
26 times.....	50.35	30.40	19.95	10.45	7.60	5.70
52 times.....	47.70	28.80	18.90	9.90	7.20	5.40
104 times.....	45.00	27.20	17.85	9.35	6.80	5.10
156 times.....	42.40	25.60	16.80	8.80	6.40	4.80
260 times.....	39.75	24.00	15.75	8.25	6.00	4.50
312 times.....	37.10	22.40	14.70	7.70	5.60	4.20
624 or more times.....	34.45	20.80	13.65	7.15	5.20	3.90

(\* One minute transcription or 125 words live.  
(†) 20 seconds transcription or 35 words live.  
Announcement rates falling at time of classification change: 11:00 p.m. Class "B", 7:00 a.m. Class "A."

**SPECIAL ANNOUNCEMENT PACKAGES**

Minutes:	Per week
5 per week, flat.....	40.00
10 per week, flat.....	75.00
15 per week, flat.....	105.00
20 per week, flat.....	130.00
20 seconds station break:	
10 per week, flat.....	60.00
15 per week, flat.....	87.75
20 per week, flat.....	115.00

Applicable in time between 5:30 a.m. to 7:00 a.m. and 9:00 a.m. to 11:00 p.m., excluding special feature periods. Up to 50% of the total announcements purchased per week on the package plan may be placed within the 4:30 p.m. to 7:00 p.m. time period. Fixed position but not guaranteed. Not subject to further discounts and cannot be combined with other announcements for frequency discounts.

While card rate announcements may be counted toward the number necessary to earn this package rate, the package announcements do not help earn frequency discounts for the regular card rate announcements (i.e., if advertiser runs two announcements weekly on a regular schedule at the 104 time rate, and advertiser wishes to run 10 a week for only two weeks, he may continue to run 2-a-week at the 104 time rate and 8 one minutes at 7.50 each, the pro-rated cost at the 10-a-week package above).


**"Quickie" Announcements**

Transcribed or 8 seconds live, 15 words or less: 50% of station break rate in time classification used. Subject to frequency discounts and combinable with other regular rate announcements for frequency discounts.

**Contiguous Unit**

Two or more program units of 15 minutes or more, broadcast on the same day (different time classifications may be bought) for the same sponsor, 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.

(This listing continued on next page)



**OUR GRASS IS GREENER SUH!**

It's a Fact...

**FACT 1** Surveys of listeners in the home conclusively proved that WRNL listeners have the highest incomes of all Richmond radio audiences

**FACT 2** WRNL programs directly to and for this high income audience

**FACT 3** WRNL covers the Richmond Trading Area as defined by the Richmond Chamber of Commerce

**WRNL** RICHMOND, VA  
910 AM • 102.1 FM

REPRESENTED BY  
**EDWARD PETRY & CO., Inc.**

Richmond—WRVA—Continued

**SPECIAL FEATURES**  
 News Service—AP, UPI.  
 News—Regular 5, 10 and 15 minute news periods—rates on request.  
**Participating Programs**  
 "Richmond Party Line," "Eddie Weaver's Open House," one minute transcription or 125 words live.  
 Per participation:  
 1 time..... 20.00 156 times..... 16.00  
 26 times..... 19.00 260 times..... 15.00  
 52 times..... 18.00 312 times..... 14.00  
 104 times..... 17.00 624 or more times..... 13.00

**TALKS**  
 Regular rates apply.  
**TRANSCRIPTIONS**  
 Library Service—Standard, Thesaurus.

**WRVA**  
 (Established 1925)  
**CBS Radio Network**



Rates effective April 1, 1958. (Card No. 12.)  
 Card received February 28, 1958.  
 Rev. (Ann. pkgs.) rec'd December 3, 1959.  
 Owned and operated by Larus & Bro. Company, Inc.

**Personnel**  
 General Manager—John B. Tansey.  
 Sales Manager—Harold B. Barre.  
 Program Manager—Raymond L. Kennedy.  
 Promotion Manager—Irby N. Hollans, Jr.  
 Director Public Relations—Walter R. Bishop.

**Representatives** CBS Radio Spot Sales.  
**Mailing Instructions**  
 Business Office and Studios—Hotel Richmond, 9th and Grace Sts., Richmond 12, Va., Milton 3-6633.  
 Address all program and advertising copy to:  
 Continuity Director, WRVA Radio, Hotel Richmond, Richmond 12, Va.  
 Transmitter—Edgeworth, Henrico County, Va.

**Wave—Power—Time**  
 Operating power—50,000 watts.  
 Frequency—1140 kilocycles.  
 Directional—same pattern, all hours.  
 Licensed to operate full time on national clear channel.  
 Operates on Eastern Standard Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 24 hours weekdays; midnight Sunday to 5:30 a.m. Monday.

**FM Facilities**  
 Effective radiated power—25,000 watts.  
 Frequency—94.5 megacycles.

**Agency Commission**  
 15% on net time charges, announcements and participations; no cash discount. Bills rendered monthly, payable before 15th of month.

**General Advertising**  
 Short Rate: 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.  
 Contract year extends from date of 1st broadcast under a given contract forward for 52 weeks.  
 Application of 52 consecutive weeks rates: 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.

All program content and advertising copy subject to station approval and must be received at least 48 hours (exclusive of Saturdays, Sundays and holidays) prior to broadcast.  
 For combination rates see CBS Radio Network (Basic Supplementary Group.)  
 AM schedule duplicated over FM.  
 Rates include music copyright fees.  
 BMI, ASCAP and SECAC licenses.  
 Consult station management about products and service considered unacceptable.

**Length of commercial copy—NAB Standards:**  
 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  
 Time signals..... 8 seconds

**RATE CLASSIFICATIONS**

**Station Time**  
 Class "A"—6:30 a.m. to 11:00 p.m. Monday through Saturday; 9:00 a.m. to 10:30 p.m. Sunday.  
 Class "B"—11:00 p.m. to midnight Monday through Saturday; 6:00 a.m. to 9:00 a.m. and 10:30 p.m. to midnight Sunday.

**Announcements**  
 Class "A"—6:29 a.m. to 8:00 p.m. Monday through Saturday; 8:59 a.m. to 8:00 p.m. Sunday.  
 Class "B"—5:30 a.m. to 6:29 a.m. and 8:00 p.m. to midnight Monday through Saturday; 6:00 a.m. to 8:59 a.m. and 8:00 p.m. to midnight Sunday.

**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 Section II or III to earn lower rates.

	Days per week		
	1-2 days	3-5 days	6-7 days
1 hour:			
"A".....	209.	188.	167.
"B".....	95.	86.	76.
1/2 hour:			
"A".....	125.	113.	100.
"B".....	57.	51.	46.
1/4 hour:			
"A".....	84.	75.	67.
"B".....	38.	34.	30.
10 minutes:			
"A".....	67.	60.	54.
"B".....	30.	27.	24.
8 minutes:			
"A".....	52.	47.	42.
"B".....	24.	21.	19.
5 minutes:			
"A".....	42.	38.	34.
"B".....	19.	17.	15.

**52 or more Consecutive Weeks**

	Days per week		
	1-2 days	3-5 days	6-7 days
1 hour:			
"A".....	198.	178.	158.
"B".....	90.	81.	72.
1/2 hour:			
"A".....	119.	107.	95.
"B".....	54.	49.	43.
1/4 hour:			
"A".....	79.	71.	63.
"B".....	36.	32.	29.
10 minutes:			
"A".....	63.	57.	51.
"B".....	29.	26.	23.
8 minutes:			
"A".....	50.	45.	40.
"B".....	22.	20.	18.
5 minutes:			
"A".....	40.	36.	32.
"B".....	18.	16.	14.

**SECTION II**

(All rates quoted are net dollar costs per unit)

**ANNOUNCEMENTS AND PARTICIPATIONS**

NOTE: Minutes, 30 seconds, station breaks, participations and time signals may be combined to earn lower rates. Announcement Packages Rates do not apply 7:00 a.m. to 9:00 a.m. Monday through Saturday. Announcements in these times, however may count numerically toward Packages.

**A.—ANNOUNCEMENTS**

(Not in packages)

**1-25 Consecutive Weeks**

	Days per week		
	1-2 days	3-5 days	6-7 days
1-minute:			
"A".....	31.	28.	25.
"B".....	19.	18.	17.
30 seconds:			
"A".....	28.	25.	23.
"B".....	18.	17.	16.
Station breaks:			
"A".....	25.	23.	20.
"B".....	16.	15.	14.
8-second time signals:			
"A".....	11.	10.	9.
"B".....	8.	7.	6.

**26-51 Consecutive Weeks**

	Days per week		
	1-2 days	3-5 days	6-7 days
1-minute:			
"A".....	29.	27.	24.
"B".....	18.	17.	16.
30 seconds:			
"A".....	26.	24.	21.
"B".....	17.	16.	15.
Station breaks:			
"A".....	24.	22.	19.
"B".....	15.	14.	13.
8-second time signals:			
"A".....	10.	9.	8.
"B".....	7.	6.	5.

**52 or more Consecutive Weeks**

	Days per week		
	1-2 days	3-5 days	6-7 days
1-minute:			
"A".....	28.	25.	23.
"B".....	17.	16.	15.
30 seconds:			
"A".....	25.	23.	20.
"B".....	16.	15.	14.
Station breaks:			
"A".....	23.	21.	18.
"B".....	14.	13.	12.
8-second time signals:			
"A".....	9.	8.	7.
"B".....	6.	5.	4.

**B.—ANNOUNCEMENT PACKAGES**

Fixed Position Packages

Announcements per week:	1-25			26-51			52+		
	consec. wks.	consec. wks.	consec. wks.	consec. wks.	consec. wks.	consec. wks.	consec. wks.	consec. wks.	consec. wks.
1 min. ti. ti. ti.	12	21	30+	12	21	30+	12	21	30+
"A".....	23.	22.	21.	22.	21.	20.	21.	20.	19.
"B".....	14.	13.	12.	13.	12.	11.	12.	11.	10.
30 sec.:									
"A".....	21.	20.	19.	20.	19.	18.	19.	18.	17.
"B".....	13.	12.	11.	12.	11.	10.	11.	10.	9.
Station breaks:									
"A".....	19.	18.	17.	18.	17.	16.	17.	16.	15.
"B".....	11.	10.	9.	10.	9.	8.	9.	8.	7.

**Run-of-Schedule**

	1-25			26-51			52+		
	consec. wks.	consec. wks.	consec. wks.	consec. wks.	consec. wks.	consec. wks.	consec. wks.	consec. wks.	consec. wks.
1-min. ti. ti. ti.	12	21	30+	12	21	30+	12	21	30+
30-secs. ti. ti. ti.	14	13	12	13	12	11	12	11	10.
Station breaks	13.	12.	11.	12.	11.	10.	11.	10.	9.

**SECTION III**

(All rates quoted are net dollar cost per unit)

**SPECIAL FEATURES**

NOTE: Groups 1, 2, and 3 may be counted numerically toward Package Plans, but do not themselves earn lower rates.  
 Group 1:  
 Alden Aaroe, News & other features—7:00 a.m. to 9:00 a.m. Monday through Saturday.

**VIRGINIA**

**Participations**

Consecutive weeks:	Participations			*8-second time signals		
	1-2 days	3-5 days	6 days	1-2 days	3-5 days	6 days
Per week:	per wk.	per wk.	per wk.	per wk.	per wk.	per wk.
1-25	35.	32.	28.	15.	13.	12.
26-51	33.	30.	27.	14.	12.	11.
52+	32.	28.	25.	13.	11.	10.

Group 2:  
 Late Date—10:30 p.m. to midnight Monday through Saturday.

Consecutive weeks:	Participations			*8-second time signals		
	1-2 days	3-5 days	6 days	1-2 days	3-5 days	6 days
Per week:	per wk.	per wk.	per wk.	per wk.	per wk.	per wk.
1-25	10.	9.	8.	---	---	---
26-51	9.	8.	7.	---	---	---
52+	8.	7.	6.	---	---	---

(\* ) 7:00 a.m. to 9:00 a.m. Monday through Saturday.  
 Group 3:  
 Housewives' Protective League.

Consecutive weeks:	Days per week					
	1 day	2 days	3 days	4 days	5 days	6 days
13 consecutive day wks. firm.	33.	32.	30.	29.	28.	26.
Less 13 wks.	36.	35.	33.	32.	31.	29.

**Weekend Package Plan**

Minutes and/or station breaks 5:59 p.m. Friday to 10:30 p.m. Sunday. (Minimum of 10 announcements) may not be combined with others to earn lower rates. 10 or more announcements per weekend:

Days per week:	1-25			26-51			52+		
	consec. wks.	consec. wks.	consec. wks.	consec. wks.	consec. wks.	consec. wks.	consec. wks.	consec. wks.	consec. wks.
per week:	days	days	days	days	days	days	days	days	days
Minutes	16.	14.	15.	13.	14.	12.	14.	12.	12.
Sta. brks.	13.	11.	12.	10.	11.	9.	11.	9.	9.

**Weekend News Package**

Saturday and Sunday only 10 or more 5-minute newscasts each weekend. May not be combined with any other feature to earn lower rates.

Consecutive weeks:	Class "A"		Class "B"	
	1-25	26-51	1-25	26-51
1-25 consecutive weeks	22.	21.	10.	9.
26-51 consecutive weeks	21.	20.	9.	8.

**SERVICE FACILITIES**

News Service—AP and UPI Wires. Mobile news unit, weathercasts and State Police wires.  
 Remote broadcasts—rates and details on request.  
 Instantaneous Reference Recordings: Available at charge of 15.00 each, net, per 15 minute unit or less, plus shipping charges.

**POLITICAL**

Accepted according to provisions for such broadcasts established by station. Regular rates apply; details on request.

**Closing Time**

All program content and advertising copy subject to approval of station and must be received 48 hours exclusive of Saturdays, Sundays and holidays prior to broadcast.

(Richmond continued on next page)

*Bigger than you think!*

**THE RICHMOND MARKET**  
 one and a half billion dollar

**DOMINATED\*\***  
 BY  
**WRVA-RADIO**

RICHMOND, VIRGINIA  
 Virginia's Only 50,000 Watt Radio Station

\*Effective Buying Income 40-County Richmond Market \$1,430,377,000  
 \*\*For the full story contact CBS Radio Spot Sales, or write Sales Department, WRVA-RADIO, Richmond, Va.

# VIRGINIA

## Richmond—Continued

### WXGI

(Established 1947)

Rates effective July 1, 1947. (Card No. 1)  
Revisions received July 1, 1955.

Owned and operated by Radio Virginia, Inc.

#### Personnel

President—D. H. Robertson,  
General Manager—David Wilburn.

#### Representatives

Grant Webb & Company.

#### Mailing Instructions

Business Office, Studio and Transmitter—300 German  
School Road, Richmond 25, Va. Belmont 3-7666.

#### Wave—Power—Time

Operating power—1,000 watts days.

Frequency—950 kilocycles.

Non-directional.

Licensed to operate day time only.

Operates on Eastern Standard Time.

Operating schedule: 5:30 a.m. to local sunset.

#### Agency Commission

Commissions to advertising agencies originating,  
scheduling, servicing and responsible for payment of  
account: 15% on time and other allowed charges.  
No cash discount. Bills rendered weekly or monthly.

#### General Advertising

Rates include music copyright fees,  
ASCAP, BMI and SESAC licenses.  
The following rates are for national advertising. No  
other discounts or extensions allowed.

Length of commercial copy:	Programs			
	1 hr.	3/4 hr.	1/2 hr.	1/4 hr.
15 minutes.....	2:30	3:30	3:30	3:30
30 minutes.....	3:30	3:30	3:30	3:30
60 minutes.....	6:00	6:00	6:00	6:00
1 time.....	57.50	46.00	34.50	23.00
13 times.....	54.63	43.70	32.78	21.85
26 times.....	51.75	41.40	31.05	20.60
39 times.....	48.88	39.10	29.33	19.55
52 times.....	46.00	36.80	27.63	18.30
78 times.....	43.13	34.50	25.88	17.15
156 times.....	40.25	32.20	24.15	16.00
208 times.....	37.38	29.90	22.43	14.85
312 times.....	34.50	27.60	20.70	13.60

100 words, one minute transcriptions:	1 hr.	3/4 hr.	1/2 hr.	1/4 hr.
1 time.....	7.20	5.20	4.70	4.20
13 times.....	6.90	208 times.....	4.20	3.60
26 times.....	6.60	312 times.....	3.60	3.00
39 times.....	6.30	1,000 times.....	3.00	
52 times.....	6.00	2,000 times.....	3.00	
78 times.....	5.70			

50 words, 1/2 minute transcription or less:	1 hr.	3/4 hr.	1/2 hr.	1/4 hr.
1 time.....	4.60	156 times.....	3.40	
13 times.....	4.40	208 times.....	3.20	
26 times.....	4.20	312 times.....	3.00	
39 times.....	4.00	1,000 times.....	2.40	
52 times.....	3.80	2,000 times.....	2.00	
78 times.....	3.60			

Personality Spot Package	1 to 4 weeks.....	5 to 9 weeks.....	10 to 13 weeks.....
12 one minute announcements weekly:	55.00	50.00	45.00

30 one minute announcements weekly:	1 to 4 weeks.....	5 to 9 weeks.....	10 to 13 weeks.....
	120.00	105.00	90.00

## SERVICE-ADS Are More Than JUST PROMOTION!

The Service-Ads that media put into SRDS are more than just publication or station promotion. They represent an honest effort to provide you with information you can use in evaluating media and comparing them with others.

The data you find in Service-Ads can be as valuable to you as the information you pick up from the listing material in Standard Rate. Be sure that you take advantage of this material when it is provided for your use. Read—and use—the Service-Ads in SRDS!

GXF-14

### SPECIAL FEATURES

News Service—UPI.  
News charge: 4.00 per 15 minute period, commissionable.

#### POLITICAL

Commercial political time available at same rates as regular advertisers. Equal amount and position of time available to all recognized candidates on local, state or Federal ballots. Cash in advance, commissionable. Station reserves the right to limit amount of time to be sold to this type of broadcasting. Copy to be furnished at least 24 hours in advance of scheduled broadcast.

#### TRANSCRIPTIONS

Library charge: 1/4 hour 2.50, commissionable. Records charged same fee except where special discs are requested when extra charge will be made. Instantaneous reference recordings: Minimum charge—5 minutes or less 5.00; 5 minutes to 15 minutes 8.00; 15 minutes to 30 minutes 12.00; 30 minutes to 60 minutes 18.00. Not commissionable.

#### Closing Time

Copy and program material must be in station 24 hours in advance of broadcast.

(Call letters not received)

(C.P. 5,000 watts, 1590 kc., days)  
Chesterfield Broadcasting Co., Richmond, Va.

## ROANOKE (5 AM; 2 FM)

Roanoke County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

### WDBJ

(Established 1924)



Rates effective February 1, 1958. (Card No. 9.)  
Card received December 30, 1957.  
Rev. (1-hour rates) rec'd January 20, 1958.

Owned and operated by Times-World Corporation.

#### Personnel

Vice-President—Ray P. Jordan.  
Mgr. & Com'l Mgr.—Frank E. Koehler.  
Ass't Mgr. & Prog. Dir.—Dexter Mills.

#### Representatives

Peters, Griffin, Woodward, Inc.

#### Mailing Instructions

NOTE: Address mail to Radio Station WDBJ, P. O.  
Box 150, Roanoke, Va.  
Business Office and Studios—201 W. Campbell Ave.,  
Roanoke, Va. DI 3-8031.  
Transmitter—Colonial Heights, Roanoke, Va.

#### Wave—Power—Time

Operating power—5,000 watts.

Frequency—960 kilocycles.

Directional—nighttime only.

Licensed to operate full time on regional channel.

Operates on Eastern Standard Time.

Daylight Saving Time not observed.

Operating schedule: 5:30 a.m. to 12:05 a.m. week  
days; 7:30 a.m. to 12:05 a.m. Sundays.

#### F M Facilities

Effective radiated power—14,350 watts.  
Frequency—94.9 megacycles on channel 235; Class B.  
Antenna height—1,937 feet above average terrain.

#### Agency Commission

15% to recognized agencies on net charges for station time and talent; no cash discount. Bills rendered monthly; payable 15 days.

#### General Advertising

For combination rates see CBS Radio Network (Southeastern Group).  
Accepts AAAA copyrighted contract.  
FM operated in conjunction with AM.  
Rates include music copyright fees,  
ASCAP, BMI and SESAC licenses.  
Maximum length of contract one year.  
Contracts for programs may be signed 60 days in advance of starting date; for announcements 30 days in advance.  
Cancellations or changes to periods of lesser card rate value credited on account. No periods sold in bulk for resale. Current advertisers enjoy 6 months rate protection beyond the effective date of a new card. Rates are for station time only.

Length of commercial copy:

Programs	5 minutes.....	1:15 minutes
10 minutes.....	2:10 minutes	
15 minutes.....	3:00 minutes	
30 minutes.....	4:15 minutes	
60 minutes.....	7:00 minutes	

1 minute announcements: one minute or 125 words.  
Station Break: 20 seconds or 25 words.

Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.  
Rates shown after deduction of all applicable discounts.

#### PROGRAMS AND ANNOUNCEMENTS

##### CLASS "A"

(6:59 a.m. to 10:01 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	100.00	60.00	40.00	30.00	18.00	13.50
26 times.....	95.00	57.00	38.00	28.50	17.00	13.00
52 times.....	90.00	54.00	36.00	27.00	16.00	12.50
156 times.....	85.00	51.00	34.00	25.50	15.00	12.00
260 times.....	80.00	48.00	32.00	24.00	14.00	11.50
520 times.....	75.00	45.00	30.00	22.50	13.00	10.00
1000 times.....	70.00	42.00	28.00	21.00	12.00	9.00

### CLASS "B"

(All other times)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	60.00	40.00	30.00	18.00	13.00	9.00
26 times.....	57.00	38.00	28.50	17.00	12.25	8.50
52 times.....	54.00	36.00	27.00	16.00	11.50	8.00
156 times.....	51.00	34.00	25.50	15.00	10.75	7.50
260 times.....	48.00	32.00	24.00	14.00	10.00	7.00
520 times.....	45.00	30.00	22.50	13.00	9.25	6.50
1000 times.....	42.00	28.00	21.00	12.00	8.50	6.00

(\* Station Break.

Quickies—10-seconds transcribed or 15 words live—50% of above earned station break rates.

#### WEEKLY FREQUENCY PACKAGE

	1-minute Class "A"	1-minute Class "B"	Station breaks Class "A"	Station breaks Class "B"
6 times.....	72.00	48.00	54.00	36.00
13 times.....	130.00	91.00	110.50	58.50
21 times.....	189.00	126.00	168.00	88.20

#### DISCOUNTS

Announcements and program periods of five minutes or more cannot be combined to earn larger discounts. To earn discounts, stipulated number of programs or announcements must come within 12 month period. After first year advertiser may continue at the same discount until schedule is reduced or interrupted. This schedule is not subject to short rate. The advertiser who avails himself of this continuing discount policy must begin a new contract period for quantity discount purposes when he reduces or resumes his schedule.

#### SPECIAL FEATURES

News Service—AP and local. Cost of news, 5.00 per five minute broadcast; 7:50 per ten minute broadcast. No additional charge for regular newscaster. Time signals and weather reports, when available, take regular announcement rates and discounts.

Regular rates apply; payable in advance. Copy must be submitted 24 hours in advance of broadcast.

#### TRANSCRIPTIONS

Library Service—World. Rates on request. Instantaneous reference recordings: Airchecks will be furnished at no cost for the first aircheck on a new program series. Subsequent airchecks, each 5.00 per 15 minute program.

#### Closing Time

Closing date one week in advance of service if program is to be included in publicity releases. Broadcast copy and program material must be received by the station 24 hours before air time.

## WHYE

(Established 1937)



Rates effective November 1, 1958. (Card No. 3.)  
Card received September 29, 1958.

Owned and operated by Jefferson Broadcasting Corp.

#### Personnel

President—Sherwood J. Tarlow.  
Exec. Vice-Pres. & Gen'l Mgr.—Allan W. Roberts.  
Sales Manager—Nick Bell.  
Operations Manager—Kenneth Manley.

#### Representatives

East—Richard O'Connell, Inc.  
Midwest—William J. Reilly.  
New England—Harry Wheeler.  
Regional—Jack Hetherington.

#### Mailing Instructions

Mailing address—P. O. Box 1187, Roanoke, Va.  
Business Office and Studio—American Theater Bldg.,  
Roanoke, Va., Diamond 5-0988.  
Transmitter—Roanoke, Va.

#### Wave—Power—Time

Operating power—1,000 watts.

Frequency—910 kilocycles.

Non-directional.

Licensed to operate daytime.

Operates on Eastern Standard Time.

Operating schedule: 4:55 a.m. to local sunset.

#### Agency Commission

15% on quoted rates. No cash discount. Bills payable 10 days after being rendered.

#### General Advertising

Affiliated with Keystone Broadcasting System.  
Accepts AAAA copyrighted contract.  
ASCAP, BMI and SESAC licenses.  
Station reserves the right to change its effective on such dates as it may announce. Changes which increase rates will not apply to advertisers who are on the air at the time the increase is announced until 6 months after the effective date.

	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
Flat .....	36.00	24.00	18.00	12.00	8.50

#### WEEKLY PACKAGE PLANS

	Each	Total
5 announcements.....	8.00	40.00
10 announcements.....	7.50	75.00
15 announcements.....	6.50	97.50
20 announcements.....	6.00	120.00
30 announcements.....	5.00	150.00
50 announcements.....	4.00	200.00

#### Discounts

20 or 30 second spots, 75% applicable minute rate.  
8 or 10 second spots, 50% applicable minute rate.

#### SPECIAL FEATURES

News Service—AP.  
5-minute newscasts 15 minutes past the hour.  
Time, news and temperature, 15 minutes before the hour.  
"Stock Report," "Traffic Spotlight," "Date Book," "Stock Market Review," and "Sport Report."  
"American Automobile Assoc." and "Traffic Reports".  
(This listing continued on next page)



**Roanoke—WHYE—Continued**

**Participating Programs**

Monday through Friday:  
 "The Voice of the Turtle"—5:00 a.m. to 9:00 a.m.  
 "The Dick Morgan Show"—9:00 a.m. to noon.  
 "Ken Manley Show"—Noon to 2:00 p.m.  
 "Jim Mac Show"—2:00 p.m. to 6:00 p.m.  
 "Glen C. Lewis, Jr., Esq."—6:00 p.m. to sign-off.  
 Saturday:  
 "The Voice of the Turtle"—5:00 a.m. to 9:00 a.m.  
 "Ken Manley Show"—9:00 a.m. to noon.  
 "Glen C. Lewis, Jr., Esq."—Noon to 2:00 p.m.  
 "Ken Manley Show"—2:00 p.m. to 6:00 p.m.  
 "Glen C. Lewis, Jr., Esq."—6:00 p.m. to sign-off.  
 Sunday:  
 "Dick Morgan Show"—6:00 a.m. to 9:00 a.m.  
 "Jim Mac Show"—9:00 a.m. to noon.  
 "Dick Morgan Show"—Noon to 2:00 p.m.  
 "Jim Mac Show"—2:00 p.m. to 6:00 p.m.  
 "Dick Morgan Show"—6:00 p.m. to sign-off.

**Closing Time**  
 24 hours in advance of broadcast.

**WRIS**

(Established 1953)

Rates received November 23, 1956.

Owned and operated by Roanoke Independent Broadcasters, Inc.

**Personnel**

General Manager—Cy N. Bahakel.  
 Manager—Coleman Austin.

**Representatives**

Call station direct.

**Mailing Instructions**

Business Office and Studio—P. O. Box 702, Roanoke, Va., telephone 2-3131.  
 Transmitter—Roanoke, Va.

**Wave—Power—Time**

Operating power—5,000 watts days.  
 Frequency—1410 kilocycles.  
 Non-directional.  
 Licensed to operate daytime only.  
 Operating schedule: Local sunrise to local sunset.

**Agency Commission**

Agency commission 15%; no cash discount.

**General Advertising**

Affiliated with Mutual Broadcasting System.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	20 sec.
1 time.....	45.00	30.00	16.00	12.00	9.00	6.50
13 times.....	42.50	28.50	15.80	11.40	8.25	6.25
26 times.....	40.00	27.00	15.50	10.80	8.00	6.00
52 times.....	38.50	26.50	15.40	10.20	7.25	5.50
104 times.....	36.00	25.50	15.20	9.60	7.00	5.00
208 times.....	34.50	25.00	15.10	9.00	6.25	4.50
312 times.....	34.00	24.50	15.00	8.40	5.25	4.00

Affiliated with WKIN, Kingsport, Tenn.; KXEL, Waterloo, Iowa; WWOD, Lynchburg, Va.; WLBK, Bowling Green, Ky.; WKOZ, Kosciusko, Miss.; and WABG, Greenwood, Miss. Advertising handled on a group basis if two or more Cy N. Bahakel radio stations are involved.

**SPECIAL FEATURES**

News Service—UPI  
 No extra charge for regular newscaster. Time signals and weather reports, when available, carry special rates upon request. Special disc jockey features available at minimum charges. Special musical programming available to suit advertising schedule and client's product.

**WROV**

(Established 1946)



Rates effective November 15, 1958.  
 Rates received November 10, 1958

Owned and operated by WROV Broadcasters, Inc.

**Personnel**

Pres. & Gen'l. Mgr.—Burton Levine.

**Representatives**

Burn-Smith Company, Incorporated.

**Mailing Instructions**

Business Office and Studio—15th & Cleveland Ave., Roanoke, Va., Diamond 3-4444.  
 Transmitter—Cleveland Ave. and 15th St., Roanoke, Va.

**Wave—Power—Time**

Operating power—250 watts.  
 Frequency—1240 kilocycles.  
 Non-directional.  
 Licensed to operate full time on local channel.  
 Operates on Eastern Standard Time.  
 Operating schedule: 24 hours daily.

**Agency Commission**

15% to recognized agencies applicable on net time charges only.  
 No cash discount.

**General Advertising**

For combination rates see ABC Radio.  
 The following net rates are for national advertising, and include music copyright fees.  
 Current advertisers enjoy 12 months protection on present rate from issuance of new rate.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	Sta. break
1 time.....	65.00	38.00	25.00	18.00	12.00	8.00	6.50
13 times.....	61.00	35.00	23.00	16.50	11.00	7.00	6.00
26 times.....	57.00	32.00	21.00	15.00	10.00	6.75	5.75
52 times.....	53.00	30.00	19.00	13.50	9.50	6.50	5.50
104 times.....	49.00	28.00	17.50	12.50	9.10	6.25	5.25
156 times.....	45.00	24.00	16.00	12.00	8.70	5.00	4.50
312 times.....	40.00	23.00	15.00	11.00	8.40	4.25	3.50
520 times.....	37.00	22.00	14.00	10.00	8.00	3.75	3.00

**PACKAGE RATES**  
 (Weekly Volume Packages)

Per week:	1-12 wks.	13 wks. or more
10 spots.....	48.00	44.00
15 spots.....	66.00	60.00
25 spots.....	100.00	93.75
50 spots.....	187.50	175.00

**DISCOUNTS**

Run-of-station schedules of announcements earn additional 15% discount from earned rate.  
 Discounts for time before 6:30 a.m. and after 11:00 p.m. on request.

**SPECIAL FEATURES**

News Service—UPI. No additional charge for news or newscaster. Time Signals and Weather Reports—no additional charge.

**Participating Programs**

"Ken Tanner's Yawn Patrol"—6:00 a.m. to 9:00 a.m. Monday through Saturday.  
 "Barbara Felton's Woman's World"—11:00 a.m. to noon Monday through Friday.  
 "Les Davis' Matinee"—12:30 p.m. to 3:00 p.m. Monday through Friday.  
 "Jerry Joynes Club 1240"—3:00 p.m. to 5:30 p.m. Monday through Friday.  
 "Jivin' with Jackson Show"—5:30 p.m. to 9:00 p.m. Monday through Saturday.  
 "Jerry Joynes Moonlight Serenade"—9:00 p.m. to midnight.  
 "Jack Allyn's Nite Owl"—midnight to 6:00 a.m. Monday through Sunday.

**POLITICAL**

Regular rates apply; copy and payment in advance.

**Closing Time**  
 24 hours in advance of broadcast time.

**WSLS**

(Established 1940)

**THE JOHN BLAIR STATION**



Rates effective June 1, 1954.  
 Rates received May 28, 1954.

Owned and operated by Shenandoah Life Stations, Inc.

**Personnel**

Executive Vice-President—James H. Moore.  
 Manager—Horace Fitzpatrick.  
 Commercial Manager—A. S. Trevilian, Jr.

**Representatives**

John Blair & Company.

**Mailing Instructions**

Business Office and Studio—P. O. Box 2161, Church Ave. & 3rd St., Roanoke, Va. DI 4-9226.  
 Transmitter—Roanoke County, Va.

**Wave—Power—Time**

Operating power—5,000 watts, daytime.  
 Frequency—610 kilocycles.  
 Directional—separate patterns, day and night.  
 Licensed to operate full time.  
 Operates on Eastern Time.  
 Daylight Saving Time not observed.  
 Operating schedule: Sundays 7:00 a.m. to 12:05 a.m.; week days 5:30 a.m. to 12:05 a.m.

**F M Facilities**

Effective radiated power—10,600 watts.  
 Frequency—99.1 megacycles; Class "B."  
 Antenna height—2,000 feet above average terrain.

**Agency Commission**

15% of net charges to recognized agencies on station time; no cash discount. Bills rendered first of month.

**General Advertising**

For combination rates see NBC Radio Network.  
 Accepts AAAA copyrighted contract with certain exceptions; modified contract forms available.  
 Simultaneous AM-FM operation.  
 Individual FM rates on request.  
 Maximum length of contract one year.  
 In event of rate increase, advertisers currently running a schedule will be given six months protection.  
 No periods sold in bulk for resale.  
 Announcements cannot be combined with programs to earn further discounts.

**CLASS "A"**

(7:00 a.m. to 10:30 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	80.00	48.00	32.00	16.00
13 times.....	76.00	45.60	30.40	15.20
26 times.....	72.00	43.20	28.80	14.40
52 times.....	68.00	40.80	27.20	13.60
104 times.....	64.00	38.40	25.60	12.80
156 times.....	60.00	36.00	24.00	12.00
260 times.....	56.00	33.60	22.40	11.20

**CLASS "B"**

(All other times)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	40.00	24.00	16.00	8.00
13 times.....	38.00	22.80	15.20	7.60
26 times.....	36.00	21.60	14.40	7.20
52 times.....	34.00	20.40	13.60	6.80
104 times.....	32.00	19.20	12.80	6.40
156 times.....	30.00	18.00	12.00	6.00
260 times.....	28.00	16.80	11.20	5.60

**ANNOUNCEMENTS**

	Class "A"	Class "B"
1 time.....	8.00	4.00
26 times.....	7.60	3.80
52 times.....	7.20	3.60
104 times.....	6.80	3.40
156 times.....	6.40	3.20
260 times.....	6.00	3.00
520 times.....	5.60	2.80

**SPECIAL FEATURES**

News Service—10% of time rate additional.  
 Time signals and weather reports, when available, take regular announcement rates and discounts.

**POLITICAL**

Political talks and programs accepted at regular rates. Payable in advance.

**TRANSCRIPTIONS**

Library Service—Thesaurus. Regular rates apply.

**Closing Time**  
 Copy must be submitted 24 hours in advance of broadcast time.

**VIRGINIA**

**ROCKY MOUNT**

Franklin County—Map Location F-6

See SRDS consumer market map and data at beginning of the State.

**WYTI**

(Established 1957)



Rates effective March 15, 1957. (Card No. 1.)  
 Rates received August 19, 1957.

**Personnel**

Vice-Pres. & Gen'l Mgr.—Lester L. Williams.  
 Prog. Mgr.—Fred Williams.  
 Comm'l Mgr.—Bill Jefferson.

**Representatives**

Hill F. Best Company.

**Mailing Instructions**

Business Office and Studio—P. O. Box 471, Brammer Bldg., Main St., Rock Mount, Va., Hu 3-9955.

**Transmitter—Time**

Operating power—1,000 watts, days.  
 Frequency—1570 kilocycles.  
 Operating schedule: —

**Agency Commission**

15% to recognized agencies; no cash discount.

**General Advertising**

Copy and commodity restrictions in accordance with station regulation. All contracts, orders and broadcasts thereunder are subject to approval of station management and government regulations. Short rate will apply on all original contracts not fulfilled.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)	(†)
1 time.....	45.00	27.00	20.00	14.00	9.00	5.50	5.00
13 times.....	40.50	24.30	18.00	12.60	8.10	4.95	4.50
26 times.....	38.25	22.95	17.00	11.90	7.65	4.67	4.25
52 times.....	33.75	20.25	15.00	10.50	6.75	4.12	3.75
104 times.....	31.50	18.90	14.00	9.80	6.30	3.85	3.50
156 times.....	29.25	17.55	13.00	9.10	5.85	3.57	3.25
208 times.....	27.00	16.20	12.00	8.40	5.40	3.30	3.00
260 times.....	24.75	14.85	11.00	7.70	4.95	3.02	2.75
312 times.....	22.50	13.50	10.00	7.00	4.50	2.75	2.50

(\*) 1 minute, 100 words, run-of-schedule.  
 (†) Station breaks, 40 words, live or transcribed.

**SPECIAL FEATURES**

News Service—AP.

**Closing Time**

Noon, 24 hours before broadcast.

**SALEM**

Roanoke County—Map Location F-5

See SRDS consumer market map and data at beginning of the State.

**WBLU**



(C.P. 1,000 watts, 1480 kc., days)

Southeastern Enterprises  
 c/o R. B. Helms  
 Harlan, Ky.

(C.P. is for Salem)

**SOUTH BOSTON**

Halifax County—Map Location H-6

See SRDS consumer market map and data at beginning of the State.

**WHLF**

(Established 1947)



Rates effective June 1, 1950.

Rates received June 13, 1950.

Owned and operated by Halifax Broadcasting Co.

**Personnel**

Gen'l & Com'l Mgr.—John L. Cole, Jr.

**Representatives**

None.

**Mailing Instructions**

Business Office and Studios—South Boston, Va.

**Transmitter—South Boston, Va.**

**Wave—Power—Time**

Operating power—250 watts.  
 Frequency—1400 kilocycles.  
 Non-directional.  
 Licensed to operate unlimited time.  
 Operates on Eastern Time.  
 Operating schedule: 5:45 a.m. to 12:00 midnight.

**Agency Commission**

15% to recognized agencies; no cash discount. No commission on service charges.

**General Advertising**

Affiliated with the ABC Radio and Keystone Network.  
 Accepts AAAA copyrighted contract.  
 Length of commercial copy in accordance with NAB regulations.

The following rates are for national advertising and apply to all hours of broadcast.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 hour.....	35.00	32.50	30.25	28.50	24.50	21.25
1/2 hour.....	20.50	19.50	18.50	17.50</		



# VIRGINIA

## South Boston—WHLF—Continued

**SPECIAL FEATURES**  
 News Service—AP. Regular rates plus 20%.  
 Weather reports—regular rates plus 20%.  
 Participation programs—rates and details on request.

**POLITICAL**  
 One time rate applies; payable in advance.

**TRANSCRIPTIONS**  
 Library Service—World.

## SOUTH HILL

Mecklenburg County—Map Location H-6  
 See SRDS consumer market map and data at beginning of the State.

### WJWS

(Established 1953)

Rates effective October 15, 1953. (Card No. 1.)  
 Card received March 30, 1955.

Owned and operated by Old Belt Broadcasting Corp.

#### Personnel

Gen'l & Com'l Mgr.—W. B. Hoffer.  
 Ass't Mgr. & Prog. Dir.—A. W. Walthall.

#### Representatives

None.

#### Mailing Instructions

Business Office, Studio and Transmitter—Chase City Highway, P. O. Box 216, South Hill, Va. Hillside 7-4007.

#### Wave—Power—Time

Operating power—1,000 watts.  
 Frequency—1370 kilocycles.  
 Non-directional.  
 Operates on Eastern Standard Time.  
 Licensed to operate daytime only.  
 Operating schedule: 6:00 a.m. to sundown week days, 7:55 a.m. to sundown Sundays.

#### Agency Commission

15% to recognized agencies on time only; 1% cash discount if paid by 10th of month. Bills rendered first of month; payable ten days.

#### General Advertising

Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Actual time of programs 30 seconds less than listed.

PROGRAMS	
1 hour.....	50.00
1/2 hour.....	30.00
1/4 hour.....	20.00

ANNOUNCEMENTS	
1 minute (specified time).....	7.00
1 minute (100 words).....	6.00
50 words (specified time station break).....	5.00
75 words (participating announcement).....	4.00

VOLUME DISCOUNTS		
1 time.....	156 times.....	35%
13 times.....	208 times.....	40%
26 times.....	280 times.....	45%
52 times.....	312 or more times.....	50%
104 times.....		80%

Each renewal or extension of a contract or order earns applicable discounts; discounts apply only to the period provided in the original order or renewals or continuation thereof without interruption. Discounts apply on gross rates for number of broadcasts or announcements within a period of one year from date of 10% after application of the schedule below will be allowed for 600 or more broadcasts in any 12 consecutive months period:

**SPECIAL FEATURES**  
 News Service—AP. No extra charge.  
**POLITICAL**  
 One time rate applies; payable in advance.

**Closing Time**  
 24 hours in advance of broadcast.

## STAUNTON (2 AM)

Augusta County—Map Location G-4  
 See SRDS consumer market map and data at beginning of the State.

### WAFB

(Established 1954)

Rates received July 6, 1954.  
 Owned and operated by American Home Broadcasting Corporation.

#### Personnel

Pres. & Gen'l Mgr.—Lloyd Goehenour.

#### Representatives

Thomas F. Clark Company, Inc.

#### Mailing Instructions

Business Office, Studio and Transmitter—Spring Hill Rd P. O. Box 448, Staunton, Va. Tuxedo 6-0100.

#### Wave—Power—Time

Operating power—1000 watts days.  
 Frequency—900 kilocycles.  
 Non-directional.  
 Licensed to operate daytime only.  
 Daylight Saving Time not observed.  
 Operating schedule: Sunrise to local sunset.

#### Agency Commission

15% to recognized agencies; no cash discount.

#### General Advertising

Accepts AAAA copyrighted contract.  
 Maximum length of contract one year.  
 No periods sold in bulk for resale.  
 Advertising of alcoholic beverages not acceptable.  
 Rates listed are for station time only and do not include use of talent other than regularly employed staff members. All programs and announcements are subject to approval of the station management.  
 Announcements and programs cannot be combined to earn additional discounts.  
 Broadcast time is 45 second less than indicated.

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	300 tl.
1 hour.....	45.00	42.75	40.50	38.25	36.00	33.75
1/2 hour.....	27.00	25.65	24.30	22.95	21.60	20.25
1/4 hour.....	18.00	17.10	16.20	15.30	14.40	13.50
10 minutes.....	13.50	12.80	12.10	11.40	10.70	10.00
5 minutes.....	9.00	8.55	8.10	7.65	7.20	6.75
1 minute.....	4.50	4.25	4.00	3.75	3.50	3.25
1/2 minute.....	3.00	2.85	2.70	2.55	2.40	2.25

#### SPECIAL FEATURES

News Service—UPI.  
 Participating Programs  
 "Lucky Leroy Show"—7:30 a.m. to 8:30 a.m.  
 "Ladies Program" with Mary Blain—11:05 a.m. to 11:20 a.m.  
 "Shenandoah Valley Round-Up"—11:20 a.m. to noon.  
 "Valley Rural Report"—12:15 p.m. to 12:45 p.m.  
 "Music of the Masters"—1:30 p.m. to 2:00 p.m.  
 "Dick Mawers House Party"—2:00 p.m. to 4:00 p.m.  
 "Lucky Leroy Show"—4:00 p.m. to 6:00 p.m.

### WTON

(Established 1945)



Rates effective March 1, 1952. (Card No. 2.)

Card received April 23, 1952.  
 Owned and operated by Charles P. Blackley.

#### Personnel

Owner and Gen'l Mgr.—Charles P. Blackley.  
 Station Manager—Charles E. Seebeck.

#### Representatives

Call Charles E. Seebeck collect, Tuxedo 6-6666.

#### Mailing Instructions

Business Office and Studios—Morrison Bldg., Staunton, Va. Tuxedo 6-6666.  
 Transmitter—Waynesboro Road, 1.6 miles from Staunton.

#### Wave—Power—Time

Operating power—250 watts.  
 Frequency—1240 kilocycles.  
 Non-directional.  
 Licensed to operate full time.  
 Daylight Saving Time not observed.  
 Operating schedule: 6:00 a.m. to midnight weekdays; 7:00 a.m. to midnight Sundays.

#### Agency Commission

15% to recognized agencies. No cash discount.

#### General Advertising

For combination rates see ABC Radio.  
 No periods sold in bulk for resale.  
 Advertising of alcoholic beverages other than beer not accepted.  
 Rates are for station time only; additional charges for talent and production service depending on type of program. All rates subject to change without notice. No contracts accepted for more than one year.

#### CLASS "A"

(6:00 p.m. to 11:00 p.m. week days; 12:00 noon to 11:00 p.m. Sundays)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Station 50	break wds.
1 time.....	60.00	36.00	24.00	12.00	6.00	4.80 4.20
13 times.....	57.00	34.20	22.80	11.40	5.70	4.56 3.99
26 times.....	54.00	32.40	21.60	10.80	5.40	4.32 3.78
52 times.....	51.00	30.60	20.40	10.20	5.10	4.08 3.57
104 times.....	48.00	28.80	19.20	9.60	4.80	3.84 3.36
208 times.....	45.00	27.00	18.00	9.00	4.50	3.60 3.15
416 times.....	42.00	25.20	16.80	8.40	4.20	3.36 2.94

#### CLASS "B"

(Before 6:00 p.m. and after 11:00 p.m. week days; before 12:00 noon and after 11:00 p.m. Sundays)

	1 time.....	13 times.....	26 times.....	52 times.....	104 times.....	208 times.....	416 times.....
42.00	25.20	16.80	8.40	4.20	3.36	2.94	2.52
39.90	23.94	15.96	7.98	3.99	3.19	2.79	2.39
37.80	22.68	15.12	7.56	3.78	3.02	2.65	2.25
35.70	21.42	14.28	7.14	3.57	2.86	2.50	2.14
33.60	20.16	13.44	6.72	3.36	2.69	2.35	2.00
31.50	18.90	12.60	6.30	3.15	2.52	2.21	1.87
29.40	16.64	11.76	5.88	2.94	2.35	2.05	1.73

#### SPECIAL FEATURES

News Service—AP.

#### Participating Programs

Monday through Friday:  
 "Coffee Pot"—6:00 a.m. to 8:45 a.m. Pop music, time, weather, temperature, news.  
 "The Ray Honaker Show"—11:00 a.m. to noon.  
 "Farm and Home Hour"—12:30 p.m. to 1:00 p.m. Late market reports; farm news.  
 "Keynotes with Keith"—3:00 p.m. to 4:00 p.m.  
 "Road Time"—4:00 p.m. to 5:00 p.m.  
 "Bob Davis at Large"—5:00 p.m. to 6:00 p.m.  
 "Curtain Time"—8:00 p.m. to 9:30 p.m.  
 Sunday:  
 "Bandorama"—1:30 p.m. to 5:00 p.m. All time pop hits.  
 "Sunday With The Classics"—8:05 p.m. to 11:55 p.m.

#### TRANSCRIPTIONS

Library Service—Lang-Worth.

## STUART

Patrick County—Map Location F-6  
 See SRDS consumer market map and data at beginning of the State.

(Call letters not received)

(C.P. 1,270 kc.; 1,000 w. days)

Mecklenburg Broadcasting Corp.  
 P. O. Box 1284  
 Martinsville, Va.

## SUFFOLK

Nansemond County—Map Location L-6  
 See SRDS consumer market map and data at beginning of the State.

### WLPM

(Established 1940)

Rates effective \_\_\_\_\_.  
 Rates received March 28, 1953.  
 Owned and operated by the Suffolk Broadcasting Corporation.

#### Personnel

General Manager—Fred L. Hart.  
 Commercial Manager—L. Earl Hundley.

#### Representatives

Call station direct, Suffolk 2394, collect.

#### Mailing Instructions

Business Office, Studio and Transmitter—Radio Bldg., Richmond Highway, Suffolk, Va.

#### Wave—Power—Time

Operating power—250 watts.  
 Frequency—1450 kilocycles.  
 Non-directional.  
 Licensed to operate full time on local channel.  
 Operates on Eastern Time.  
 Operating schedule: 7:00 a.m. to midnight Sunday; 6:00 a.m. to midnight weekdays.

#### Agency Commission

Agency commission 15% to recognized advertising agencies. No cash discount. Bills rendered monthly. Due ten days after rendition.

#### General Advertising

For combination rates see Mutual Broadcasting System and Keystone Network.  
 Rates include charges by owners of music copyrights. The following rates are for national advertising.

	1 tl.	26 tl.	52 tl.	100 tl.	300 tl.
1 hour.....	40.00	36.00	32.00	30.00	24.00
1/2 hour.....	20.00	18.00	16.00	15.00	12.00
1/4 hour.....	10.00	9.00	8.00	7.50	6.00
10 minutes.....	8.00	7.20	6.40	6.00	4.80
5 minutes.....	5.00	4.50	4.00	3.75	3.00
1 minute.....	4.00	3.60	3.40	3.20	3.00
30 seconds or 50 words.....	3.00	2.70	2.40	2.25	1.80

Frequency discounts apply to contracts covering periods of one year or less and are not retroactive.

#### Closing Time

Contracts close one week in advance of first broadcast. Announcement copy, transcriptions and talks 24 hours in advance.

## TASLEY

Accomack County—Map location M-4.  
 See SRDS consumer market map and data at beginning of the State.

### WESR

(Established 1957)

Rates effective October 1, 1957.  
 Rates received October 16, 1957.  
 Owned and operated by The Accomack-Northampton Broadcasting Co., Inc.

#### Personnel

President—Vernon H. Baker.  
 Gen'l & Com'l Mgr. & Vice-Pres.—Brooks Russell.

#### Representatives

Southeast—Forjoe & Company, Inc.

#### Mailing Instructions

Business Office and Studio—Eastern Shore Radio Center, P. O. Box 1330, Tasley, Va.  
 Transmitter—

#### Wave—Power—Time

Operating power—1,000 watts days.  
 Frequency—1330 kilocycles.  
 Directional.  
 Licensed to operate daytime.  
 Operating schedule: \_\_\_\_\_.

#### Agency Commission

15% to recognized agencies; no cash discount. Bills rendered monthly, payable 10th.

#### General Advertising

Affiliated with Keystone Network.  
 Rates are for station time only. All program matter subject to the approval of station.

#### ANNOUNCEMENTS

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	5.95	4.40	104 times.....	4.25 3.15
13 times.....	5.30	4.05	156 times.....	4.05 2.95
26 times.....	4.70	3.75	260 times.....	3.95 2.82
52 times.....	4.40	3.50	365 times.....	3.62 2.50

#### SPOT PACKAGE RATES

(Annual schedule)

	1 min.	30 sec.
520 spots (average 10 weekly).....	3.45	2.45
730 spots (average 14 weekly).....	3.10	2.20
1095 spots (average 21 weekly).....	2.85	2.00

#### SPECIAL FEATURES

News Service—AP.  
 Time signals, special slogans and time segments not shown—rates on request.

#### Closing Time

24 hours in advance of broadcast.

## VIRGINIA BEACH

Princess Anne County—Map Location M-6  
 See SRDS consumer market map and data at beginning of the State.

See Norfolk-Portsmouth-Hampton-Newport News

# WARRENTON (2 AM)

Fauquier County—Map Location J-3  
See SRDS consumer market map and data at beginning of the State.

## WEER

(Established 1957)

Rates effective November 22, 1957.  
Rates received October 7, 1957.  
Owned and operated by The OK Broadcasting Co.

### Personnel

President—George Oleson.  
General Manager—Arthur Keller.  
Sales Manager—Donald Herman.

### Representatives

Hil F. Best Company.

### Mailing Instructions

Business Office and Studio—P. O. Box 817, Warrenton, Va. Phone 1500.  
Transmitter—

### Wave—Power—Time

Operating power—500 watts days.  
Frequency—1570 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Operating schedule: 6:00 a.m. to local sunset.

### Agency Commission

15% on time only; no cash discount. Bills due 10th of month.

### General Advertising

Affiliated with Keystone Network.  
ASCAP and BMI licenses.  
Beer and wine advertising accepted.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time....	40.00	24.00	16.00	12.00	10.00
13 times..	38.00	22.80	15.20	11.40	9.50
26 times..	36.00	21.60	14.40	10.80	9.00
52 times..	34.00	20.40	13.60	10.20	8.50
104 times..	32.00	19.20	12.80	9.60	8.00
156 times..	30.00	18.00	12.00	9.00	7.50
260 times..	28.00	16.80	11.20	8.40	7.00
312 times..	26.00	15.60	10.40	7.80	6.50

### SPOT PACKAGE PLANS

Per ann.	1 min.	30 sec.	1 min.	30 sec.
1 time....	7.50	5.63	65 times....	5.75
13 times..	7.00	5.25	78 times....	5.50
26 times..	6.50	4.88	104 times....	5.25
39 times..	6.25	4.69	156 times....	5.00
52 times..	6.00	4.50	312 times....	4.50

Automotive rate, 5.00, with no frequency discount.

## WKTF

(Established 1957)



Rates effective January 1, 1958.  
Rates received December 23, 1957.  
Owned and operated by WKTF, Inc.

### Personnel

President—Martha Rountree  
Vice-President—Ruth Montgomery.  
General Manager—Bernie Mahoney.

### Representatives

Weed Radio Corporation.

### Mailing Instructions

Business Office and Studio—Warren Green Hotel, Warrenton, Va.  
Transmitter—Warrenton, Va.

### Wave—Power—Time

Operating Power—5,000 watts days.  
Frequency—1420 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Operating schedule: 6:00 a.m. to local sunset.

### Agency Commission

15% on time charges only; no cash discount. Bills payable when rendered.

### General Advertising

Beer and wine advertising accepted.  
Time periods are continuous and no period in excess of 1-minute may be purchased as such and scheduled at staggered times. Frequency discounts allowable only on a continuous schedule as contracted.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time....	90.00	54.00	36.00	27.00	15.00
13 times..	85.00	50.00	33.00	25.00	14.00
26 times..	80.00	45.00	30.00	23.00	13.00
52 times..	70.00	40.00	26.00	21.00	12.00
104 times..	60.00	35.00	22.00	19.00	11.00
156 times..	50.00	30.00	18.50	16.00	10.00
312 times..	40.00	25.00	15.00	12.50	8.00

### ANNOUNCEMENTS

	100 wds.	50 wds.	Time Signals
1 time.....	9.00	6.50	4.50
13 times.....	8.50	6.00	4.00
26 times.....	7.75	5.50	3.50
52 times.....	6.75	4.75	3.00
104 times.....	5.50	4.00	2.50
156 times.....	4.25	3.00	2.00
312 times.....	3.00	2.00	1.50

### SATURATION PLAN PACKAGES

PACKAGE "A"—100 or more time signals per month for 6 months, each.....	1.00
PACKAGE "B"—30 100-word spots and 30 time signals in 15 days.....	250.00
PACKAGE "C"—20 100-word spots and 20 time signals in 7 days.....	180.00
PACKAGE "D"—15 100-word spots in 48 hours.....	75.00

Specially tailored package rates on request.

### SPECIAL FEATURES

Newscasts and sports—regular rates apply.

### POLITICAL

Regular rates apply; payable in advance.

# WARSAW

Richmond County—Map Location L-4.

See SRDS consumer market map and data at beginning of the State.

## WNNT

(Established 1949)

Rates effective February 15, 1950.  
Rates received January 25, 1950.  
Revision received June 2, 1952.

Owned and operated by Northern Neck and Tidewater Broadcasting Co.

### Personnel

Owner & Gen'l Mgr.—Grayson Headley.  
Chief Eng. & Sports Dir.—W. Dean Loudy.  
News Director—Bill Allison.  
Commercial Manager—Ruth Richey Rouzie.  
Ass't Com'l Mgr. & Pub. Rel. Dir.—Patricia Parker.  
Administrative Assistant—Chris Naumann.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—Warsaw, Va., Edgewater 3-6900.

Transmitter—Warsaw, Va., Warsaw 690.

### Wave—Power—Time

Operating power—250 watts days.  
Frequency—690 kilocycles.  
Non-directional.

Licensed to operate sunrise to sunset.

Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: During summer months—Sundays 7:30 a.m. to 7:30 p.m.; week days 6:00 a.m. to 7:30 p.m.

### Agency Commission

15% to recognized agencies on time only; no cash discount. Bills rendered 1st of month; payable when rendered.

### General Advertising

Affiliated with Keystone Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Maximum length of contract one year.

Two or more program units of 15 minutes or more broadcast on the same day for the same sponsor may be combined to earn 1/2 hour, 3/4 or 1 hour rate, whichever applies.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	40.00	30.00	20.00	10.00	5.25	3.50
13 times....	39.00	28.50	19.00	9.50	5.00	3.50
26 times....	38.00	27.00	18.00	9.00	4.75	3.25
52 times....	37.00	25.50	17.00	8.50	4.50	3.25
104 times....	36.00	24.00	16.00	8.00	4.25	3.00
312 times....	35.00	22.50	15.00	7.50	4.00	3.00

(\*) One minute or 100 words.

(†) 1/2 minute or 50 words.

10 minute periods are 75 per cent of cost of 15 minute periods.

### SPECIAL FEATURES

News Service—UPI.

### POLITICAL

Rates on request.

### TRANSCRIPTIONS

Library Service—Standard.

### Closing Time

Twenty-four hours in advance of broadcast.

# WAYNESBORO

Augusta County—Map Location G-4.

See SRDS consumer market map and data at beginning of the State.

## WAYB

(Established 1947)



Rates effective January 1, 1949.

Owned and operated by Waynesboro Broadcasting Corp.

### Personnel

Pres. & Gen'l Mgr.—N. Wilbur Kidd.  
Sales Manager—Al Charles.

### Representatives

Donald Cooke, Inc.

### Mailing Instructions

Business Office and Studio—526 W. Main St., P. O. Box 938, Waynesboro, Va. WH 3-6066.  
Transmitter—Hermitage Rd., Waynesboro, Va. WH 2-6066.

### 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 not observed.

Operating schedule: Monday through Saturday 6:30 a.m. to midnight; Sunday 7:30 a.m. to midnight.

### 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 Mutual Broadcasting System. Affiliated with Keystone Network.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

Maximum length of contract one year. No periods sold in bulk for resale.

CLASS "A"  
(6:00 p.m. to 12:00 midnight week days and all day Sundays)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	1/2 min.
1 time.....	45.00	27.00	16.20	8.50	4.00	2.40
13 times....	42.75	25.65	15.40	8.10	3.80	2.30
26 times....	40.50	24.30	14.60	7.65	3.60	2.15
52 times....	38.25	22.95	13.80	7.25	3.40	2.05
156 times....	36.00	21.60	13.00	6.80	3.20	1.90

### CLASS "B"

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	1/2 min.
1 time.....	40.00	24.00	14.40	7.25	3.25	2.25
13 times....	38.00	22.80	13.70	6.90	3.10	2.15
26 times....	36.00	21.60	12.95	6.50	2.95	2.05
52 times....	34.00	20.40	12.25	6.15	2.75	1.90
156 times....	32.00	19.20	11.50	5.80	2.60	1.80

# VIRGINIA

### SPECIAL FEATURES

News Service—AP. No extra charge.

### POLITICAL

Regular rates apply. Payable in advance.

### TRANSCRIPTIONS

Library Service—World.

### Closing Time

Twenty-four hours in advance of broadcast.

# WINCHESTER (1 AM; 1 FM)

Frederick County—Map Location H-2

See SRDS consumer market map and data at beginning of the State.

## WINC

(Established 1941)



Rates effective ———.

Rates received November 4, 1958.

Owned and operated by Richard Field Lewis, Inc.

### Personnel

President—Marion Lewis.  
Commercial Manager—Phillip Whitney.

### Representatives

Forjoe & Company, Inc.  
Philadelphia—Morton Lowenstein.

### Mailing Instructions

Business Office and Studio—WINC Building, Winchester, Virginia.  
Transmitter—Winchester, Va.

### Wave—Power—Time

Operating power—250 watts.

Frequency—1100 kilocycles.

Non-directional.

Licensed to operate full time on local channel.

Operates on Eastern Time.

Operating schedule: 5:55 a.m. to 11:15 p.m.

### Agency Commission

15%; no cash discount.

### General Advertising

Affiliated with Green Valley Group.

For FM facilities see listing of WRFL-FM.

Rates include music copyright fees.

### CLASS "A"

	1 hr.	1/2 hr.	1/4 hr.	5 min.	105 tl.	313 tl.
1 hour.....	40.00	39.00	37.50	36.50	35.00	
1/2 hour.....	25.00	24.25	23.50	22.75	22.00	
1/4 hour.....	17.50	17.00	16.50	16.00	15.50	
10 minutes....	13.50	13.20	12.85	12.45	12.00	
5 minutes.....	11.00	10.75	10.50	10.25	10.00	
1 minute.....	6.50	6.40	6.25	6.10	6.00	
Time signal....	3.25	3.20	3.10	3.05	3.00	

### CLASS "B"

	1 hr.	1/2 hr.	1/4 hr.	5 min.	105 times.....	313 times.....
1 time.....	6.50	3.25	3.10	3.05	6.10	3.05
27 times....	6.40	3.20	3.10	3.05	6.00	3.00
53 times....	6.25	3.10				

(\*) 1 minute or station break.  
(†) Time signal (15 words or less).

### SPECIAL FEATURES

News Service—AP. No extra charge.

### POLITICAL

Regular rates apply. No frequency discounts. Payment must accompany order.

## WRFL

—FM—  
(Established 1940)



# VIRGINIA—VIRGIN ISLANDS

## WYTHEVILLE

Wythe County—Map Location D-6  
See SRDS consumer market map and data at beginning of the State.

### WYVE

(Established 1949)



Rates effective August 1, 1957.  
Rates received July 29, 1957.  
Owned and operated by Wythe County Broadcasting Co.

#### Personnel

General Manager—Arthur M. Gates, Jr.  
Program Director—Frank Fox Ludamood.  
News and Sports Director—Ed Zuber.

#### Representatives

None.

#### Mailing Instructions

Business Office and Studio—P. O. Box 534, WYVE Building, 195 S. First St., Wytheville, Virginia, Capitol 8-3185.

Transmitter—1-1/2 miles from studio on Cove Road, Wytheville, Va.

#### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1280 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Eastern Standard Time.  
Operating schedule: 6:00 a.m. to sunset week days; 7:00 a.m. to sunset Sundays.

#### Agency Commission

15% to recognized agencies on time only; no cash discount. Bills rendered 2nd day of each month payable on or before 10th. 10% discount for programs that are transcribed and require no local production or copy.

#### General Advertising

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverages not acceptable.  
No contract acceptable more than 60 days in advance nor to continue longer than 52 consecutive weeks.  
Programs and announcements may not be combined to earn greater discounts.  
Program time is 30 seconds less than listed.  
Length of commercial copy; NAB Standards.

	1	1/2	1/4	5	1	30
	hr.	hr.	hr.	min.	min.	sec.
1 time..	40.00	24.00	14.50	7.25	4.00	3.00
13 times..	38.00	22.00	13.00	6.75	3.75	2.75
26 times..	35.00	19.00	11.00	6.25	3.50	2.50
52 times..	30.00	17.00	10.00	5.75	3.00	2.00
312 times..	25.00	12.00	8.00	5.00	2.75	1.75
1,000 times					2.00	1.00

#### SPECIAL FEATURES

News Service—UPI. Where regular service and staff is used, regular rates apply. Special service—rates on request.

#### Participating Programs

"Morning Show"—6:00 a.m. to 8:30 a.m. Monday through Saturday.  
"Listen Ladies"—10:45 a.m. to 11:30 Monday through Friday.  
"Farmers Show"—12:30 p.m. to 1:00 p.m. Monday through Friday.  
"Wythe County Jamboree"—1:05 p.m. to 2:00 p.m. Monday through Friday.  
"1280 Klub"—3:00 p.m. to 4:30 p.m. Monday through Friday.  
"Newsicale"—5:30 p.m. to sign-off.

#### POLITICAL

Regular rates apply; payable in advance. Copy of talk must be submitted 24 hours in advance or recording made at sponsor's expense.  
Closing Time  
24 hours in advance of broadcast.

# VIRGIN ISLANDS

## CHRISTIANSTED-

## FREDERIKSTED

(St. Croix)

### WIVI

(Established 1952)

Rates effective March 31, 1958.  
Rates received March 26, 1958.

#### Personnel

President—Hazel M. Higdon.  
Vice-President—Floyd K. Foster.  
Program Director—Ron de Lugo.

#### Representatives

Pan American Broadcasting Company.

#### Mailing Instructions

Business Office—P. O. Box 931, St. Croix, V. I. Phone 28.  
Other studios—Virgin Isle Hotel, Charlotte Amalie, St. Thomas, V. I.  
Transmitter—Fort Louise Augusta, St. Croix, V. I. Croix, Virgin Islands.

#### Wave—Power—Time

Operating power—250 watts.  
Frequency—1040 kilocycles.  
Licensed to operate full time.  
Operates on Atlantic Standard Time.  
Operating schedule: 5:45 a.m. to midnight, except Sundays.

#### Agency Commission

15% on time only; no cash discount. Bills rendered 1st of month, payable when rendered.

#### General Advertising

The following rates are for both national and local advertising.  
Station WIVI is an affiliate of World Wide Broadcasting System, General Keystone Broadcasting System, and Voice of America.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	25.00	15.00	10.00	6.25
13 times.....	23.75	14.25	9.50	5.95
26 times.....	22.50	13.50	9.00	5.65
52 times.....	21.25	12.75	8.50	5.35
104 times.....	20.00	12.00	8.00	5.05
156 times.....	18.75	11.25	7.50	4.75
260 times.....	17.50	10.50	7.00	4.45
312 times.....	16.25	9.75	6.50	4.15

#### ANNOUNCEMENTS

	1 min.	45 sec.	30 sec.	15 sec.
1 time.....	3.10	2.60	2.00	1.40
13 times.....	3.00	2.50	1.90	1.30
26 times.....	2.80	2.40	1.80	1.20
52 times.....	2.70	2.35	1.70	1.10
104 times.....	2.60	2.30	1.65	1.00
156 times.....	2.50	2.25	1.60	.95
260 times.....	2.40	2.20	1.55	.90
312 times.....	2.30	2.15	1.50	.85
400 times.....	2.20	2.10	1.45	.80
500 times.....	2.10	2.05	1.40	.75

#### SPECIAL FEATURES

News—20% of contract rate additional for use of complete news facilities.

"News of the Virgin Islands"—6:00 p.m. to 6:15 p.m.

Time Signals—(minimum) three times per day, Monday through Saturday, consisting of correct time and 15 words, 25.00 per week. Additional weeks subject to Class "A" one hour discount.

"English-Spanish" Program—1:00 p.m. to 3:00 p.m. Monday through Friday.

#### Participating Programs

"Rise & Shine"—7:00 a.m. to 10:00 a.m.  
"Carle's Corner"—10:30 a.m. to noon.  
"1040 Club"—4:00 p.m. to 6:00 p.m.  
"Atty at Night"—9:30 p.m. to 10:30 p.m.  
"Calypso Tent"—6:30 p.m. to 6:45 p.m.

#### POLITICAL

Regular rates apply; payable in advance. Copy of talk must be submitted 24 hours in advance.

#### TRANSCRIPTIONS

Library Service—Standard.

#### Closing Time

24 hours before broadcast.

# ST. THOMAS

## WSTA

(Established 1950)

Rates effective August 1, 1950. (Card No. 2)

Card received November 21, 1955.

Owned and operated by William N. Greer.

#### Personnel

Owner and Manager—William N. Greer.

Commercial Manager—Mrs. Nellie Greer.

#### Representatives

Intercontinental Services, Ltd.

#### Mailing Instructions

Mailing Address—P. O. Box 538, Charlotte Amalie, St. Thomas, V.I., telephone 489.  
Studio and Transmitter—French Village, St. Thomas, V. I.

#### Wave—Power—Time

Operating power—250 watts.  
Frequency—1340 kilocycles.  
Licensed to operate unlimited time.  
Operates on Atlantic Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:30 a.m. to 12:00 midnight daily.

#### Agency Commission

15% to recognized agencies on time only; no cash discount. Bills rendered 1st of the month; payable when rendered.

#### General Advertising

Rates include music copyright fees.  
ASCAP and BMI licenses.  
Rates shown herein are for station time, and include use of turntables and one announcer only. All other services, talent, etc., are extra.  
Commercial announcements within a program cannot exceed 15% of the time. All broadcasts must be in English, except by special arrangement. Two weeks prior to written notice required for cancellation of any contract.

#### CLASS "A"

	1	1/2	1/4	5	1	(*)	(†)	(‡)
	hr.	hr.	hr.	min.	min.	min.	min.	min.
1 time....	30.00	17.50	10.00	6.00	3.00	1.75	1.00	
13 times..	28.50	16.63	9.50	5.70	2.85	1.66	.95	
26 times..	27.00	15.75	9.00	5.40	2.70	1.58	.90	
52 times..	25.50	14.88	8.50	5.10	2.55	1.49	.85	
104 times..	24.00	14.00	8.00	4.80	2.40	1.40	.80	
312 times..	22.50	13.12	7.50	4.50	2.25	1.31	.75	

#### CLASS "B"

	1	1/2	1/4	5	1	(*)	(†)	(‡)
	hr.	hr.	hr.	min.	min.	min.	min.	min.
1 time....	25.00	14.00	7.50	4.00	2.50	1.40	.75	
13 times..	23.75	13.30	7.13	3.80	2.38	1.33	.71	
26 times..	22.50	12.60	6.75	3.60	2.25	1.26	.67	
52 times..	21.25	11.90	6.38	3.40	2.15	1.19	.64	
104 times..	20.00	11.20	6.00	3.20	2.00	1.12	.60	
312 times..	18.75	10.50	5.63	3.00	1.88	1.05	.56	

(\*) One minute or 100 words.

(†) 1/2 minute or 50 words.

(‡) 1/4 minute or 25 words.

Rates for station break announcements on an exclusive basis will be quoted on request.

#### SPECIAL FEATURES

News Service—AP Radio Teletype. Service charge per 15 minutes 1.50.

Time signals on the half hour only, 3 times daily with 50 words, per week 25.00; full schedule (minimum of 440 per month) 300.00.

#### Participating Programs

"Over the Coffee Cups"—7:30 a.m. to 9:00 a.m.  
"Requestfully Yours"—4:00 p.m. to 6:00 p.m.  
"The Late Show"—10:00 p.m. to 12:00 midnight.

#### POLITICAL

One time rate; cash in advance, no discounts.

#### Closing Time

24 hours in advance of broadcast.

# A media buyer's view of media advertising

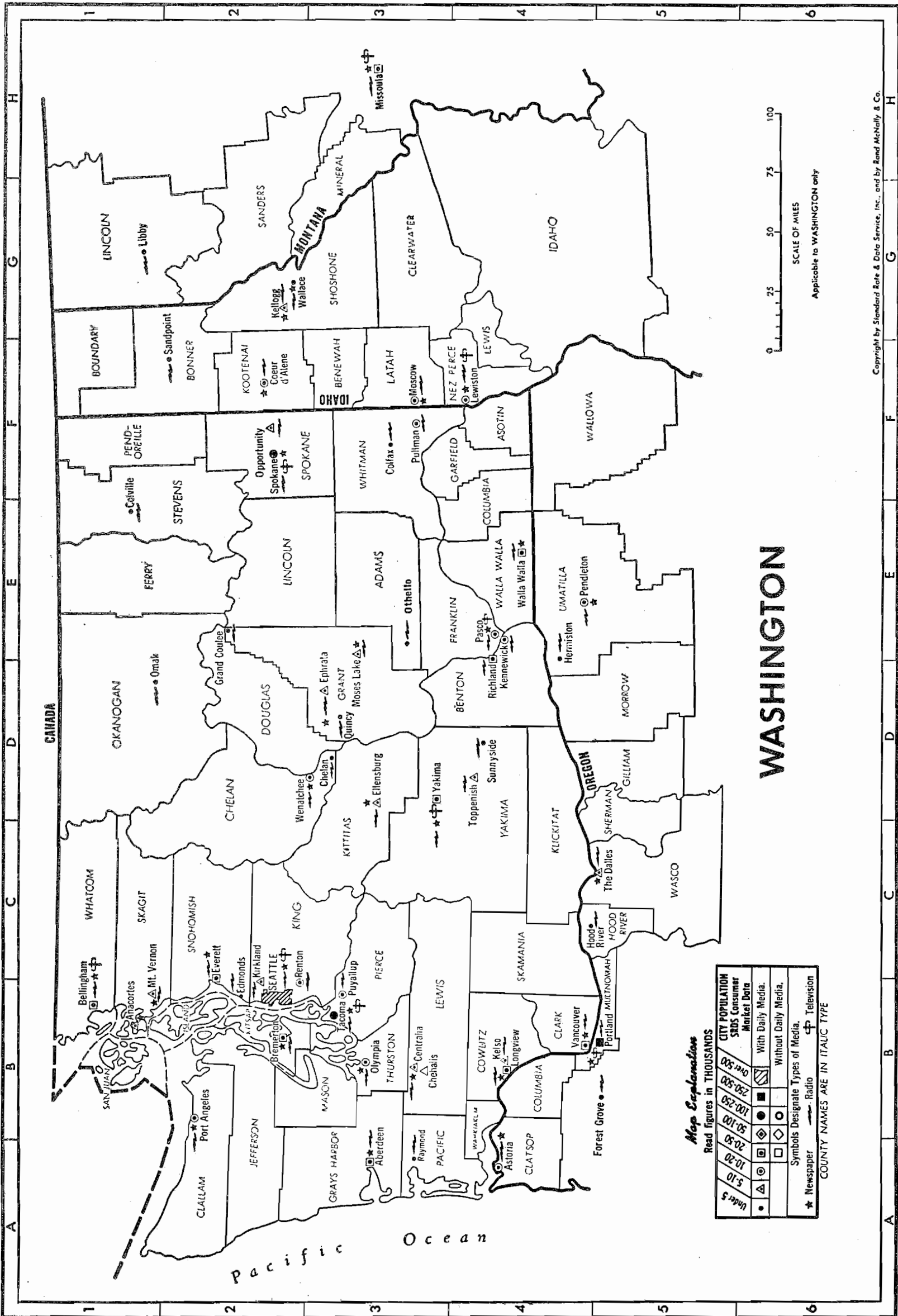
Some spokesmen for media tell us information makes poor advertising . . . that common sense is a drab motive for which advertisers grudgingly give up their cash . . . that there is no use insisting on formulae for copy which do not appeal to the emotions.

If a medium insists on appealing to this human weakness to the exclusion of telling something useful about the space or time for sale, it greatly underestimates the intelligence of SRDS subscribers.

We users of SRDS publications are not opposed to the emotional appeal in advertising . Our lives are largely guided by emotion. We do not deny that some of our purchases are and will continue to be influenced by emotion. We do not deny the right of media nor of ourselves to employ within the limits of good taste and honesty an emotional appeal that will sell advertising or goods or services at minimum cost.

But to say that the sum total of advertising is the emotional appeal is like saying that the sum total of woman is her beauty appeal. Advertising, as well as some women, would have a hard time qualifying if that was all there was to the argument.

GxF358



SCALE OF MILES  
0 25 50 75 100  
Applicable to WASHINGTON only

# WASHINGTON

**Map Explanations**  
Read figures in THOUSANDS

CITY POPULATION	SRDS Consumer Market Data	Media Type
Over 500	▨	With Daily Media.
250-500	▩	Without Daily Media.
100-250	◼	Without Daily Media.
50-100	◻	Without Daily Media.
20-50	◻	Without Daily Media.
10-20	◻	Without Daily Media.
5-10	◻	Without Daily Media.
Under 5	◻	Without Daily Media.

Symbols Designate Types of Media.  
 ★ Newspaper    ◻ Radio    ⊕ Television  
 COUNTY NAMES ARE IN ITALIC TYPE

Copyright by Standard Rate & Data Service, Inc., and by Rand McNally & Co.



# WASHINGTON

## 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.

Aberdeen—Grays Harbor  
Bellingham—Whatcom  
Bremerton—Kitsap

Everett—Snohomish  
Longview—Cowlitz  
Olympia—Thurston

Richland—Benton  
Seattle—King  
Spokane—Spokane

Tacoma—Pierce  
Vancouver—Clark  
Walla Walla—Walla Walla

Yakima—Yakima

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>WASHINGTON STATE</b>	<b>2,772.8</b>	<b>878.45</b>	<b>5,315,680</b>	<b>6,051</b>	<b>3,284,623</b>	<b>806,631</b>	<b>117,464</b>	<b>406,941</b>	<b>145,455</b>	<b>155,711</b>	<b>511,535</b>	<b>268,924</b>	<b>273.5</b>	<b>835,044</b>
TOTALS.....	2,772.8	878.45	5,315,680	6,051	3,284,623	806,631	117,464	406,941	145,455	155,711	511,535	268,924	273.5	835,044
ADAMS E-3.....	11.2	3.64	32,136	8,829	17,661	3,059	1,149	1,519	424	181	2,475	1,966	2.6	30,572
ASOTIN F-4.....	12.7	4.14	23,251	5,616	8,035	2,564	236	717	297	494	468	912	1.3	4,616
BENTON D-4.....	73.3	20.83	106,094	5,093	59,227	19,912	3,961	4,351	2,691	3,117	7,025	6,811	6.5	26,879
Richland.....	29.3	7.79	48,155	6,182	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
CHELAN D-2.....	45.5	14.78	95,858	6,486	63,026	15,696	2,438	7,359	2,924	2,430	11,130	6,012	9.3	46,985
CLALLAM A-2.....	29.4	9.43	53,070	5,628	28,995	9,333	877	2,889	1,166	1,290	4,210	2,495	4.2	4,356
CLARK B-4.....	83.2	25.08	127,447	5,082	80,646	23,202	3,164	6,449	2,661	5,074	13,925	8,013	15.5	12,827
Vancouver.....	43.4	13.48	79,385	5,889	53,542	14,461	2,267	4,833	2,397	4,362	11,685	5,014	.....	.....
COLUMBIA E-4.....	4.3	1.46	9,556	6,545	5,300	1,131	127	191	150	180	337	298	1.5	15,900
COWLITZ B-4.....	59.4	18.39	109,733	5,967	63,008	16,405	2,437	6,134	2,500	4,101	10,967	6,836	5.3	3,922
Longview.....	24.1	7.67	48,392	6,309	40,536	10,175	1,733	5,117	2,069	2,453	8,208	2,976	.....	.....
DOUGLAS D-2.....	13.9	4.33	30,792	7,111	5,185	1,489	195	136	188	134	802	519	4.2	27,610
FERRY E-1.....	3.6	1.07	5,551	5,188	840	172	49	313	18	25	35	104	1.8	1,834
FRANKLIN E-4.....	23.6	7.46	48,642	6,520	34,905	6,680	1,415	3,516	1,513	958	9,336	3,348	1.6	15,170
GARFIELD F-4.....	2.7	.87	6,910	7,943	4,582	782	38	113	128	245	550	167	1.3	14,855
GRANT D-3.....	48.5	14.10	91,411	6,483	49,976	11,093	1,664	3,197	2,037	2,132	8,485	5,451	4.2	41,399
GRAY'S HARBOR A-3.....	55.5	18.24	95,140	5,216	64,239	17,902	1,720	6,576	2,281	2,817	11,958	4,572	4.7	5,096
Aberdeen.....	22.0	7.68	41,181	5,362	39,221	10,203	978	4,405	1,846	1,906	8,960	2,092	.....	.....
ISLAND B-2.....	14.9	4.67	24,495	5,245	10,846	2,857	373	1,093	263	617	1,932	1,087	2.8	3,699
JEFFERSON A-2.....	9.4	2.78	18,697	6,726	7,584	3,016	311	449	197	453	836	742	1.1	1,255
KING C-2.....	863.8	286.03	1,971,033	6,891	1,223,894	277,791	42,006	180,354	62,887	55,844	168,277	91,083	20.8	25,915
Seattle.....	581.4	196.10	1,429,625	7,290	999,509	206,757	33,034	169,161	57,616	45,395	129,293	66,320	.....	.....
Seattle Metro Area.....	863.8	286.03	1,971,033	6,891	1,223,894	277,791	42,006	180,354	62,887	55,844	168,277	91,083	.....	.....
KITSAPO B-2.....	79.8	25.02	129,979	5,195	84,465	24,994	4,132	8,826	2,821	4,163	13,227	6,483	6.0	2,567
Bremerton.....	30.7	10.46	54,694	5,229	52,797	11,232	3,237	8,095	2,393	2,789	9,827	3,006	.....	.....
KITTITAS C-3.....	22.1	6.84	38,924	5,691	24,884	5,569	639	1,351	866	1,018	3,268	4,289	5.1	14,835
KLICKITAT C-4.....	12.7	4.08	19,648	4,816	9,931	2,563	323	923	42	171	1,698	1,647	3.5	12,477
LEWIS B-3.....	43.2	13.82	67,319	4,871	48,777	12,041	1,146	4,185	1,656	2,407	7,721	4,061	11.9	11,340
LINCOLN E-2.....	10.2	3.26	27,160	8,331	11,694	1,866	323	370	183	197	1,862	664	4.2	47,633
MASON B-3.....	17.6	5.80	30,197	5,206	14,053	4,830	183	2,049	93	550	2,296	1,425	2.9	1,202
OKANOGAN D-1.....	30.8	9.40	53,600	5,702	20,512	5,283	701	1,864	566	926	3,670	2,589	8.8	19,954
PACIFIC A-3.....	16.8	5.71	26,356	4,616	13,396	4,543	576	1,152	58	497	2,182	1,925	2.3	2,185
PEND OREILLE F-1.....	7.5	2.34	12,962	5,539	7,419	2,108	306	630	195	29	1,507	1,086	2.0	1,581
PIERCE C-3.....	324.2	95.07	559,772	5,888	344,163	93,062	11,934	44,624	14,201	18,830	55,016	28,043	13.8	18,129
Tacoma.....	160.0	54.77	326,883	5,968	269,477	65,314	7,864	39,265	12,725	15,915	43,960	17,791	.....	.....
Tacoma Metro Area.....	324.2	95.07	559,772	5,888	344,163	93,062	11,934	44,624	14,201	18,830	55,016	28,043	.....	.....
SAN JUAN B-1.....	3.2	1.21	6,204	5,127	2,417	991	123	222	44	61	257	159	.9	905
SKAGIT C-1.....	46.7	14.66	82,432	5,623	65,358	13,776	1,705	5,420	3,103	3,361	12,901	5,390	9.8	18,718
SKAMANIA C-4.....	5.2	1.68	10,967	6,528	2,258	719	146	326	.....	85	233	318	.9	1,375
SNOHOMISH C-2.....	138.5	45.16	233,287	5,166	133,901	38,404	3,149	12,550	5,067	6,688	23,187	13,158	16.7	16,905
Everett.....	37.3	13.18	78,673	5,969	70,691	17,851	1,707	10,156	3,836	3,504	14,907	5,046	.....	.....
SPOKANE F-2.....	281.6	89.39	537,887	6,017	366,060	87,502	11,807	54,608	17,691	17,767	62,910	25,484	12.6	37,006
Spokane.....	189.9	63.36	396,623	6,260	317,617	72,512	10,498	53,102	17,138	16,210	52,846	19,021	.....	.....
Spokane Metro Area.....	281.6	89.39	537,887	6,017	366,060	87,502	11,807	54,608	17,691	17,767	62,910	25,484	.....	.....
STEVENS E-1.....	21.9	6.57	24,897	3,789	18,341	4,603	651	3,281	242	513	3,994	1,967	8.7	9,629
THURSTON B-3.....	50.1	16.44	104,160	6,336	67,621	17,797	7,054	4,079	4,309	3,975	10,745	5,788	8.2	6,018
Olympia.....	17.7	6.35	48,326	7,610	56,452	13,076	6,582	3,377	4,309	3,360	10,086	4,413	.....	.....
WAHIAKUM B-4.....	3.0	.94	5,848	6,221	1,826	389	89	420	103	47	53	469	1.7	2,357
WALLA WALLA E-4.....	45.7	14.81	78,390	5,293	46,126	9,407	1,526	5,566	2,117	2,953	6,750	3,305	4.6	38,411
Walla Walla.....	26.1	7.96	47,717	5,995	42,978	8,712	1,421	5,275	2,117	2,650	6,372	2,836	.....	.....
WHATCOM C-1.....	71.2	23.27	106,860	4,592	62,223	14,343	1,796	6,306	3,327	2,561	8,438	3,955	17.3	26,172
Bellingham.....	38.2	13.30	71,391	5,368	44,509	10,409	1,393	5,566	3,134	2,199	5,611	2,738	.....	.....
WHITMAN F-3.....	33.9	9.76	69,496	7,120	41,002	7,989	1,593	1,971	1,081	1,031	8,114	3,203	8.8	86,839
YAKIMA D-4.....	152.0	45.92	239,519	5,216	170,247	40,768	5,402	20,862	5,365	7,789	28,758	13,100	34.1	175,916
Yakima.....	43.8	14.77	87,046	5,893	102,693	20,139	3,478	17,375	4,018	4,748	19,226	7,059	.....	.....
Yakima Metro Area.....	152.0	45.92	239,519	5,216	170,247	40,768	5,402	20,862	5,365	7,789	28,758	13,100	.....	.....

## 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
Chelan	14,780	14,220	.0291	Lincoln	3,260	3,130	.0064
Clallam	9,430	9,070	.0186	Mason	5,800	5,640	.0115
Clark	25,080	24,380	.0499	Okanogan	9,400	8,950	.0183
Columbia	1,460	1,420	.0029	Pacific	5,710	5,550	.0114
Cowlitz	18,390	17,880	.0366	Pend Oreille	2,340	2,210	.0045
Douglas	4,330	4,160	.0085	Pierce	95,070	92,410	.1890
Ferry	1,070	1,000	.0020	San Juan	1,210	1,170	.0024
Franklin	7,460	7,180	.0147	Skagit	14,660	14,110	.0289
Garfield	870	850	.0017	Skamania	1,680	1,600	.0033
Grant	14,100	13,570	.0278	Snohomish	45,160	43,900	.0898
Grays Harbor	18,240	17,550	.0359	Spokane	89,390	86,900	.1777
Island	4,670	4,540	.0093	Stevens	6,570	6,320	.0129
Jefferson	2,780	2,700	.				

# WASHINGTON

See SRDS consumer market map and data at beginning of the State.

## STATE NETWORK

### Cascade Radio Group

Rates effective October 1, 1958.  
Rates received October 2, 1958.  
Send all correspondence to: Radio Station KIMA,  
P. O. Box 702, Yakima, Wash.

**Personnel**  
Manager—W. B. Hansen.  
**Representatives**  
Weed Radio Corporation,  
Portland & Seattle—Art Moore and Associates, Inc.

Comprised of:

KWIK—Moses Lake KIMA—Yakima  
KEPR—Kennewick

**Agency Commission**  
15%; no cash discount.  
**General Advertising**

#### WEEKLY PACKAGE RATES

	KIMA or KEPR		KWIK	
	1-minute	30-seconds	10-seconds	
5 times.....	5.50	27.50	3.85	19.25
10 times.....	5.30	53.00	3.70	37.00
15 times.....	5.10	78.50	3.60	54.00
20 times.....	4.90	98.00	3.50	70.00
25 times.....	4.70	117.50	3.35	83.75
30 times.....	4.50	135.00	3.20	96.00
40 times.....	4.30	172.00	3.10	124.00
50 times.....	4.10	205.00	3.00	150.00
60 times.....	3.90	234.00	2.80	168.00
70 times.....	3.70	259.00	2.60	182.00
80 times.....	3.50	280.00	2.45	196.00

	KWIK		KIMA	
	1-minute	30-seconds	10-seconds	
5 times.....	2.75	13.75	1.95	9.75
10 times.....	2.70	27.00	1.90	19.00
15 times.....	2.65	39.75	1.85	27.75
20 times.....	2.60	52.00	1.80	36.00
25 times.....	2.55	63.75	1.75	43.75
30 times.....	2.50	75.00	1.70	51.00
40 times.....	2.45	98.00	1.65	66.00
50 times.....	2.40	120.00	1.60	80.00
60 times.....	2.35	141.00	1.55	93.00
70 times.....	2.30	161.00	1.50	105.00
80 times.....	2.25	180.00	1.45	116.00

Schedules may be combined for maximum discounts; i.e. 10 on KIMA, 10 on KEPR, 5 on KWIK earns 25-spot rate on each station.

### ABERDEEN (2 AM)

Grays Harbor County—Map Location A-3  
See SRDS consumer market map and data at beginning of the State.

## KBKW

(Established 1949)

Rates effective February 3, 1958.  
Owned and operated by KBKW, Inc.

**Personnel**  
President—Archie Taft Jr.  
Manager—Mahlon R. Taft.

**Representatives**  
Devney, Incorporated,  
Seattle—Hugh Feltis and Associates,  
Portland—H. S. Jacobson.

**Mailing Instructions**  
Business Office and Studio—701 E. Heron St., Aberdeen, Wash., Aberdeen 1015.  
Transmitter—701 E. Heron St., Aberdeen, Wash.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Pacific Standard Time.  
Operating schedule: Sunday 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 1st of month; payable 10th of following month.

**General Advertising**  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Beer and wine advertising accepted.  
Discounts based on number of times contracted for and used within one year, with or without interruption. Maximum length of contract 52 weeks. Rates guaranteed for six months from effective date of any rate revision.

	Fixed Rates	
1 hour.....	30.00	5 minutes..... 9.00
1/2 hour.....	18.00	1 minute..... 4.50
1/4 hour.....	12.00	

**WEEKLY ANNOUNCEMENT PACKAGES**  
(Fixed but not guaranteed positions)  
10 announcements, each..... 4.25  
15 announcements or more, each..... 4.00

**SPECIAL FEATURES**  
News Service—AP. 70% local.  
Participating programs, news, special events and time signals—rates on request.  
"Local News"—10 minutes at 7:00 a.m., 10:00 a.m. noon, and 6:00 p.m. 5 minutes on the hour other time; and 1-minute on the 1/2 hour. Specified spot rates.

**TRANSCRIPTIONS**  
Library Service—World.

**Closing Time**  
48 hours in advance of broadcast.

# KXRO

(Established 1927)

Rates effective April 1, 1953. (Card No. 11.)

Card received April 1, 1953.  
Owned and operated by KXRO, Inc.

**Personnel**  
President—Helen G. Spence.  
Manager—Fred G. Goddard.

**Representatives**  
Walker-Rowatt Company, Inc.  
Oregon & Washington—Art Moore and Associates, Inc.

**Mailing Instructions**  
Business Office address—P. O. Box 1120, Aberdeen, Wash., Aberdeen 4098.  
Studio—207 E. Market St., Aberdeen, Wash.  
Transmitter—One mile south of Aberdeen.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1320 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time on regional channel.  
Operates on Pacific Time.  
Daylight Saving Time not observed.  
Operating schedule: Sunday 8:00 a.m. to 11:00 p.m.; week days 6:00 a.m. to 12:00 midnight.

**Agency Commission**  
Agency commission 15% to recognized agencies is allowed on net station time. No cash discount. On approved credit, accounts payable 10th of month following service.

**General Advertising**  
Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates include copyright fees.  
BMI and ASCAP licenses.  
Advertising of beer and wines accepted.  
(6:00 a.m. to 12:00 p.m. Munday through Saturday; 8:00 a.m. to 11:00 p.m. Sunday)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	42.50	25.50	17.00	12.75	6.50
13 times.....	40.40	21.25	16.15	12.15	6.20
26 times.....	38.25	22.95	15.30	11.50	5.85
52 times.....	36.15	21.70	14.45	10.85	5.50
104 times.....	34.00	20.40	13.60	10.20	5.20
156 times.....	31.90	19.15	12.75	9.60	4.90
260 times.....	29.75	17.85	11.90	8.95	4.55

(\* 75 words or station breaks.  
**ANNOUNCEMENT PACKAGES**  
(Run-of-schedule—spots of one-minute or less.)  
7 days:  
25 spots in 7 days..... 122.50  
50 spots in 7 days..... 227.50  
100 spots in 7 days..... 410.00  
30 days:  
25 spots in 30 days..... 122.50  
50 spots in 30 days..... 227.50  
100 spots in 30 days..... 410.00  
200 spots in 30 days..... 730.00

**SPECIAL FEATURES**  
News Service—UPI.  
News: Four 15 minute broadcasts daily sold on participation basis—rates on request.  
**Participating Programs**  
"Roll Out with Robert" with Bob McNamara—6:00 a.m. to 9:00 a.m. DJ program. Regular rates apply.  
"Welcome to Music" with Bill Bloom—12:30 p.m. to 4:00 p.m. Regular rates.  
"Party Line" with Patt Bailey—11:00 a.m. to 11:30 a.m. Monday through Friday. Homemaker show. Spot rate plus 1.00.  
Local News—15 minutes at 7:00 a.m., 7:30 a.m., noon and 6:00 p.m. Spot rate plus 2.00 per spot.  
"Jerry's Jukebox"—8:00 p.m. to 11:30 p.m. Teenage request program. Regular rates.  
**POLITICAL TALKS**  
Regular rates apply. Copy must be submitted 48 hours in advance of broadcast.

### ANACORTES

Skagit County—Map Location C-1.  
See SRDS consumer market map and data at beginning of the State.

## KAGT

(Established 1956)



Rates effective December 1, 1957.  
Rates received December 9, 1957.  
Owned and operated by Fidalgo Broadcasting, Inc.

**Personnel**  
Pres. & Gen'l. Mgr.—James C. Frits.

**Representatives**  
Art Moore & Associates, Inc.  
**Mailing Instructions**  
Business Office and Studio—2920 Commercial Ave., Anacortes, Wash.  
Transmitter—32nd St. and Waterfront, Anacortes, Wash.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1340 kilocycles.  
Non-directional.  
Operate on Pacific Standard Time.  
Operating schedule: 6:00 a.m. to 10:00 p.m. Monday through Saturday; 9:00 a.m. to 5:00 p.m. Sunday.

**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Bills due and payable in 10 days.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Affiliated with Keystone Broadcasting System.  
Rates are for national advertising.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time.....	25.00	20.00	12.00	7.50	4.75
13 times.....	24.00	18.50	10.50	7.00	4.50
26 times.....	23.00	17.50	9.80	6.50	4.25
52 times.....	22.00	16.50	8.50	6.00	4.00
104 times.....	19.50	15.50	8.00	5.80	3.50
156 times.....	19.00	14.00	7.50	5.60	3.25
312 times.....	18.50	13.00	7.00	5.20	3.00

# WASHINGTON

## SATURATION PACKAGES

(1-minute, unspecified time)  
Within 7 days:  
25 announcements..... 92.75  
50 announcements..... 175.00  
100 announcements..... 325.00  
For announcements next to newscasts or feature programs, or for news or feature programs, add 25% to above rates.

## SPECIAL FEATURES

News Service—UPI.  
Newscasts—8:45 a.m., noon, 5:45 p.m.  
Participating Programs  
"KAGT Calling"—6:00 a.m. to 8:45 a.m. Wake-up show.  
"Kaleidoscope"—9:15 a.m. to noon. Music, community news.  
"Nitebeat"—8:00 p.m. to 10:00 p.m.

**Closing Time**  
24 hours in advance of broadcast.

### AUBURN

King County—Map Location C-2  
See SRDS consumer market map and data at beginning of the State.

## KASY

(Established 1958)

Rates effective August 1, 1958. (Card No. 1A.)  
Rates received August 8, 1958.

Owned and operated by Auburn Broadcasters, Inc.

**Personnel**  
Co-Owners—Edward Garre & John W. Mowbray.  
General Manager—Edward Garre.

**Representatives**  
Seattle—Hugh Feltis & Associates.

**Mailing Instructions**  
Business Office and Studio—122 S. Division St., Auburn, Wash., Temple 3-5220.  
Transmitter—9636 S. 307th, Auburn, Wash.

**Wave—Power—Time**  
Operating power—250 watts days.  
Frequency—1220 kilocycles.  
Non-directional.  
Operates on Pacific Standard Time.  
Operating schedule: local sunrise to sunset.

**Agency Commission**  
15% on time only; no cash discount. Bills payable 15th of following month.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
National and local rates are the same.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	47.50	30.00	18.00	15.00	10.00
26 times.....	43.00	27.50	16.50	14.00	9.25
52 times.....	38.50	25.00	15.00	13.00	8.50
104 times.....	35.00	20.00	13.50	12.00	7.75
156 times.....	30.00	17.50	12.50	10.50	7.00
260 times.....	27.50	15.50	10.50	9.00	6.25
312 times.....	24.00	14.00	9.00	7.50	5.25
364 times.....	20.00	12.50	7.50	6.00	4.50

**ANNOUNCEMENTS**  
1-minute:  
1 time..... Floating Specified (\*) (†)  
25 times..... 4.75 5.00 5.50 4.00  
50 times..... 4.45 4.70 5.20 3.70  
100 times..... 4.20 4.45 4.95 3.45  
150 times..... 3.70 3.95 4.45 2.95  
200 times..... 3.40 3.65 4.15 2.65  
250 times..... 3.10 3.35 3.85 2.30  
300 times..... 2.85 3.10 3.60 2.10  
350 times..... 2.60 2.85 3.35 1.90  
400 times..... 2.35 2.60 3.10 1.60  
450 times..... 2.00 2.25 2.75 1.25  
500 times..... 1.50 1.75 2.25 1.00

(\* News, weather, sports.  
† 1/2 minute floating.  
**SPECIAL FEATURES**  
News Service—UPI and local.  
News, Sports, Weather, Farm Shows, Special Events.  
Add following rates to the listed rates:  
5 minute program..... 1.00  
10 minute program..... 2.00  
15 minute program..... 3.00

**Participating Programs**  
"KASY'S Milk-Run"—7:00 a.m. to 8:00 a.m.  
"KASY'S Commuter Special"—8:00 a.m. to 9:00 a.m.  
"KASY'S Mainline"—9:00 a.m. to noon.  
"KASY'S Lounge Car"—12:05 p.m. to 2:55 p.m.  
"KASY'S Club Car"—3:00 p.m. to 5:00 p.m.

**Closing Time**  
Copy and material 48 hours in advance of broadcast.

### BELLEVUE

King County—Map Location C-2  
See SRDS consumer market map and data at beginning of the State.

## KFKF

(Established 1958)



Rates effective March 20, 1958.  
Rates received April 21, 1958.  
Owned and operated by Bellevue Broadcasters.

**Personnel**  
General Partner—F. Kemper Freeman.  
General Manager—Bill Cohen.  
Program Manager—Dick Stokke.

**Representatives**  
None.

**Mailing Instructions**  
Business Office—602 Colman Bldg., Seattle 4, Wash.  
Glencourt 4-2478.  
Transmitter and Studio—4257 148th St., N.E., Bellevue, Wash.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1330 kilocycles.  
Directional.  
Operates on Pacific Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to local sunset.

(This listing continued on next page)

# WASHINGTON

## Bellevue—K F K F—Continued

**Agency Commission**  
15% on time and talent; no cash discount. Bills due and payable 20th of month following billing.

**General Advertising**  
Accepts AAAA copyrighted contracts. Rates include music copyright fees. ASCAP, BMI and SESAC licensees. Programs and announcements may not be combined for discounts.

WEEKLY PACKAGES			
	1 min.	30 sec.	10 sec. ID
10 spots.....	9.50	7.50	5.00
20 spots.....	8.75	7.00	4.50
30 spots.....	8.00	6.50	4.25
40 spots.....	7.25	6.00	4.00
50 spots.....	6.50	5.50	3.50

ANNOUNCEMENTS (Fixed Position)			
	1 time.....	11.00	6.50
13 times.....	11.00	9.35	5.50
52 times.....	10.40	8.45	5.20
208 times.....	9.75	7.15	4.85
400 times.....	8.45	6.05	4.25
1,000 times.....	7.15	4.95	3.50
1,500 times.....	5.85	4.40	2.90
2,000 times.....	5.00	4.00	2.50

PROGRAMS				
	1 hr.	1/2 hr.	1/4 hr.	10 min. 5 min.
1 time.....	90.00	60.00	40.00	27.50 20.00
26 times.....	85.00	57.00	38.00	26.25 19.25
52 times.....	80.00	54.00	36.00	25.00 18.50
156 times.....	75.00	51.00	34.00	23.75 17.75
300 times.....	70.00	48.00	32.00	22.00 17.00
1,000 times.....	28.50	20.00	15.50	

**Combination Rates**  
Sold in combination with KPEG, Spokane, using equal number of announcements in any calendar month, 5% discount.

**SPECIAL FEATURES**  
News Service—AP and local. Regular rates plus 10%. Participating Programs  
"Dick Stokke Show"—6:00 a.m. to 9:00 a.m. and 1:30 p.m. to 3:00 p.m.  
"Jay Ward Show"—9:00 a.m. to 11:00 a.m. and 3:00 p.m. to sign-off.  
"Jim McGavick Show"—11:00 a.m. to 1:30 p.m.

**POLITICAL**  
Payable in advance.  
**Closing Time**  
48 hours in advance of broadcast.

## BELLINGHAM (3 AM)

Whatcom County—Map Location C-1  
See SRDS consumer market map and data at beginning of the State.

### KENY

(Established 1958.)

Rates effective  
Rates received March 14, 1958.  
Owned and operated by Whatcom County Broadcasters, Inc.

**Personnel**  
Owner & Gen'l Mgr.—Donald T. Haveman.

**Representatives**  
W. H. Grant Company.  
Hugh Feltis and Associates.

**Mailing Instructions**  
Business Office and Studio—220-A Unity St., Bellingham, Wash.  
Other Studio—358 Vista, Ferndale, Wash.  
Transmitter: King Mountain, Bellingham, Wash.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—930 kilocycles.  
Operates on Pacific Standard Time.  
Operating schedule: 6:00 a.m. to local sunset.

**Agency Commission**  
15% to recognized agencies on net station time; no cash discount. Bills payable on the 10th of month following service.

**General Advertising**

ANNOUNCEMENTS			
	1 min.	30 sec.	10 sec.
1 time.....	8.00	6.00	5.00
26 times.....	7.50	5.75	4.50
52 times.....	7.25	5.50	4.25
156 times.....	7.00	5.25	4.00
312 times.....	6.75	5.00	3.75
624 times.....	6.50	4.75	3.50

WEEKLY ANNOUNCEMENT PACKAGES			
Per week:	1 min.	*30 sec.	*10 sec.
10 announcements.....	72.50	55.00	42.50
15 announcements.....	105.00	78.75	60.00
20 announcements.....	135.00	100.00	80.00
25 announcements.....	162.50	118.75	95.00
30 announcements.....	187.50	135.00	112.50
35 announcements.....	210.00	148.75	125.00
40 announcements.....	230.00	160.00	140.00
50 announcements.....	275.00	187.50	160.00
70 announcements.....	332.50	245.00	227.50
100 announcements.....	450.00	325.00	300.00

(\* May be combined with minutes to earn package rates.)

MONTHLY ANNOUNCEMENT PACKAGES			
	1 min.	30 sec.	10 sec.
40 announcements.....	280.00	210.00	170.00
60 announcements.....	405.00	300.00	240.00
80 announcements.....	520.00	380.00	320.00
100 announcements.....	625.00	450.00	380.00
120 announcements.....	720.00	510.00	450.00
140 announcements.....	805.00	560.00	500.00
160 announcements.....	880.00	600.00	560.00
200 announcements.....	950.00	700.00	650.00
280 announcements.....	1,280.00	910.00	840.00
400 announcements.....	1,700.00	1,200.00	1,100.00

PROGRAM PACKAGES			
Per week:	15 min.	5 min.	1 min. news
3 times.....	48.00	36.00	30.00
5 times.....	75.00	57.50	45.00
10 times.....	145.00	110.00	85.00
12 times.....	168.00	126.00	96.00
15 times.....	202.50	150.00	112.50
20 times.....	260.00	190.00	140.00

Additional Discounts  
10% for contracts of 39 to 52 weeks consecutive schedules.

### SPECIAL FEATURES

News Service—UPI.  
15-minute newscasts scheduled 4 times daily at 7:45 a.m., 9:00 a.m., noon and 3:00 p.m. They accommodate 10-second open, 60-second announcement, 10-second close.  
5-minute newscasts scheduled at 5 minutes before the hour and accommodate 10-second open and 60-second close.  
Newscapsules scheduled on the half-hour and accommodate 5-second open and 30-second close.

## KPUG

(Established 1947)

Rates effective November 1, 1957.  
Rates received October 14, 1957.  
Owned and operated by KPUG, Inc.

**Personnel**  
President—Jessica L. Longston.  
General Manager—John DiMeo.  
Assistant Manager—O. E. Lundgren, Jr.  
Program Manager—Bill Anderson.

**Representatives**  
Lee F. O'Connell Company.  
Washington—Oregon—Del Day, 424 Vance Bldg., Seattle, Wash. Regent 4-1170.  
Canada—John N. Hunt & Associates.

**Mailing Instructions**  
Business Office and Studio—KPUG Bldg., 2340 E. Sunset Drive, P. O. Box 655, Bellingham, Wash., telephone 1170.  
Transmitter—2340 E. Sunset Drive, Bellingham, Wash.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1170 kilocycles.  
Directional—same pattern, all hours.  
Licensed to operate full time on clear channel.  
Operates on Pacific Standard Time.  
Operating schedule: Sundays 7:00 a.m. to 11:00 p.m. week days 6:00 a.m. to 11:00 p.m.

**Agency Commission**  
15% to recognized agencies on net time charges only; no cash discount. Accounts payable 10th of month following service.

**General Advertising**  
For combination rates see Mutual Broadcasting System and Don Lee Broadcasting System.  
Affiliated with KAYO, Seattle, KSEM, Moses Lake and KBAR, Burley, Idaho.  
Accepts AAAA copyrighted contract.  
Rates guaranteed for period of contract, not to exceed one year from date of first broadcast. Frequency discount allowed retroactively on number of broadcasts performed in any one year.  
Rates are for station time and facilities—60%; services—40%.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.	10 sec.
1 time.....	50.00	30.00	20.00	13.50	8.00	6.00	4.00
25 times.....	46.00	26.50	18.00	11.25	7.70	5.75	3.85
50 times.....	43.00	25.00	16.50	10.00	7.40	5.55	3.70
150 times.....	40.00	22.50	15.00	8.75	7.10	5.35	3.55
250 times.....	37.00	21.00	13.50	7.50	6.80	5.10	3.40
300 times.....	35.00	20.00	12.50	7.00	6.50	4.90	3.25

SALEMAKER PACKAGES			
Per week:	Each	Total	—30-seconds—
10 times.....	7.00	70.00	5.25 52.50
20 times.....	6.75	135.00	5.00 100.00
30 times.....	6.50	195.00	4.85 145.50
40 times.....	6.25	250.00	4.70 188.00
50 times.....	6.00	300.00	4.50 225.00
60 times.....	5.75	345.00	4.35 261.00
80 times.....	5.50	440.00	4.10 329.00
100 times.....	5.25	525.00	3.95 395.00

**Additional Discounts**  
13-25 weeks..... 5% 40-52 weeks..... 15%  
26-39 weeks..... 10%

### SPECIAL FEATURES

News Service—UPI and local.  
News—Four 15 minute local broadcasts daily. Sold either on participating or exclusive basis. Add 25% to announcement or program rate.  
Play by Play Sports—add 25% per spot.  
Participating Programs  
"Dave's Farm Show"—add 25% per spot.  
"Elaine's Party Line"—add 25% per spot.

**POLITICAL**  
Regular rates apply; cash in advance. Copy required 24 hours in advance.  
**Closing Time**  
Talks must be submitted in manuscript form 24 hours preceding broadcast.

## KVOS

(Established 1927)

### ABC Radio Network

Rates effective September 1, 1957. (Card No. 17).  
Card received August 28, 1957.

Owned and operated by KVOS, Inc.

**Personnel**  
President—Rogan Jones.  
Manager—Hamilton Brosious.  
National Sales—Fred Elsethagen.  
Program Director—John Sherman.

**Representatives**  
Forjoe and Company, Inc.  
Canada—Horace N. Stovin & Company.  
Washington, Oregon—Art Moore and Associates, Inc.

**Mailing Instructions**  
Business Office and Studio—KVOS Bldg., Bellingham, Wash., telephone 790, TWX BX 01.  
Transmitter—1074 Yew St., Bellingham, Wash.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—790 kilocycles.  
Directional—nighttime only.

Licensed to operate full time on regional channel.  
Operates on Pacific Standard Time.  
Daylight Saving Time not observed.  
Actual operating schedule: Sundays 7:00 a.m. to 11:00 p.m., week days 6:00 a.m. to 11:00 p.m.

**Agency Commission**  
Agency commission 15% to recognized advertising agencies on net station time. On approved credit, accounts payable 10th of month following service. No cash discount.

**General Advertising**  
For combination rates see ABC Radio.  
Affiliated with Station KPQ, Wenatchee, Wash., KVOS-TV, Bellingham, Wash.  
Accepts AAAA copyrighted contract.

PROGRAMS				
	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	60.00	40.00	25.00	15.00
26 times.....	54.00	36.00	22.50	13.50
52 times.....	51.00	34.00	21.25	12.75
104 times.....	48.00	32.00	20.00	12.00
156 times.....	45.00	30.00	18.75	11.25
260 times.....	42.00	28.00	17.50	10.50
312 times.....	39.00	26.00	16.25	9.75

ANNOUNCEMENTS (Guaranteed Times)			
	1 time.....	260 times.....	7.50
1 time.....	10.00	312 times.....	7.00
26 times.....	9.50	624 times.....	6.50
52 times.....	9.00	1,000 times.....	6.00
104 times.....	8.50		
156 times.....	8.00		

**Special Participations**  
"Hal's Farm Show"—1/4 hour segment, regular rates plus 10.00.

"SALE BLAZER" PACKAGE			
Per week:	(*)	(†)	(‡)
30 times.....	198.00	158.00	119.00
20 times.....	143.00	114.00	86.00
10 times.....	82.50	66.00	49.50

(\* One minute transcribed or 100 words.  
(†) 20 seconds or 50 words.  
(‡) 10 seconds or 25 words.

**BIG FIFTY**  
50 one-minute announcements per month:  
All after 7:00 p.m. .... 200.00  
Half before and half after 7:00 p.m. .... 300.00

**SPECIAL FEATURES**  
News Service—UPI and local.  
Mobile units and PA available.  
Sports, news, special events, weather reports—rates on request.

**POLITICAL**  
Regular rates apply. Terms: Cash in advance. Copy required 24 hours in advance.

**Closing Time**  
All programs for guaranteed listing close five days in advance of broadcast.

## BREMERTON

Kitsap County—Map Location B-2  
See SRDS consumer market map and data at beginning of the State.

### KBRO

(Established 1947)



Rates effective April 15, 1958.  
Rates received May 26, 1958.  
Owned and operated by Bruce Bartley.

**Personnel**  
Owner—Bruce Bartley.  
General Manager—Linc Perry.  
Sales Manager—Bruce Perry.

**Representatives**  
Seattle-Tacoma—Hugh Feltis & Associates.  
Portland—H. Quanton Cox & Associates.

**Mailing Instructions**  
Business Office and Studio—205 Washington Ave., Bremerton Wash., Essex 7-3995.  
Transmitter—205 Washington Ave., Bremerton, Wash.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1490 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operating schedule 6:06 a.m. to 12:00 midnight week days; 8:00 a.m. to 12:00 midnight Sundays.

**Agency Commission**  
15% to recognized agencies; no cash discount. Payable 10th of month.

**General Advertising**  
Accepts AAAA copyrighted contract.  
The following contract rates apply to broadcasts within one year for local and general advertisers.  
(For use within a 7-day period)

Per week:	1 min.	30 sec.	10 sec.
200 times.....	520.00	360.00	290.00
150 times.....	465.00	315.00	225.00
100 times.....	360.00	260.00	155.00
90 times.....	333.00	243.00	144.00
80 times.....	304.00	224.00	132.00
70 times.....	273.00	203.00	119.00
60 times.....	240.00	180.00	105.00
50 times.....	205.00	155.00	90.00
40 times.....	168.00	128.00	74.00
30 times.....	129.00	99.00	57.00
20 times.....	88.00	68.00	39.00
10 times.....	45.00	35.00	20.00

**WEEKLY ANNOUNCEMENT PACKAGES (Run-of-schedule)**

1-minute:	Per week:			
	2 wks.	13 wks.	26 wks.	52 wks.
70 times.....	259.00	245.70	218.40	204.40
60 times.....	228.00	216.00	192.00	180.00
50 times.....	194.50	184.50	164.00	153.50
40 times.....	159.60	151.20	134.40	126.00
30 times.....	122.40	116.10	103.20	93.60
20 times.....	83.60	79.20	70.40	66.00
10 times.....	42.70	40.50	36.00	33.70

30-seconds:	1 min.	30 sec.	10 sec.
70 times.....	192.50	182.70	162.40
60 times.....	171.00	162.00	144.00
50 times.....	147.00	139.50	124.00
40 times.....	121.60	115.20	102.40
30 times.....	93.90	89.10	79.20
20 times.....	64.60	61.20	54.40
10 times.....	33.20	31.50	28.00

(This listing continued on next page)



**Bremerton—K B R O—Continued**

10-seconds:

	Per week			
	2 wks.	13 wks.	26 wks.	52 wks.
70 times.....	112.70	107.10	95.20	88.90
60 times.....	99.60	94.20	84.00	78.60
50 times.....	85.50	81.00	72.00	67.50
40 times.....	70.40	66.40	59.20	55.60
30 times.....	54.00	51.30	45.60	42.60
20 times.....	37.00	35.00	31.20	29.20
10 times.....	19.00	18.00	16.00	15.00

**SPECIAL FEATURES**  
 News Service—UPI and local.  
 News, sports, special events, time signals and participating programs—rates on request.

**CAMAS**

Clark County—Map Location B-4  
 See SRDS consumer market map and data at beginning of the State.

**KPVA**

(Established 1956)

Rates effective May 1, 1958.  
 Rates received April 14, 1958.  
 Owned and operated by Wm. B. and Cathryn C. Murphy.

**Personnel**  
 General Manager—Wm. B. Murphy.  
 Station Manager—Cathryn C. Murphy.

**Representatives**  
 Art Moore and Associates, Inc.  
 Hill F. Best Company.

**Mailing Instructions**  
 Business Office and Studio—Crown Zellerbach Hotel, Camas, Wash. Phone 6431.  
 Other Studios: Nortonia Hotel, 11th and Stark, S.W., Portland, Ore.  
 Transmitter—N.E. 2nd Ave., Camas, Wash.

**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—1430 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% to recognized agencies on time only; no cash discount. Bills rendered 1st of month; payable 10 days.

**General Advertising**  
 Accepts AAAA copyrighted contract.

	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	21.00	14.50	7.50	5.00
26 times.....	19.50	13.50	7.00	4.75
52 times.....	18.50	12.50	6.50	4.50
156 times.....	17.50	11.50	6.00	4.25
312 times.....	15.50	9.00	5.50	4.00

Hour rates on request.

**SATURATION PACKAGES**  
 (Run-of-schedule)

10 times in 1 day.....	30.00
20 times in 7 days.....	55.00
40 times in 14 days.....	100.00
100 times in 30 days.....	225.00

**SPECIAL FEATURES**  
 News Service—UPI. No extra charge.  
**POLITICAL**  
 Regular rates apply.

**Closing Time**  
 24 hours in advance of broadcast.

**CENTRALIA-CHEHALIS**

(2 AM)

Lewis County—Map Location B-3  
 See SRDS consumer market map and data at beginning of the State.

**KELA**

(Established 1937)



Rates effective July 1, 1952.  
 Rates received June 9, 1952.  
 Owned and operated by Central Broadcasting Corp.

**Personnel**  
 General Manager—Joe Chytill.  
 Assistant Manager—Lee Stottlemyre.  
 Program Director—Don Youngmans.  
 Promotion Director—Bill Tilton.

**Representatives**  
 East—Walker-Rawalt Company, Inc.  
 Oregon & Washington—Art Moore and Associates, Inc.  
 Los Angeles—Lee F. O'Connell Company.  
 San Francisco—McGarrren-Quinn Co.

**Mailing Instructions**  
 Mailing Address—P. O. Box 720, Centralia, Wash.; P. O. Box 827, Chehalis, Wash.  
 Business Office and Studio—KELA Bldg., Centralia, Wash., Pershing 6-3321; Chehalis, Wash., Sherwood 8-3321.  
 Transmitter—KELA Bldg., Midway between Centralia and Chehalis, Washington.

**Wave—Power—Time**  
 Operating power—5,000 watts days; 1,000 watts nights.  
 Frequency—1470 kilocycles.  
 Non-directional.  
 Licensed to operate unlimited time.  
 Operates on Pacific Standard Time.  
 Operating schedule: 6:00 a.m. to 12:00 midnight.

**Agency Commission**  
 Agency commission 15% to recognized advertising agencies on station time charges only. On approved credit, accounts payable 10th of month following service. No cash discount.

**General Advertising**  
 For combination rates see listing of Don Lee Broadcasting System (Northwest [Washington] Group).

**CLASS "A"**  
 (6:00 p.m. to 10:30 p.m. week days and 1:00 p.m. to 10:30 p.m. Sundays)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	50.00	30.00	20.00	15.00	7.50
13 times.....	47.50	28.50	19.00	14.25	7.15
26 times.....	45.00	27.00	18.00	13.50	6.75
52 times.....	42.50	25.50	17.00	12.75	6.40
104 times.....	40.00	24.00	16.00	12.00	6.00
156 times.....	37.50	22.50	15.00	11.25	5.65
260 times.....	35.00	21.00	14.00	10.50	5.25

**CLASS "B"**

(6:00 a.m. to 5:59 p.m. week days and 7:00 a.m. to 12:59 p.m. Sundays)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	35.00	21.00	14.00	10.50	5.25
13 times.....	33.25	19.95	13.30	10.00	5.00
26 times.....	32.40	18.90	12.60	9.45	4.75
52 times.....	30.60	17.85	11.90	8.95	4.50
104 times.....	28.80	16.80	11.20	8.40	4.20
156 times.....	27.00	15.75	10.50	7.90	3.95
260 times.....	25.20	14.70	9.80	7.35	3.70

(\*) One minute or less, live or transcribed.

**SPECIAL FEATURES**  
 News Service—UPI.  
 News: Ten 5-minute periods daily; Three 15-minute periods daily; One 30-minute noon newscast daily; Five 5-minute weathercasts daily; sold on outright sponsorship or participating basis rates on request.  
 Sports: Two 5-minute sportcasts daily. Pacific Coast League baseball and college and high school football and basketball. Rates on request.

**Participating Programs**  
 "Rollout Roundup"—6:00 a.m. to 7:00 a.m.  
 "Matinee Melodies"—1:00 p.m. to 3:45 p.m.  
 "Traveling Time"—4:30 p.m. to 6:30 p.m.  
 "Record Roundtable"—7:00 p.m. to 9:00 p.m.  
 Regular rates apply to the above programs.

**POLITICAL**  
 Regular rates apply, cash in advance. Copy required 24 hours in advance.

**KITI**

(Established 1954)



Rates effective October 1, 1954. (Card No. 1.)  
 Card received November 26, 1954.  
 Revisions received September 29, 1955.  
 Owned and operated by KITI, Corp.

**Personnel**  
 Pres. & Gen'l Mgr.—Donald F. Whitman.  
 Station Manager—Phil Roewe.

**Representatives**  
 W. S. Grant Company, Inc.  
 Seattle—Hugh Felitis and Associates.

**Mailing Instructions**  
 Business Office and Studio—804 Market St., Chehalis Wash., Sherwood 8-3379.  
 Transmitter—Midway between Centralia and Chehalis, Wash.

**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—1420 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% to recognized agencies on time only; no cash discount. Bills rendered 1st of month; payable within 10 days.

**General Advertising**  
 Accepts AAAA copyrighted contract.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	30.00	20.00	12.50	6.00	4.50
25 times.....	18.50	11.00	5.50	4.00	
50 times.....	17.50	10.00	5.25	3.75	
150 times.....	16.50	9.00	5.00	3.50	
300 times.....	15.00	8.00	4.50	3.25	
600 times.....	14.50	7.00	4.00	3.00	
1,000 times.....			3.50	2.75	

(\*) One minute or less.

**PACKAGE RATES**  
 To be used within 7 days:  
 5 times..... 18.75 20 times..... 60.00  
 10 times..... 35.00 30 times..... 82.50  
 15 times..... 48.75

**SPECIAL FEATURES**  
 News Service—UPI. No extra charge.  
 News twice every hour daily.

**Participating Programs**  
 "Early" with Doc Watson—6:00 a.m. to 9:00 a.m.  
 "Forenoon"—9:00 a.m. to noon.  
 "Afternoon" with Tommy—noon to 3:00 p.m.  
 "Open House" with Big Ed—3:00 p.m. to 6:00 p.m.

**POLITICAL**  
 Regular rates apply. Cash in advance.

**TRANSCRIPTIONS**  
 Library Service—World.

**Closing Time**  
 12 hours in advance of broadcast.

**CHELAN**

Chelan County—Map Location D-2  
 See SRDS consumer market map and data at beginning of the State.

**KOZI**

(Established 1957)

Rates effective March 1, 1957.  
 Rates received March 8, 1957.  
 Owned and operated by Lake Chelan Broadcasting Corp.

**Personnel**  
 President—Stuart S. Maus.  
 Office Manager—Margie Crill.

**Representatives**  
 Joseph Hershey McGillvra, Inc.  
 Seattle—Hugh Felitis and Associates.  
 Portland—H. Quenton Cox & Associates.

**Mailing Instructions**  
 Business Office, Studio and Transmitter—The Morse Bldg., Chelan, Wash. Phone 440.

**Wave—Power—Time**  
 Operating power—1000 watts.  
 Frequency—1220 kilocycles.  
 Non-directional.

**WASHINGTON**

Licensed to operate daytime only.  
 Operates on Pacific Standard Time.  
 Operating schedule: \_\_\_\_\_

**Agency Commission**  
 15% to recognized agencies on station time charges only; no cash discount.

**General Advertising**  
 Accepts AAAA copyrighted contract.  
 Schedules placed on both KOZI, Chelan and KMEL, Wenatchee, receive 15% discount. Discount applies to programs, spots and packages.  
 All rates guaranteed for one year from date of contract.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	50.00	30.00	18.00	11.00	6.00
26 times.....	45.00	27.00	16.20	9.90	5.40
52 times.....	42.50	25.50	15.30	9.35	5.10
104 times.....	40.00	24.00	14.40	8.80	4.80
156 times.....	37.50	22.50	13.50	8.25	4.50
260 times.....	35.00	21.00	12.60	7.70	4.20
312 times.....	32.50	19.50	11.70	7.15	3.90

**WEEKLY SATURATION PLAN**

	1 wk.	13 wks.	26 wks.	52 wks.
10 spots per week..	48.00	44.00	40.00	36.00
15 spots per week..	70.50	65.50	60.50	55.50
20 spots per week..	90.00	84.00	78.00	72.00
30 spots per week..	126.00	119.00	112.00	105.00

**SPECIAL FEATURES**  
 News Service—AP. News service charge 20%.  
**POLITICAL**  
 Regular rates apply. Cash in advance.

**Closing Time**  
 Material must be submitted for approval 24 hours before broadcast.

**COLFAX**

Whitman County—Map Location F-3  
 See SRDS consumer market map and data at beginning of the State.

**KCLX**

(Established 1950)

Rates effective January 1, 1958.  
 Card received January 20, 1958.  
 Owned and operated by Adrian de Vries.

**Personnel**  
 Manager—Adrian de Vries.

**Representatives**  
 Hill F. Best Co.  
 Seattle and Portland—Art Moore and Associates, Inc.  
 San Francisco and Los Angeles—Tracy Moore and Associates, Inc.

**Mailing Instructions**  
 Business Office and Studio—P. O. Box 710, Colfax, Wash. Exbrook 7-3441.  
 Transmitter—Route 2, Colfax, Wash.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1450 kilocycles.  
 Non-directional.  
 Operates on Pacific Standard Time.  
 Licensed to operate unlimited time.  
 Operating schedule: 6:00 a.m. to 11:00 p.m. week days; 7:00 a.m. to 9:00 p.m. Sunday.

**Agency Commission**  
 15% to recognized agencies on time only; no cash discount. Bills rendered last day of month; payable 10th of month following.

**General Advertising**  
 Affiliated with Keystone Network.  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 60% of rates are for station time and broadcast facilities; 40% are for other services.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	50.00	35.00	20.00	15.00	10.00	5.00
13 times.....	45.00	30.00	18.00	12.00	9.00	4.50
26 times.....	41.00	28.00	17.00	11.00	8.00	4.00
52 times.....	38.00	26.00	16.00	10.00	7.00	3.50
104 times.....	35.00	24.00	15.00	9.00	6.00	3.25
156 times.....	31.00	22.00	14.00	8.00	5.50	3.00
260 times.....	27.00	20.00	12.00	7.00	5.00	2.75
312 times.....	25.00	18.00	10.00	6.00	4.50	2.50

**PACKAGE RATES**  
 6 spots per day, 30 per week, each..... 2.50  
 10 spots per day, 50 per week, each..... 2.00

**SPECIAL FEATURES**  
 News Service—UPI. No extra charge.  
**POLITICAL**  
 1-time rate applies; no discounts. Cash in advance.

**Closing Time**  
 48 hours in advance of broadcast.

**COLVILLE**

Stevens County—Map Location E-1  
 See SRDS consumer market map and data at beginning of the State.

**KCVL**

(Established 1955)

Rates effective April 1, 1958.  
 Rates received April 24, 1958.  
 Owned and operated by Colville Broadcasting Company.

**Personnel**  
 General Manager—Merle B. Peterson.  
 Commercial Manager—Peggy J. Hull.

**Representatives**  
 Continental Radio Sales.  
 Northwest—Art Moore and Associates, Inc.

**Mailing Instructions**  
 Business Office, Studio and Transmitter—P.O. Box 208, Mantz and Riekey Rd., Colville, Wash., Mutual 4-6481.

**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—1270 kilocycles.  
 Non-directional.  
 Operates on Pacific Standard Time.  
 Licensed to operate daytime only.  
 Operating schedule: 6:00 a.m. to local sunset week days; 8:00 a.m. to local sunset Sundays.

(This listing continued on next page)



# WASHINGTON

## Colville—K C V L—Continued

**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Bills rendered first of month; payable ten days.

**General Advertising**  
For combination rates see Keystone Broadcasting System.

Itates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

Length of commercial copy:

60 minutes.....6:00 min.	30 seconds.....100 words
30 minutes.....3:00 min.	30 seconds..... 50 words
15 minutes.....2:30 min.	15 seconds..... 25 words
10 minutes.....2:00 min.	8 seconds..... 15 words
5 minutes.....1:30 min.	

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.. 47.00	28.20	18.80	14.10	9.40
13 times.. 46.00	27.60	18.40	13.80	9.20
26 times.. 45.00	27.00	18.00	13.50	9.00
52 times.. 44.00	26.40	17.60	13.20	8.80
104 times.. 43.00	25.80	17.20	12.90	8.60
156 times.. 42.00	25.20	16.80	12.60	8.40
208 times.. 41.00	24.60	16.40	12.30	8.20
260 times.. 40.00	24.00	16.00	12.00	8.00
312 times.. 39.00	23.40	15.60	11.70	7.80
624 times.. 38.00	22.80	15.20	11.40	7.60
936 times.. 37.00	22.20	14.80	11.10	7.40
1,248 times.. 36.09	21.60	14.40	10.80	7.20
1,560 times.. 35.00	21.00	14.00	10.50	7.00
1,872 times.. 34.00	20.40	13.60	10.20	6.80

**ANNOUNCEMENTS**

1 min.	30 sec.	15 sec.	8 sec.
1 time..... 4.70	4.40	4.10	3.80
13 times..... 4.60	4.30	4.00	3.70
26 times..... 4.50	4.20	3.90	3.60
52 times..... 4.40	4.10	3.80	3.50
104 times..... 4.30	4.00	3.70	3.40
156 times..... 4.20	3.90	3.60	3.30
208 times..... 4.10	3.80	3.50	3.20
260 times..... 4.00	3.70	3.40	3.10
312 times..... 3.90	3.60	3.30	3.00
624 times..... 3.80	3.50	3.20	2.90
936 times..... 3.70	3.40	3.10	2.80
1,248 times..... 3.60	3.30	3.00	2.70
1,560 times..... 3.50	3.20	2.90	2.60
1,872 times..... 3.40	3.10	2.80	2.50

**PACKAGE RATES**

Within 1 week:	25 ti.	50 ti.
1 minute announcements.....	105.00	205.00
30 second announcements.....	97.50	190.00
15 second announcements.....	90.00	175.00
8 second announcements.....	82.50	160.00

**SPECIAL FEATURES**  
News Service—UPI.  
3 15-minute newscasts and 7 5-minute newscasts 7 days per week.

**POLITICAL**  
Regular rates and discounts apply; cash in advance. Copy 24 hours in advance of broadcast.

## EDMONDS

Snohomish County—Map Location C-2  
See SRDS consumer market map and data at beginning of the State.

### KGDN

(Established 1954)



Rates effective February 1, 1957. (Card No. 2.)  
Rates received January 8, 1957.  
Owned and operated by King's Garden, Inc.

**Personnel**  
President—Mike Martin.  
Manager—Russ Reid.

**Representatives**  
None

**Mailing Instructions**  
Business Office, Studio and Transmitter—N. 190th & Fremont, Seattle 33, Wash., Lincoln 3133.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—630 kilocycles.  
Non-directional.

Operates on Pacific 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 when rendered.

**General Advertising**  
Rates include music copyright fees.  
Advertising of liquor, wine, beer or tobacco not accepted.

Maximum contract 52 weeks.

**PROGRAMS**

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.... 45.00	27.00	18.00	13.50	9.00
26 times.. 41.75	24.75	16.75	13.00	8.25
52 times.. 36.50	23.25	15.50	12.25	7.50
104 times.. 31.25	20.50	14.00	10.75	6.75
156 times.. 27.00	18.50	13.25	10.00	6.25
260 times.. 22.50	16.75	12.00	9.25	6.00
312 or more times .. 20.75	15.00	10.75	8.25	5.75

**ANNOUNCEMENTS**

1 min.	30 sec.	15 sec.
1 time..... 4.50	4.50	2.75
52 times..... 4.00	3.25	2.50
104 times..... 3.50	2.75	2.25
156 times..... 3.00	2.25	2.00
260 times..... 2.50	2.00	1.75
312 times..... 2.25	1.75	1.50
624 or more times..... 2.00	1.50	1.25

**PACKAGE PLAN**  
Must be scheduled on successive days.  
Schedule One  
(Ten announcements per day)

10	20	30	40	50	60	70
Ann.	Ann.	Ann.	Ann.	Ann.	Ann.	Ann.
1 min. 29.75	55.75	79.75	100.75	119.25	135.00	148.00
30 sec. 23.75	45.50	64.75	82.00	96.75	109.25	119.75

**Schedule Two**  
(Five announcements per day, minimum)

5	10	15	20	25	30	35
Ann.	Ann.	Ann.	Ann.	Ann.	Ann.	Ann.
1 min. 19.25	37.00	53.25	68.50	82.25	94.50	105.50
30 sec. 16.50	31.50	44.50	57.00	67.50	77.00	85.00

**SPECIAL FEATURES**  
News Service—UPI. No extra charge.  
**TRANSCRIPTIONS**  
Library Service—Sesac.  
**Closing Time**  
48 hours in advance of broadcast.

## ELLENSBURG

Kittitas County—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.

### KXLE

(Established 1946)

Rates effective July 1, 1957.  
Rates received July 1, 1957.  
Owned and operated by Washington Broadcasting Company.

**Personnel**  
President—Bill Harpel.  
Station Manager—Bill Allen.  
Office Manager—Grace Rice.

**Representatives**  
Joseph Hershey McGillvra, Inc.  
Pacific Northwest—Art Moore and Associates, Inc.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 600, Ellensburg, Wash.  
Transmitter—Ellensburg, Wash.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1240 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Pacific Time.  
Operating schedule: 6:30 a.m. to 11:00 p.m.

**Agency Commission**  
15% to recognized agencies on net station time charges; no cash discount.

**General Advertising**  
All rates guaranteed for 1 year from date of contract.  
Rates include music copyright fees.

1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.... 40.00	27.00	17.00	11.00	5.00
13 times.. 34.00	23.00	15.00	10.00	4.50
26 times.. 32.00	21.00	13.50	9.50	4.00
52 times.. 30.00	20.00	12.50	9.00	3.50
78 times.. 27.50	18.00	12.00	8.50	3.25
156 times.. 25.25	17.00	9.00	8.00	3.00
312 times.. 23.00	15.00	8.00	6.00	2.50

(\*) 1 minute or less.

**SPECIAL FEATURES**  
News Service—AP.  
**Closing Time**  
24 hours in advance of broadcast.

## EPHRATA

Grant County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

### KULE

(Established 1950)



Rates effective January 1, 1959.  
Rates received December 3, 1958.  
Owned and operated by Columbia Basin Broadcasting Company.

**Personnel**  
General Manager—Don Berry.  
Office Manager—Dorothy McCue.  
Sales Manager—Jerry Hawkins.

**Representatives**  
None

**Mailing Instructions**  
Business Office and Studio—P. O. Box 548, Ephrata, Wash., Skyline 4-4686.  
Transmitter—Ephrata, Wash.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—730 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Pacific Standard Time.  
Operating schedule: Local sunrise to local sunset.

**Agency Commission**  
15% to recognized advertising agencies on time only; no cash discount.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.

Contracts accepted for one year or less.

1/2 hr.	1/4 hr.	5 min.	1 min.
1 time..... 36.50	21.90	10.95	7.30
13 times..... 29.15	17.49	8.75	5.83
26 times..... 26.75	16.05	8.03	5.35
52 times..... 24.90	14.94	7.47	4.98
78 times..... 22.95	13.77	6.90	4.59
156 times..... 21.00	12.60	6.30	4.20
312 times..... ..	..	5.73	3.82
624 times..... ..	..	4.74	3.16
936 times..... ..	..	..	2.78

**Announcement Packages**

5 announcements per day.....	27.50
15 announcements, 5 per day, 3 days.....	75.00
25 announcements, 5 per day, 7 days.....	102.50
10 announcements per day.....	50.00
30 announcements, 10 per day, 3 days.....	135.00
50 announcements, 7 per day, 7 days.....	212.50
15 announcements per day.....	67.50
45 announcements, 15 per day, 3 days.....	191.25
75 announcements, 15 per day, 7 days.....	300.00

**Monthly Announcement Packages**

30 days or less: Each	Total
20 announcements.....	4.75 95.00
60 announcements.....	4.50 270.00
90 announcements.....	4.25 382.50
120 announcements.....	4.00 480.00
150 announcements.....	3.75 562.50

News announcements or programs—earned rate plus 25%.  
Specified announcements—earned rate plus 15%.  
30-second announcements—80% of contract or package earned rate.  
10-second announcements—60% of contract of package earned rate (minimum 20 per week).  
Special events and merchandising rates on request.

**SPECIAL FEATURES**  
News Service—UPI.  
Newscasts and special features—rates on request.  
**TRANSCRIPTIONS**  
Library Service—Standard.

## EVERETT (2 AM)

Snohomish County—Map Location C-2  
See SRDS consumer market map and data at beginning of the State.

### KQTY

(Established 1957)



Rates effective August 1, 1957. (Card No. 1.)  
Rates received July 1, 1957.  
Owned and operated by Snohomish County Broadcasting Co.

**Personnel**  
President—Wally Nelskog.  
Vice-Pres. & Gen'l Mgr.—Paul Crain.  
Sales Manager—William Love.  
Station Manager—Earle Gerdon.

**Representatives**  
National—W. S. Grant Company, Inc.  
Seattle—Hugh Feltis and Associates.  
Portland—H. S. Jacobson.

**Mailing Instructions**  
Business Office and Studio—3021 Rockefeller Ave., Everett, Wash. Cedar 6111.  
Transmitter Railroad Ave., Everett, Wash.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1230 kilocycles.  
Licensed to operate full time.  
Operates on Pacific Standard Time.  
Operating schedule: 24 hours daily.

**Agency Commission**  
15% to recognized agencies on time and talent.  
No cash discount. Bills rendered 1st of month.

**General Advertising**  
All rates guaranteed for one year from date of contract.

1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.... 46.00	27.60	18.40	13.80	7.35
26 times.. 43.70	26.24	17.50	13.10	7.00
52 times.. 41.40	24.85	16.55	12.45	6.65
104 times.. 39.10	23.50	15.65	11.70	6.25
156 times.. 36.80	22.10	14.70	11.05	5.90
260 times.. 34.50	20.70	13.80	10.35	5.50
312 times.. 32.20	19.30	12.90	9.70	5.15

(\*) One minute or less.

**GROUP VOLUME PLAN**

10 times.....	1 wk.	13 wks.	26 wks.	52 wks.
15 times.....	60.00	56.00	52.00	46.00
20 times.....	101.20	96.40	92.00	88.00

**SPECIAL FEATURES**  
News Service—UPI.  
**Closing Time**  
24 hours in advance of broadcast.

### KRKO

(Established 1920)



Rates effective May 1, 1957. (Card No. 6.)  
Card received May 20, 1957.  
Owned and operated by Everett Broadcasting Company, Inc.

**Personnel**  
Pres. & Mgr.—William R. Taft.  
Sales Manager—Tom Kelly.

**Representatives**  
Devney, Incorporated.  
Northwest—Art Moore and Associates, Inc.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 916, Highway 99, North City Limits, Everett, Wash., Cedar 1144.  
Transmitter—Highway 99, North City Limits, Everett, Wash.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1380 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Pacific Time.  
Daylight Saving Time not observed.  
Operating schedule: Week days 5:00 a.m. to 1:00 a.m.; Sundays 5:00 a.m. to midnight.

**Agency Commission**  
15% to all recognized advertising agencies on net time and talent charges. No cash discount. Bills due and payable when rendered.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI, SESAC licenses.

Rates guaranteed for period of contract—not to exceed one year from date of first broadcast.  
Rates for periods longer than one hour in exact proportion to the corresponding one hour rate.  
Discounts from gross time costs based on number of broadcasts per year.

(This listing continued on next page)

**Everett—K R K O—Continued**

Announcements and programs cannot be combined to earn larger discounts. The following rates include station time 40%; other services 60%.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	50.00	30.00	20.00	10.00
13 times.....	45.00	27.00	18.00	9.00
26 times.....	42.50	25.50	17.00	8.50
52 times.....	40.00	24.00	16.00	8.00
78 times.....	37.50	22.50	15.00	7.50
156 times.....	35.00	21.00	14.00	7.00
260 times.....	32.50	19.50	13.00	6.50
312 times.....	30.00	18.00	12.00	6.00

**ANNOUNCEMENTS**

**"Leaders"**

Each:	1 min.	30 sec.	10 sec.
Base rate.....	7.00	5.25	4.20
52 announcements.....	6.30	4.72	3.78
156 announcements.....	5.95	4.46	3.57
312 announcements.....	5.60	4.20	3.36
468 announcements.....	5.25	3.94	3.15
624 announcements.....	4.90	3.67	2.94
1,092 announcements.....	4.55	3.41	2.73
1,560 announcements.....	4.20	3.15	2.52
2,340 announcements.....	3.85	2.89	2.31
3,120 announcements.....	3.50	2.62	2.10

**"Sluggers"**

Announcements in 7 days or less, each:

15 announcements.....	6.30	4.72	3.78
30 announcements.....	5.95	4.46	3.57
60 announcements.....	5.60	4.20	3.36
90 announcements.....	5.25	3.94	3.15

Announcements in 30 days or less, each:

60 announcements.....	5.95	4.46	3.57
80 announcements.....	5.60	4.20	3.36
100 announcements.....	5.25	3.94	3.15
120 announcements.....	4.90	3.67	2.94
160 announcements.....	4.55	3.41	2.73
240 announcements.....	4.20	3.15	2.52

Announcements in 60 days or less, each:

120 announcements.....	5.60	4.20	3.36
160 announcements.....	5.25	3.94	3.15
200 announcements.....	4.90	3.67	2.94
240 announcements.....	4.55	3.41	2.73
320 announcements.....	4.20	3.15	2.52
480 announcements.....	3.85	2.89	2.31

**SPECIAL FEATURES**

News Service—AP and complete local coverage.

**Headliners**

News participation:	15 min.	10 min.	5 min.
1 time.....	21.00	16.00	10.00
13 times.....	20.00	15.00	9.50
26 times.....	19.00	14.00	9.00
52 times.....	18.00	13.00	8.50
156 times.....	17.00	12.00	8.00
260 times.....	16.00	11.00	7.50
312 times.....	15.00	10.00	7.00

**POLITICAL**

Regular rates apply.

**GRAND COULEE**

Grant County—Map Location D-3

See SRDS consumer market map and data at beginning of the State.

**KFDR**

(Established 1950)



Rates effective September 1, 1952. (Card No. 2)  
Card received September 3, 1952.

Owned and operated by Ralph A. Nachtmann.

**Personnel**

Owner & Mgr.—Ralph A. Nachtmann.  
Program Director—Alvin Thelsen.

**Representatives**

Hil F. Best Company.  
Northwest—Art Moore and Associates, Inc.

**Mailing Instructions**

Business Office and Studio—P. O. Box 395, Grand Coulee, Wash., telephone 140.  
Transmitter—Grand Coulee, Wash.

**Wave—Power—Time**

Operating power—1,000 watts.  
Frequency—1360 kilocycles.  
Non-directional.

Licensed to operate unlimited time.  
Operates on Pacific 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 1st of month—payable 10 days.

**General Advertising**

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP and BMI licenses.

1 hour.....	25.00				
1/2 hr.	14 hr.	10 min.	5 min.	(*)	
1 time.....	20.00	13.00	10.00	8.00	4.50
13 times.....	18.50	12.00	9.25	7.50	4.10
26 times.....	16.00	11.20	8.50	7.00	3.75
52 times.....	15.00	10.40	8.00	6.50	3.50
104 times.....	14.00	9.60	7.50	6.10	3.30
156 times.....	13.00	9.00	7.00	5.70	3.15
312 times.....	12.00	8.50	6.50	5.30	3.10

**SPECIAL FEATURES**

News Service—UPI.

**POLITICAL**

Regular rates apply.

**Closing Time**

24 hours in advance of broadcast.

**KELSO**

Cowlitz County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

**KLOG**

(Established 1949)

Rates effective September 1, 1957. (Card No. 3.)  
Card received September 3, 1957.

**Personnel**

President—J. J. Flanigan.  
General Manager—John F. Carlson.  
Program Director—Robert VanRoy.  
News Director—Charles Sharmon.

**Representatives**

Eastern—Walker-Rowatt Company, Inc.  
Northwest—Art Moore and Associates, Inc.  
Los Angeles & San Francisco—Harlan G. Oakes & Associates.

**Mailing Instructions**

Business Office and Studio—Kelso Elks Memorial Golf Course, P. O. Box 90, Kelso, Wash. Exbrook 3-4900.

Transmitter—Kelso Elks Memorial Golf Course, Kelso, Wash.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1490 kilocycles.

Non-directional.  
Licensed to operate unlimited time.  
Operates on Pacific Standard Time.

Operating schedule: 6:00 a.m. to 10:00 p.m.

**Agency Commission**

15% to recognized agencies on time and talent; no cash discount. Bills rendered 1st of month; payable monthly.

**General Advertising**

Accepts AAAA copyrighted contract.  
Rates are for station time and include music copyright fees.

ASCAP and BMI licenses.

Advertising of beer and wine accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min. or less
1 time.....	30.00	20.00	12.00	6.00	4.00
13 times.....	28.50	19.00	11.40	5.70	3.80
26 times.....	27.00	18.00	10.80	5.40	3.60
52 times.....	25.50	17.00	10.20	5.10	3.40
104 times.....	24.00	16.00	9.60	4.80	3.20
260 times.....	22.50	15.00	9.00	4.50	2.90
520 times.....	20.00	12.00	7.20	4.00	2.40
1040 times.....	15.00	10.00	6.00	3.50	2.00

**PACKAGE RATES**

(Run-of-schedule)

One minute or less announcements to be used in 1 month or less:

25 announcements.....	80.00
50 announcements.....	150.00
75 announcements.....	187.50
100 announcements.....	220.00

**SPECIAL FEATURES**

News Service—UPI.  
1-minute announcements (30 second news headlines and 30 second commercial) on the half-hour, per announcement, 3.75.  
10-second announcement (minimum of 5 per day), per day, 7.50.  
Time Signals—10 words on the hour every hour (approximately 500 per month), per month, 350.00.

**POLITICAL**

Regular rates apply. Copy required 24 hours in advance.

**Closing Time**

24 hours in advance of broadcast.

**KENNEWICK**

Benton County—Map Location D-4

See SRDS consumer market map and data at beginning of the State.

**KEPR**

(Established 1949)



Rates effective October 1, 1958.

Rates received October 2, 1958.

Owned and operated by KEPR, Inc.

**Personnel**

President—Thomas C. Bostic.  
Manager—Joe Kendall.  
Sales Manager—Holly Bishop.

**Representatives**

Weed Radio Corporation.  
Northwest—Art Moore and Associates, Inc.

**Mailing Instructions**

Business Office and Studio—P. O. Box 437, Kennewick, Wash. Justice 6-6184. TWX Kennewick 45.  
Transmitter—Perkins Road, Kennewick, Wash.

**Wave—Power—Time**

Operating power—5,000 watts.  
Frequency—610 kilocycles.  
Directional.

Licensed to operate unlimited time.  
Operates on Pacific Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to midnight Monday through Saturday. 8:00 a.m. to midnight Sunday.

**Agency Commission**

15% to recognized advertising agencies on net charges for station time; no cash discount. Bills are issued monthly at the end of each month's service; due and payable when rendered. Special billing may be provided on request.

**General Advertising**

Affiliated with CBS Radio and Cascade Radio Networks.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP and BMI licenses.  
Advertising of beer and wine accepted.  
Rates are for station time and do not include talent. Rates guaranteed for one year with or without interruption. Announcements and programs may be combined for discount.

**WASHINGTON**

**WEEKLY PACKAGE RATES**

	Each	Total	Each	Total	Each	Total
5 times.....	5.50	27.50	3.85	19.25	2.75	13.75
10 times.....	5.30	53.00	3.70	37.00	2.65	26.50
15 times.....	5.10	76.50	3.60	54.00	2.55	38.25
20 times.....	4.90	98.00	3.50	70.00	2.45	49.00
25 times.....	4.70	117.50	3.35	83.75	2.35	58.75
30 times.....	4.50	135.00	3.20	96.00	2.25	67.50
40 times.....	4.30	172.00	3.10	124.00	2.15	86.00
50 times.....	4.10	205.00	3.00	150.00	2.05	102.50
60 times.....	3.90	234.00	2.80	168.00	1.90	114.00
70 times.....	3.70	259.00	2.60	182.00	1.80	126.00
80 times.....	3.50	280.00	2.45	196.00	1.70	136.00

**SPECIAL FEATURES**

News Service—AP. Spot announcements, regular rates apply.

**POLITICAL**

Regular rates apply. Payment due in advance. Copy required 24 hours in advance of broadcast.

**Closing Time**

48 hours in advance of broadcast.

**KIRKLAND**

King County—Map Location C-2

See SRDS consumer market map and data at beginning of the State.

**KNBX**

(Established 1947)

Rates effective July 1, 1957. (Card No. 7.)  
Card received September 4, 1957.

Owned and operated by East Side Broadcasting Co.

**Personnel**

General Manager—George A. Wilson.

Program Director—Anita Busek.

**Representatives**

Northwest—Art Moore and Associates, Inc.

**Mailing Instructions**

Business Office and Studio—Civic Center, Kirkland, Wash. and 622 Union St., Seattle, Wash.

Transmitter—Kirkland, Wash.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—1050 kilocycles.  
Non-directional.

Licensed to operate daytime.

Operates on Pacific Standard Time.

Daylight Saving Time not observed.

Operating schedule: Local sunrise to local sunset.

**Agency Commission**

15% to recognized agencies; 2% cash discount if paid monthly in advance.

**General Advertising**

Affiliated with Keystone Network.

Accepts AAAA copyrighted contract.

Rates include music copyright fees, station time, facilities, station production as available, station transcription libraries, and records. Rates do not include talent.

**PROGRAMS**

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	72.00	42.00	27.00	21.00	13.50
26 times.....	66.75	39.00	24.75	19.50	12.35
52 times.....	61.50	36.00	22.50	18.00	11.25
104 times.....	56.25	33.00	20.25	16.50	10.10
156 times.....	51.00	30.00	18.00	15.00	9.00
260 times.....	45.75	27.00	16.50	13.50	7.85
312 times.....	40.50	24.00	15.00	12.00	6.75

**ANNOUNCEMENTS**

	1 min.	30 sec.	15 sec.
1 time.....	7.50	6.00	5.00
26 times.....	7.25	5.75	4.75
52 times.....	7.00	5.50	4.50
104 times.....	6.50	5.25	4.25
156 times.....	6.00	5.00	4.00
260 times.....	5.50	4.50	3.50
312 times.....	5.00	4.00	3.00

**WEEKLY SATURATION PACKAGES**

# WASHINGTON

## Longview—K B A M—Continued

Licensed to operate daytime only.  
Operates on Pacific Standard Time.  
Operating schedule: 5:00 a.m. to local sunset.

**Agency Commission**  
15% to recognized agencies; no cash discount.

**General Advertising**  
Beer and wine advertising accepted.

1 hour, each.....	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	36.00	24.00	14.50	7.00
13 times.....	35.00	23.00	13.50	6.75
26 times.....	34.00	22.00	12.50	6.50
52 times.....	33.00	21.00	11.50	6.00
104 times.....	32.00	20.00	11.00	5.50
156 times.....	31.00	17.00	10.50	4.75
260 times.....	30.00	14.00	10.00	4.00

500 sales announcements, 10% discount; 30-second or less sales announcements, 2.50 each with minimum order of 50.

### WEEKLY SATURATION PLAN

Newscastrs—5 minutes (to the hour):

1 per day (5 days per week).....	Per week
2 per day (5 days per week).....	50.00
3 per day (5 days per week).....	90.00
4 per day (5 days per week).....	120.00
5 per day (5 days per week).....	130.00

News Headlines—2-1/2 minutes (half-hour):

1 per day (5 days per week).....	32.50
2 per day (5 days per week).....	60.00
3 per day (5 days per week).....	82.50
4 per day (5 days per week).....	100.00

7 days per week:

4 announcements per day.....	168.00
6 announcements per day.....	210.00
8 announcements per day.....	224.00
10 announcements per day.....	245.00

24 announcements to be used in 3 days, 72.00; 6 announcements to be used in one day, 30.00.

### SPECIAL FEATURES

News Service—AP and local.  
Newscastrs—5 minute newscastrs 5 minutes before the hour; headlines at 28 minutes after the hour with 15 minute local and regional news roundups at noon and 5:15 p.m.  
Sports—3 times daily.  
Weather—4 times each hour.  
Southwest Washington coverage of University of Washington and Washington State College educational features.  
Stock Market Reports—Openings, Closing and Dow-Jones Averages, daily.  
Participating Programs  
"Chuck Nelson Show"—mornings daily.  
"Jerry Rasmussen Show"—afternoons daily.  
"Quiet Hour"—1/2 hour semi-classical music during dinner hour.

### POLITICAL

Regular rates apply; cash in advance.

## KEDO

(Established 1938)



Rates effective November 1, 1957.  
Rates received August 6, 1956.  
Owned and operated by Triad Broadcasting Corp.

**Personnel**  
President—William E. Boeing, Jr.  
Station Manager—Donald L. Velth.  
Traffic Manager—Betty Trinneer.

**Representatives**  
John E. Person Company.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 779, Longview, Wash. Hamilton 5-1500.  
Transmitter—Ocean Beach Highway.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Pacific Time.  
Daylight Saving Time observed.

**Agency Commission**  
15% to recognized agencies on station time charges only; no cash discount.

**General Advertising**  
For combination rates see listings of Don Lee Broadcasting System and Mutual Broadcasting System.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Advertising of beer and wine acceptable.

1 hour.....	50.00	47.50	45.00	42.50	40.00	37.50	35.00
1/2 hour.....	30.00	28.50	27.00	25.50	24.00	22.50	21.00
1/4 hour.....	20.00	19.00	18.00	17.00	16.00	15.00	14.00
5 minutes.....	15.00	14.25	13.50	12.75	12.00	11.25	10.50
1 minute.....	7.50	7.15	6.75	6.40	6.00	5.65	5.25
1/2 minute.....	5.25	5.00	4.75	4.50	4.20	3.95	3.70

**Package Rates**  
(One-minute or 25-second announcements)

Weekly	25 announcements in 1 week.....	100.00
50 announcements in 1 week.....	187.50	
100 announcements in 1 week.....	325.00	
Monthly	25 announcements in 1 month.....	106.25
50 announcements in 1 month.....	200.00	
100 announcements in 1 month.....	350.00	
200 announcements in 1 month.....	600.00	

**POLITICAL**  
Regular rates apply. Copy must be submitted 48 hours in advance of broadcast.

**TRANSCRIPTIONS**  
Library Service—World.

**Closing Time**  
All commercial and program copy must be submitted not later than 24 hours before time of broadcast.

# MOSES LAKE (2 AM)

Grant County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

## KSEM

(Established 1947)

Rates effective August 15, 1957.  
Rates received October 7, 1957.

Owned and operated by KSEM, Inc.

**Personnel**  
President—Miss Jessica Longston.  
General Manager—John R. Di Meo.  
Station Manager—Roy Robinson.

**Representatives**  
John E. Pearson Company.  
Seattle-Portland—Del Day.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 276, Moses Lake, Wash., Ro. 5-3441.  
Transmitter—West City Limits, U. S. Highway 10, Moses Lake, Wash.

**Wave—Power—Time**  
Operating power—5,000 watts days; 1,000 watts nights.  
Frequency—1470 kilocycles.  
Directional.  
Licensed to operate full time.  
Operates on Pacific Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to midnight.

**Agency Commission**  
15% to recognized agencies; no cash discount.  
Bills due and payable when rendered.

**General Advertising**  
Rates include music copyright fees.  
BMI license.  
Advertising of alcoholic beverages other than beer and wine not accepted.  
Frequency discounts as earned and are not retroactive in one year period.  
announcements and programs cannot be combined to earn larger discount.  
Rates guaranteed for one year from date of first broadcast with or without interruption.

1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	38.00	24.00	16.00	10.50
25 times.....	32.00	22.00	15.00	9.75
50 times.....	28.50	20.00	14.00	9.00
100 times.....	25.50	18.50	13.00	8.25
150 times.....	23.00	17.00	12.50	7.50
250 times.....	20.00	15.50	11.50	7.00
300 times.....	17.00	14.00	10.50	6.25
500 times.....	.....	.....	.....	2.85

### ANNOUNCEMENTS

(Run-of-schedule)

1 min.	30 sec.	10 sec.
1 time.....	5.40	4.00
25 times.....	5.00	3.75
50 times.....	4.60	3.45
100 times.....	4.20	3.15
150 times.....	3.80	2.85
250 times.....	3.40	2.55
300 times.....	3.20	2.40
500 times.....	2.80	2.10
1000 times.....	2.40	1.80
2000 times.....	2.00	1.50
3000 times.....	1.90	1.40

### SPOT PACKAGES

(To be run in 7 days)

1 min.	30 sec.	1 min.	30 sec.
10 times.....	37.00	28.00	155.00
20 times.....	69.00	52.00	180.00
30 times.....	99.00	75.00	224.00
40 times.....	128.00	98.00	260.00

**Combination Rates**  
Sold in combination with KAYO, Seattle; KPUG, Bellingham; KBAR, Burley, Idaho.

**SPECIAL FEATURES**  
News Service—UPI leased wire and local.  
Regular rates apply, cash in advance.

## KWIQ

(Established 1956)



Rates effective October 1, 1958.  
Rates received October 2, 1958.  
Owned and operated by Cascade Broadcasting Co.

**Personnel**  
President—Arch W. Talbot.  
Vice-President—Thomas C. Bostic.  
Manager—James Schroeder.

**Representatives**  
Weed Radio Corporation.  
Regional—Art Moore & Associates, Inc.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 306, Moses Lake, Wash. Rockwell 5-7843.  
Transmitter—Moses Lake, Wash.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1280 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operating schedule: 6:00 a.m. to sunset.

**Agency Commission**  
15% to recognized agencies; no cash discount.

**General Advertising**  
BMI, ASCAP, and SECAC licenses.  
Merchandising plan available.  
Program rates on request.

**WEEKLY PACKAGE RATES**

	-1-minute-	-30-seconds-	-10-seconds-
	Each Total	Each Total	Each Total
5 times.....	2.75 13.75	1.95 9.75	1.40 7.00
10 times.....	2.70 27.00	1.90 19.00	1.35 13.50
15 times.....	2.65 39.75	1.85 27.75	1.30 19.50
20 times.....	2.60 52.00	1.80 36.00	1.25 25.00
25 times.....	2.55 63.75	1.75 43.75	1.20 30.00
30 times.....	2.50 75.00	1.70 51.00	1.15 34.50
40 times.....	2.45 98.00	1.65 66.00	1.10 44.00

	-1-minute-	-30-seconds-	-10-seconds-
	Each Total	Each Total	Each Total
50 times.....	2.40 120.00	1.60 80.00	1.00 50.00
60 times.....	2.35 141.00	1.55 93.00	.95 57.00
70 times.....	2.30 161.00	1.50 105.00	.90 63.00
80 times.....	2.25 180.00	1.45 116.00	.85 70.00

### SPECIAL FEATURES

News Service—AP.  
POLITICAL  
Regular rates apply; cash in advance.

# MOUNT VERNON

Skagit County—Map Location C-1  
See SRDS consumer market map and data at beginning of the State.

## KBRC

(Established 1946)



Rates effective January 1, 1959.  
Rates received December 3, 1958.  
Owned and operated by Beckley Radio Company.

**Personnel**  
Manager—Leo Beckley.

**Representatives**  
Oregon-Washington—Art Moore and Associates, Inc.

**Mailing Instructions**  
Business Office, Studio, and Transmitter—Mount Vernon, Wash.

**Wave—Power—Time**  
Operating power—5,000 watts days; 1,000 watts nights.  
Frequency—1430 kilocycles.  
Directional—nighttime only.  
Licensed to operate unlimited time.  
Operates on Pacific Time.  
Daylight Saving Time not observed.  
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 for station time only; no cash discount. Bills due and payable when rendered.

**General Advertising**  
Maximum length of contract—1 year.  
Rates 60% time, 40% facilities.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.

	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	24.00	16.00	12.00	9.00	6.00
13 times.....	23.00	15.20	11.40	8.55	5.75
26 times.....	22.00	14.40	10.80	8.10	5.50
52 times.....	21.00	13.60	10.20	7.65	5.25
104 times.....	20.00	12.80	9.60	7.20	5.00
156 times.....	19.00	12.00	9.00	6.75	4.75
260 times.....	18.00	11.20	8.40	6.30	4.50
312 times.....	17.00	10.40	7.80	5.85	4.25

### PACKAGE RATES

(Run-of-schedule)

	-1 minute-	-30 sec.-	-10 sec.-
	Each Total	Each Total	Each Total
Per week:			
10 times.....	5.50 55.00	4.25 42.50	2.75 27.50
15 times.....	5.25 78.75	4.00 60.00	2.65 39.75
20 times.....	5.00 100.00	3.80 76.00	2.50 50.00
25 times.....	4.75 118.75	3.60 90.00	2.40 60.00
30 times.....	4.50 135.00	3.40 102.00	2.25 67.50
40 times.....	4.25 170.00	3.20 128.00	2.15 86.00
50 times.....	4.00 200.00	3.00 150.00	2.00 100.00
Per month:			
25 times.....	5.50 137.50	4.25 106.25	2.75 68.75
50 times.....	5.00 250.00	3.80 190.00	2.50 125.00
75 times.....	4.50 337.50	3.40 255.00	2.25 168.75
100 times.....	4.00 400.00	3.00 300.00	2.00 200.00

**SPECIAL FEATURES**  
News Service—UPI and local. Regular rates plus 25%.  
Political—regular rates apply, cash with order.

# OLYMPIA (2 AM)

Thurston County—Map Location B-3  
See SRDS consumer market map and data at beginning of the State.

## KITN

(Established 1956)



Rates effective October 1, 1956.  
Rates received September 4, 1956.  
Owned and operated by KITN Corp.

**Personnel**  
Pres. & Gen'l Mgr.—Donald F. Whitman.

**Representatives**  
W. S. Grant Company.  
Seattle—Hugh Feltis & Associates.

**Mailing Instructions**  
Business Office & Studio—Downtown Olympia, Olympia, Wash., Fleetwood 7-7718.  
Mailing address—P. O. Box 629, Olympia, Wash.  
Transmitter—Chambers Lake & Fones Rds., east of Olympia.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—920 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Pacific Standard Time.  
Operating schedule: 6:00 a.m. to sunset.

**Agency Commission**  
15% to recognized agencies on time; no cash discount. Bills rendered 1st of month; payable within 10 days.

(This listing continued on next page)



**Olympic-KITN-Continued**

General Advertising  
 Accepts AAAA copyrighted contract.

1 time.....	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
25 times.....	30.00	20.00	12.50	6.00	4.50
50 times.....	18.50	11.00	5.50	4.00	
100 times.....	17.50	10.00	5.25	3.75	
150 times.....	16.50	9.00	5.00	3.50	
300 times.....	15.00	8.00	4.50	3.25	
600 times.....	14.50	7.00	4.00	3.00	
1,000 times.....			3.50	2.75	

PACKAGE RATES

To be used within 7 days:	
5 times.....	18.75
10 times.....	35.00
15 times.....	48.75

SPECIAL FEATURES  
 Participating Programs  
 "Early" with Doc Watson—6:00 a.m. to 9:00 a.m.; farm features, DJ.  
 "Forenoon with Tommy"—9:00 a.m. to noon; DJ show.  
 "Afternoon with Tabby"—Noon to 3:00 p.m.; girl DJ.  
 "KITN Open House" with Big Ed Kelley—3:00 p.m. to 6:00 p.m., DJ. News every half hour all day.

POLITICAL  
 Regular rates apply. Payable in advance.  
 Closing Time  
 12 hours in advance of broadcast.

**KGy**

(Established 1922)

Rates effective February 1, 1948.  
 Owned and operated by Tom Olsen, Olympia, Wash.

Personnel  
 General Manager—Tom Olsen.  
 Station Manager—Herb Anderson.

Representatives  
 Eastern—Walker-Rawalt Company, Inc.  
 California—Lee F. O'Connell Company.  
 Washington & Oregon—Art Moore and Associates, Inc.

Mailing Instructions  
 Business Office and Studio—Radio Center, State and Washington Sts., Olympia, Wash. Fleetwood 6-6636.  
 Transmitter

Wave—Power—Time  
 Operating power—250 watts.  
 Frequency—1240 kilocycles.  
 Non-directional.  
 Licensed to operate on local channel.  
 Operates on Pacific Time.  
 Operating schedule: 6:00 a.m. to 11:00 p.m.

Agency Commission  
 15% on station charges to all recognized agencies; no cash discount. Agency commission paid only when bills are paid on or before 10th of month following service.

General Advertising  
 For combination rates see listing of Don Lee Broadcasting System (Northwest [Washington] Group), Mutual Broadcasting System (Pacific Northwest Stations) and Keystone Network.  
 Accepts AAAA copyrighted contract.  
 Rates include charges by owners of music copyrights, ASCAP, SESAC and BMI licenses.

CLASS "A"  
 (6:00 p.m. to 10:30 p.m. week days and 4:00 p.m. to 10:30 p.m. Sundays)

1 hr.	13	26	52	104	156	260
1/2 hr.	10.00	19.00	38.00	76.00	114.00	182.00
1/4 hr.	7.00	14.00	28.00	56.00	84.00	140.00
5 minutes	15.00	14.25	13.50	12.75	12.00	11.25

CLASS "B"  
 (6:00 a.m. to 6:00 p.m. week days and 8:00 a.m. to 4:00 p.m. Sundays)

1 hr.	35.00	33.25	32.40	30.60	28.80	27.00
1/2 hr.	21.00	19.95	18.90	17.85	16.80	15.75
1/4 hr.	14.00	13.30	12.60	11.90	11.20	10.50
5 minutes	10.50	10.00	9.45	8.95	8.40	7.90

75 words or station break..... 7.50 7.15 6.75 6.40 6.00 5.65 5.25

**OMAK**

Okanogan County—Map Location D-1  
 See SRDS consumer market map and data at beginning of the State.

**KOMW**

(Established 1947)



Rates effective November 1, 1954. (Card No. 2.)  
 Card received November 29, 1954.  
 Owned and operated by KOMW, Inc.

Personnel  
 President—R. L. McNett.  
 Manager—Dean Nichols.

Representatives  
 Washington-Oregon—Hugh Feltis & Associates.  
 San Francisco & Hollywood—William A. Ayres Co.

Mailing Instructions  
 Business Office, Studio and Transmitter—Omak, Wash.

Wave—Power—Time  
 Operating power—1,000 watts days.  
 Frequency—680 kilocycles.  
 Non-directional.  
 Licensed to operate daytime.  
 Operates on Pacific Time.  
 Daylight Saving Time not observed.  
 Operating schedule: \_\_\_\_\_

Agency Commission  
 15% to recognized agencies on net charges for station time only; no cash discount. Bills due and payable when rendered.

General Advertising  
 Regular of rate is for air time and one-half for musical library, script, and production.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	50 wds.
1 time.....	60.00	36.00	24.00	18.00	9.60	6.00	4.00
13 times.....	54.00	32.40	21.60	16.20	8.65	5.40	3.60
26 times.....	51.00	30.60	20.40	15.30	8.15	5.10	3.40
52 times.....	48.00	28.80	19.20	14.40	7.70	4.80	3.20
78 times.....	42.00	25.20	16.80	12.60	6.70	4.20	2.80
104 times.....	39.00	23.40	15.60	11.70	6.25	3.90	2.60
156 times.....	36.00	21.60	14.40	10.80	5.75	3.60	2.40
312 times.....	33.00	19.80	13.20	9.90	5.25	3.30	2.20
624 times.....	30.00	18.00	12.00	9.00	4.80	3.00	2.00

PACKAGE RATES  
 25 announcements in one week, each 2.60 3.90  
 50 announcements in one week, each 2.40 3.60  
 100 announcements in one week, each 2.20 3.30

SPECIAL FEATURES  
 News Service—UPI. Rates on request.  
 Closing Time  
 Copy deadline 48 hours in advance

**OPPORTUNITY**

Spokane County—Map Location F-2  
 See SRDS consumer market map and data at beginning of the State.

**See Spokane**

**OTHELLO**

Adams County—Map Location E-3  
 See SRDS consumer market map and data at beginning of the State.

**KRSC**

(Established 1958)

Rates effective April 1, 1958. (Card No. 1.)  
 Card received June 4, 1958.  
 Owned and operated by Kathleen Ward and R. E. Pollock, dba Othello Radio.

Personnel  
 Sta. & Com'l Mgr.—Charles Sheppard, Jr.

Mailing Instructions  
 Business Office, Studio and Transmitter—P. O. Box 818, Hemlock St., Othello, Wash. Hu 8-2791.

Wave—Power—Time  
 Operating power—100 watts.  
 Frequency—1450 kilocycles.  
 Non-directional.  
 Operates on Pacific Standard Time.  
 Operating schedule: 6:00 a.m. to 10:00 p.m. week-days; 7:00 a.m. to 10:00 p.m. Sunday.

Agency Commission  
 15% on time only; no cash discount. Bills due and payable 10th of month following service.

General Advertising  
 Accepts AAAA copyrighted contracts.  
 Frequency discounts as earned and are not retroactive in 1 year period.  
 Rates are for station time 60%, facilities and services 40%.  
 National and local rates same.

(Specified Times)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	18.00	12.00	8.00	5.00	3.75
25 times.....	15.00	9.75	6.50	4.25	3.25
50 times.....	13.00	8.75	5.75	3.75	2.75
100 times.....	10.50	6.75	4.50	3.00	2.25
150 times.....					2.00
250 times.....					1.75
500 times.....					1.50
1,000 times.....					1.25

ANNOUNCEMENTS (Run-of-schedule)

	1 min.	30 sec.	10 sec.
1 time.....	3.20	2.40	1.60
25 times.....	2.70	2.05	1.35
50 times.....	2.20	1.65	1.10
100 times.....	2.00	1.50	1.00
150 times.....	1.70	1.30	.85
250 times.....	1.50	1.15	.90
500 times.....	1.20	.90	.60
1,000 times.....	1.00	.75	.50

SPOT PACKAGES

To be run in 5 days:	1 min.	30 sec.
10 times.....	20.00	15.00
20 times.....	34.00	26.00
30 times.....	45.00	34.50
40 times.....	56.00	42.00
50 times.....	65.00	48.75
100 times.....	95.00	72.50

SPECIAL FEATURES  
 News Service—UPI. Specified time rates apply.  
 POLITICAL  
 Regular rates apply; cash in advance.  
 Closing Time  
 48 hours in advance of broadcast.

**PASCO (2AM)**

Franklin County—Map Location E-4  
 See SRDS consumer market map and data at beginning of the State.

**KEPR**

City of license designated as Kennewick-Pasco-Richland.  
 See listing under Kennewick, Wash.

**KORD**

(Established 1956)



Rates effective June 1, 1958. (Card No. 2.)  
 Card received June 16, 1958.

Personnel  
 Gen'l & Sta. Mgr.—Wally Reid.

Representatives  
 W. S. Grant Company, Inc.  
 Mailing Instructions  
 Business Office and Studio—P. O. Box 485, Pasco, Wash. Liberty 7-9791.  
 Transmitter—Pasco, Washington.

**WASHINGTON**

Wave—Power—Time  
 Operating power—1,000 watts.  
 Frequency—910 kilocycles.  
 Non-directional.  
 Licensed to operate daytime.  
 Operating schedule: 5:00 a.m. to local sunset Monday through Saturday 6:00 a.m. to sunset Sunday.  
 Agency Commission  
 15% to recognized agencies on time and talent; no cash discount. Bills rendered first of month; payable within 10 days.

General Advertising  
 ANNOUNCEMENTS (Within 1 year)

	1-min. 30 sec.	1-min. 30 sec.
1 time.....	6.00	5.00
25 times.....	5.40	4.50
50 times.....	4.85	4.05
150 times.....	4.55	3.80
250 times.....	4.25	3.55
350 times.....	3.95	3.30

10 seconds—50% of applicable 1-minute rate.  
 WEEKLY SATURATION PACKAGES (Within 7 days)

10 times.....	42.00	34.50	50 times	170.00	132.50
15 times.....	60.00	48.75	70 times	224.00	171.50
25 times.....	95.00	76.25	104 times	295.00	220.00
35 times.....	126.00	99.75			

10 seconds—50% applicable 1-minute rate.  
 30 DAY PACKAGES

6 per day for 30 days.....	450.00	335.00
12 per day for 30 days.....	675.00	500.00
18 per day for 30 days.....	900.00	675.00

10 seconds—50% of applicable 1-minute rate.  
 SPECIAL FEATURES  
 News Service—UPI. Add..... 25%  
 5-minute news (no frequency discount)..... 8.00

POLITICAL  
 Regular rates apply; cash in advance.  
 Closing Time  
 3 hours in advance of broadcast.

**KPKW**

(Established 1945)

Rates effective May 1, 1958.  
 Rates received April 24, 1958.  
 Owned and operated by Western Radio Corporation.

Personnel  
 Pres. & Gen'l Mgr.—V. P. Kenworthy.  
 Manager—Woody Bretz.  
 Program Director—Bob Rockne.

Representatives  
 None.

Mailing Instructions  
 Business Office, Studio and Transmitter—Pasco, Wash.

Wave—Power—Time  
 Operating power—250 watts.  
 Frequency—1340 kilocycles.  
 Non-directional.  
 Licensed to operate unlimited time.  
 Operates on Pacific Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 18 hours Monday through Saturday; 14 hours Sunday.

Agency Commission  
 15% to recognized advertising agencies on time only provided payment is made by the 20th of the month following service. No cash discount.

General Advertising  
 Affiliated with Keystone Network.  
 Accepts AAAA copyrighted contract.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	100 wds.	50 wds.
1 time.....	45.00	27.00	16.75	9.50	5.00	4.00
13 times.....	42.50	25.50	16.00	9.00	4.75	3.80
26 times.....	40.00	24.00	15.25	8.50	4.50	3.60
52 times.....	37.50	22.50	14.75	8.00	4.25	3.40
156 times.....	35.00	21.00	14.25	7.50	4.00	3.20
312 times.....	32.50	19.50	13.50	6.00	3.50	3.00

ANNOUNCEMENT PACKAGES —1-minute— —30-seconds—

	Each	Total	Each	Total
20 within 10 days.....	3.40	68.00	2.30	46.00
30 within 30 days.....	3.20	96.00	2.15	64.50
40 within 30 days.....	3.00	120.00	2.00	80.00
50 within 30 days.....	2.80	140.00	1.85	92.50
100 within 30 days.....	2.60	260.00	1.70	170.00

SPECIAL FEATURES  
 News—Leased wire service available, 24 hour service—rates on request.  
 Sports, special events and news—rates on request.

POLITICAL  
 Regular rates apply. 15% agency commission allowed.  
 Closing Time  
 All copy must be in possession of program department 24 hours prior to broadcast.

**PORT ANGELES**

Clallam County—Map Location A-2  
 See SRDS consumer market map and data at beginning of the State.

**KONP**

(Established 1945)



Rates effective February 1, 1952. (Card No. 2.)  
 Rates received January 2, 1952.  
 Owned and operated by Radio Pacific, Inc.

Personnel  
 General Manager—George Buck.  
 Station Manager—Jack K. Proctor.

Representatives  
 Seattle-Portland—Art Moore and Associates, Inc.

Mailing Instructions  
 Business Office and Studio—313 W. First St., Port Angeles, Wash. Glencourt 7-4200.  
 Transmitter—313 W. First St., Port Angeles, Wash.

Wave—Power—Time  
 Operating power—250 watts.  
 Frequency—1450 kilocycles.  
 Non-directional.

(This listing continued on next page)



# WASHINGTON

## Port Angeles—KONP—Continued

Licensed to operate unlimited time.  
Operates on Pacific Time.  
Daylight Saving Time not observed.  
Operating schedule: Sundays 10:45 a.m. to 6:30 p.m.;  
week days 6:45 a.m. to 10:30 p.m.

### Agency Commission

15% to recognized advertising agencies on net station time only; no cash discount. On approved credit, accounts payable 10th of month following service.

### General Advertising

For combination rates see Keystone Network.  
Accepts AAAA copyrighted contract with certain exceptions; modified contract forms available.  
Rates include music copyright fees and use of station music library.

### BMI and ASCAP licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	1/2 min.
1 time.....	30.00	18.00	10.00	6.00	4.00	3.00
13 times.....	28.50	17.10	9.50	5.70	3.80	2.85
26 times.....	27.00	16.20	9.00	5.40	3.60	2.70
52 times.....	25.50	15.30	8.50	5.10	3.40	2.55
78 times.....	24.00	14.40	8.00	4.80	3.20	2.40
156 times.....	22.50	13.50	7.50	4.50	3.00	2.25
312 times.....	21.00	12.60	7.00	4.20	2.80	2.10
624 times.....	18.00	10.80	6.00	3.60	2.40	1.80
936 times.....	15.00	9.00	5.00	3.00	2.00	1.50

### 10-second announcements:

52 times.....	1.70	312 times.....	1.40
78 times.....	1.60	624 times.....	1.20
156 times.....	1.50	936 times.....	1.00

### DISCOUNTS

Discounts allowed retroactively on the number of consecutive broadcasts given within one year. Programs and announcements cannot be combined for discount purposes.

### SPECIAL FEATURES

News Service—UPI.  
News, sports, features or special events programs, or for announcements in or adjacent to such programs, add 25% to regular rates.

### POLITICAL

Regular rates with discounts as listed above apply.

### TRANSCRIPTIONS

Library Service—World.

## PROSSER

Benton County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

## KARY

(Established 1956)



Rates effective \_\_\_\_\_.  
Rates received December 2, 1958.  
Owned and operated by Prosser-Grandview Broadcasters, Inc.

### Personnel

Exec. Vice-Pres. & Gen'l Mgr.—Jack L. Quinn.  
Commercial Manager—Robert D. Wilson.

### Representatives

Hil F. Best Company.

### Mailing Instructions

Business Office and Studio—P. O. Box 1310, Prosser, Wash. Yukon 4-7310, 7322.  
Transmitter—Hwy. 410, midway between Prosser and Grandview, Wash.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1310 kilocycles.  
Nondirectional.  
Operates on Pacific Standard Time.  
Operating schedule: 6:00 a.m. to local sunset.

### Agency Commission

15% on time only; no cash discount. Bills payable 10th of month following service.

### General Advertising

Accepts AAAA copyrighted contracts.  
Rates include music copyright fees.  
National and local rates are the same.

	1/4 hr.	5 min.	1 min.	30 sec.	10 sec.
1 time.....	12.50	6.75	5.00	4.50	2.50
25 times.....	10.75	6.00	4.50	4.00	2.25
50 times.....	9.00	5.50	4.00	3.50	2.00
100 times.....	7.50	5.00	3.50	3.20	1.75
250 times.....	6.75	4.50	3.10	2.80	1.55
400 times.....	6.00	4.00	2.70	2.40	1.35
700 times.....	5.00	3.50	2.35	2.00	1.18
1000 times.....	4.00	3.00	2.00	1.75	1.00

### Other rates on request.

### SPECIAL FEATURES

News Service—UPI and local.  
Participating Programs  
"Ringo, Kary Calling"—telephone conversation program.

### Closing Time

6 hours in advance of broadcast.

## PULLMAN

Whitman County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

## KOFE

(Established 1950)

Rates effective January 1, 1958.  
Rates received April 28, 1958.  
Owned and operated by KOFE, Inc.

### Personnel

Pres. & Gen'l Mgr.—Herbert Everitt.  
Vice-Pres. & Sec'y—Rae Evertt.

### Representatives

San Francisco—William A. Ayres Company.  
Eastern—Continental Radio Sales.

### Mailing Instructions

Business Office and Studio—P. O. Box 318, Pullman-Cofax Hwy., Pullman, Wash. Phone 45231.  
Transmitter — Pullman-Cofax Highway, Pullman, Wash.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1150 kilocycles.  
Non-directional.  
Operates on Pacific Standard Time.  
Daylight Saving Time not observed.  
Licensed to operate daytime.  
Operating schedule: 7:00 a.m. to local sunset Sundays; 6:00 a.m. to local sunset week days.

### Agency Commission

15% to recognized agencies on net station time; no cash discount. Bills rendered last day of each month; payable 10th of month following service.

### General Advertising

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP and BMI licenses.  
The following rates are for both national and local advertising, and include 60% for air time and 40% for production and service.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	25.00	20.00	16.00	8.00
26 times.....	23.00	18.00	12.00	6.00
52 times.....	21.00	14.00	11.00	5.50
104 times.....	19.00	12.00	9.00	5.00
264 times.....	18.00	9.00	7.00	3.75
313 times.....	15.00	7.00	6.00	2.75

### SPOT ANNOUNCEMENTS

1 time.....	3.00	180 times.....	1.75
30 times.....	2.40	350 times.....	1.50
60 times.....	2.20	500 times.....	1.40
120 times.....	2.00	1000 times.....	1.25

### SPECIAL FEATURES

News Service—UPI, no extra charge.  
Sports, special events, talent shows—details on request.

### POLITICAL

Regular rates apply. Cash in advance.

## KWSC

(Established 1922)



Owned and operated by State College of Washington.  
Frequency—1250 kilocycles.  
Does not sell time.

## PUYALLUP

Pierce County—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.

## KAYE

(Established 1951)

Rates effective February 1, 1957.  
Rates received February 4, 1957.  
Owned and operated by Henry Perozzo.

### Personnel

Manager—Henry Perozzo.

### Representatives

Art Moore & Associates, Inc.

### Mailing Instructions

Business Office and Studio—P.O. Box 271, Puyallup, Wash. TH 5-1711; Tacoma, Wash. FU 3-3263.  
Transmitter—P. O. Box 271, Puyallup, Wash.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operating schedule: 18 hours daily.

### Agency Commission

15% to recognized agencies; no cash discount. Payable by 20th of following month.

### General Advertising

Beer, wine or tobacco advertising not accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	30.00	20.00	15.00	10.00	4.75	3.75
13 times.....	29.50	19.75	14.50	9.50	4.50	3.50
26 times.....	29.00	19.50	14.00	9.00	4.25	3.25
52 times.....	28.00	19.00	13.50	8.50	4.00	3.00
156 times.....	24.00	16.00	11.00	7.00	3.50	2.50
312 times.....	22.00	14.00	9.00	5.00	3.00	2.00

### SATURATION PACKAGES

1 minute:			
100 spots.....	150.00	300 spots.....	300.00
200 spots.....	250.00		

### SPECIAL FEATURES

News Service—Local news.  
POLITICAL  
Regular time rate applies; payable in advance.

### Closing Time

All copy must be submitted 24 hours prior to broadcast.

## QUINCY

Grant County—Map Location D-3.  
See SRDS consumer market map and data at beginning of the State.

## KPOR

(Established 1957)

Rates effective \_\_\_\_\_.  
Rates received November 3, 1958.  
Owned and operated by Don Nelson d/b Quincy Valley Broadcasters.

### Personnel

Manager—Don Nelson.

### Representatives

Hil F. Best Company.

### Mailing Instructions

Business Office and Studio—P. O. Box 1378, 1st and "B" Sts., Quincy, Wash.  
Transmitter—2 miles north of Quincy.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1370 kilocycles.  
Non-directional.  
Operates on Pacific Standard Time.  
Operating schedule: 6:00 a.m. to local sunset.

### Agency Commission

15% to recognized agencies on time only; no cash discount. Bills due and payable in 10 days.

### General Advertising

	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	15.00	9.00	5.00	3.50	3.00
26 times.....	10.00	4.50	2.50	3.10	2.60
52 times.....	.....	.....	.....	2.70	2.20
156 times.....	.....	.....	.....	2.30	1.80
312 times.....	.....	.....	.....	1.90	1.40
1000 times.....	.....	.....	.....	1.50	1.00

### PACKAGE PLAN

	Each	(*)
10 in 1 day.....	25.00	20.00
15 in 3 days.....	37.50	30.00
25 in 1 week.....	50.00	37.50
50 in 1 month.....	100.00	75.00
100 in 1 month.....	150.00	100.00

(\* 10 packages in 1 year, each.  
Single packages may be combined to earn multiple package rates.

### SPECIAL FEATURES

News Service—AP.

### Closing Time

24 hours in advance of broadcast.

## RAYMOND

Pacific County—Map Location A-3  
See SRDS consumer market map and data at beginning of the State.

## KAPA

(Established 1950)

Rates effective March 1, 1957.  
Rates received March 7, 1957.  
Owned and operated by Willapa Broadcasting Co.

### Personnel

Station Manager—Robert E. Claunch.  
Commercial Manager—John W. Reavley.

### Representatives

Midwest—Walker-Rowatt Company, Inc.  
Los Angeles—Lee F. O'Connell Company.  
San Francisco—McGavren-Quinn Co.  
Washington and Oregon—Art Moore and Associates, Inc.

### Eastern—Continental Radio Sales.

### Mailing Instructions

Business Office and Studio—Willapa Hotel, P. O. Box 626, Raymond, Wash. telephone 1010.  
Transmitter—Willapa Hotel, Raymond, Wash.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1340 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Pacific Standard Time.  
Operating schedule: 6:30 a.m. to 6:30 p.m.

### Agency Commission

15% to recognized agencies on station time charges only; no cash discount. On approved credit, accounts payable 10th of month following service.

### General Advertising

Affiliated with Keystone Network

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	25.00	15.00	10.00	5.00	4.00
13 times.....	23.75	14.25	9.50	4.75	3.80
26 times.....	22.50	13.50	9.00	4.50	3.60
52 times.....	21.25	12.75	8.50	4.25	3.40
78 times.....	20.00	12.00	8.00	4.00	3.20
156 times.....	18.75	11.25	7.50	3.75	3.00
312 times.....	17.50	10.50	7.00	3.50	2.80

(\* One minute or less, live or transcribed.  
10 second announcements purchased in any amount at 60% of earned contracted one minute rate. Sold subject to availabilities.

### SPECIAL FEATURES

News Service—AP. Rates on request.  
Weather, tide and farm reports—details on request.

### POLITICAL

Regular rates apply.

## RENTON

King County—Map Location C-2  
See SRDS consumer market map and data at beginning of the State.

## KLAN

(Established 1947)

Rates effective July 1, 1953.  
Rates received June 25, 1953.  
Owned and operated by Interlake Broadcasting Corp.

### Personnel

President—R. J. Sander.  
General Manager—Clifford H. Hansen.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—615 Third Ave., Renton, Wash. Alpine 5-8245.  
Transmitter—Renton, Wash.

### Wave—Power—Time

Operating power—1,000 watts.  
Frequency—910 kilocycles.  
Directional.  
Licensed to operate unlimited time.  
Operates on Pacific Time.

### Agency Commission

15% to recognized agencies on net charges for station time only; no cash discount.

### General Advertising

Accepts AAAA copyrighted contract.

# RICHLAND

Benton County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

## KALE

(Established 1950)

Rates effective February 1, 1958.  
Rates received January 2, 1958.

Owned and operated by KALE, Inc.  
**Personnel**  
President—R. S. McCaw.  
Gen'l & Com'l Manager—L. G. Dix.

**Representatives**  
Eastern and Western—Walker-Rowatt Company, Inc.  
Seattle—William J. Wagner & Associates.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 767, Pasco, Wash. Pasco 7-3888.  
Other Studios—P. O. Box 367 Richland, Wash.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—960 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Transmitter—Court St., Pasco, Wash.  
Operating schedule: 18 hours daily.

**Agency Commission**  
15% to recognized agencies on time and talent; no cash discount. Bills rendered end of each month; payable 10th of month following broadcast.

**General Advertising**  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
(6:00 a.m. to 7:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	50.00	30.00	20.00	15.00
13 times.....	47.50	28.50	19.00	14.25
26 times.....	45.00	27.00	18.00	13.50
52 times.....	42.50	25.50	17.00	12.75
104 times.....	40.00	24.00	16.00	12.00
156 times.....	37.50	22.50	15.00	11.25
260 times.....	35.00	21.00	14.00	10.50

(7:00 p.m. to midnight)  
50% of above rates.

### ANNOUNCEMENTS

(6:00 a.m. to 7:00 p.m.)

	1 min.	30 sec.	20 sec.	10 sec.
1 time.....	7.50	6.00	5.63	4.50
26 times.....	6.75	5.40	5.06	4.05
52 times.....	6.40	5.12	4.80	3.84
104 times.....	6.05	4.84	4.54	3.63
156 times.....	5.70	4.56	4.28	3.42
208 times.....	5.35	4.28	4.01	3.21
312 times.....	5.00	4.00	3.75	3.00
416 times.....	4.65	3.72	3.49	2.79
600 times.....	4.30	3.44	3.23	2.58
800 times.....	3.95	3.16	2.96	2.37
1,000 times.....	3.60	2.88	2.70	2.16

(7:00 p.m. to midnight)  
50% of above rates.

### WEEKLY SATURATION PLANS

1-minute announcements per week:	12 tl.	24 tl.	36 tl.	48 tl.	60 tl.
1 week.....	60.00	117.60	174.60	230.40	285.00
2 weeks.....	118.80	230.40	338.40	441.40	540.00
3 weeks.....	176.40	338.40	491.40	633.60	765.00
4 weeks.....	232.80	441.60	633.60	806.40	960.00
5 weeks.....	288.00	540.00	765.00	960.00	1,125.00
6 weeks.....	342.00	633.60	885.60	1,094.40	1,260.00
7 weeks.....	394.80	722.40	995.40	1,209.60	1,365.00
8 weeks.....	446.40	806.40	1,094.40	1,305.60	1,440.00

30-second announcements—85% of 1-minute rates.  
1-minute and 30-second announcements may not be combined to earn higher discounts.

### SPECIAL FEATURES

News, sports and special events, 25% plus lines and production.

### Participating Programs

Available on request.

### Closing Time

48 hours in advance of broadcast.

## KEPR

City of license designated as Kennewick-Pasco-Richland.  
See listing under Kennewick, Wash.

# SEATTLE (10 AM; 3 FM)

King County—Map Location C-2  
See SRDS consumer market map and data at beginning of the State.

## KAYO

(Established 1926)

Rates effective June 1, 1958.  
Rates received June 2, 1958.

Owned and operated by Washington Telecasters, Inc.

### Personnel

President—Jessica L. Longston.  
Vice-Pres. & Gen'l Mgr.—Robert E. Pollock.  
Station Manager—J. L. Hamstreet.  
Sales Manager—Gil Bond.

### Representatives

Adam Young, Inc.

### Mailing Instructions

Business Office and Studio—2939 4th Avenue South, Seattle 4, Wash. Main 3-2480.  
Transmitter—Vashon-Maury Island, Wash.

### Wave—Power—Time

Operating power—5,000 watts days; 1,000 watts nights.  
Frequency—1150 kilocycles.  
Non-directional.

Licensed to operate full time.  
Operates on Pacific Time.  
Operating schedule: 5:00 a.m. to 1:00 a.m. weekdays;  
6:00 a.m. to midnight Sunday.

### Agency Commission

15% to recognized agencies on net time charges only; no cash discount.

### General Advertising

Rates are for station time and facilities 60%; services 40%.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
All talk programs take 1-time rate, no discounts.  
Current advertisers received 26 weeks rate protection from effective date of any rate change.

### PROGRAMS

	(6:00 a.m. to 7:00 p.m.)				
	1	1/2	1/4	10	5
	hr.	hr.	hr.	min.	min.
1 time.....	80.00	50.00	40.00	25.00	20.00
26 times.....	76.00	48.00	38.00	24.50	19.50
52 times.....	72.00	46.00	36.00	24.00	19.00
104 times.....	68.00	44.00	34.00	23.50	18.50
156 times.....	64.00	42.00	32.00	23.00	18.00
208 times.....	60.00	40.00	30.00	22.50	17.50
312 times.....	56.00	38.00	28.00	22.00	17.00
624 times.....	52.00	36.00	26.00	21.50	16.50

### WEEKLY SATURATION PLANS

#### PLAN I

1-minute:	Each	Per wk.
36 per week.....	5.50	198.00
24 per week.....	6.00	144.00
18 per week.....	6.50	117.00
12 per week.....	7.00	84.00
20-30 seconds:		
36 per week.....	4.20	151.20
24 per week.....	4.50	108.00
18 per week.....	4.90	88.20
12 per week.....	5.30	63.60
10-seconds:		
72 per week.....	2.75	198.00
48 per week.....	3.00	144.00
36 per week.....	3.25	117.00
24 per week.....	3.50	84.00

All announcements scheduled in Class "A" time.

#### PLAN II

1-minute:	Each	Per wk.
36 per week.....	5.10	183.60
24 per week.....	5.40	129.60
18 per week.....	5.70	102.60
12 per week.....	6.00	72.00
20-30 seconds:		
36 per week.....	3.85	138.60
24 per week.....	4.05	97.20
18 per week.....	4.30	77.40
12 per week.....	4.50	54.00
10-seconds:		
72 per week.....	2.55	183.60
48 per week.....	2.70	129.60
36 per week.....	2.85	102.60
24 per week.....	3.00	72.00

1/2 of such announcements to be scheduled in Class "A" time and 1/2 in Class "B" time.  
Saturation Plan announcements may not be combined with other announcements to earn additional frequency discounts.

### ANNOUNCEMENTS

#### CLASS "A"

(6:00 a.m. to 7:00 p.m.)

	1 min.	20-30 sec.	10 sec.
1 time.....	10.00	7.50	5.50
26 times.....	9.50	7.10	4.80
52 times.....	9.00	6.80	4.50
104 times.....	8.50	6.40	4.20
156 times.....	8.00	6.00	4.00
260 times.....	7.50	5.60	3.80

#### CLASS "B"

(All other times)

1 time.....	6.00	4.50	3.50
26 times.....	5.70	4.30	3.00
52 times.....	5.40	4.10	2.90
104 times.....	5.10	3.80	2.70
156 times.....	4.80	3.60	2.50
260 times.....	4.50	3.40	2.40

### SPECIAL FEATURES

News Service—UPI and 24-hour local coverage.

Newscasts: regular rates plus 10%.

### POLITICAL

Daytime rates apply.

### Closing Time

24 hours in advance of broadcast.

# KING

(Established 1927)

## THE JOHN BLAIR STATION



Rates effective January 1, 1958.

Rates received November 27, 1957.

Owned and operated by the King Broadcasting Co.

### Personnel

Sales Manager—Gibbs Lincoln.  
Vice-Pres. & Gen'l Mgr.—Otto P. Brandt.  
Program Director—Jack Link.

### Representatives

John Blair & Company.

### Mailing Instructions

Business Office and Studio—320 Aurora Ave., Seattle 9, Wash., Mutual 2-3555, TWX SE 240.  
Transmitter—Vashon-Maury Island, Wash.

### Wave—Power—Time

Operating power—50,000 watts.  
Frequency—1090 kilocycles.  
Directional—same pattern, all hours.  
Licensed to operate full time.  
Operates on Pacific Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 24 hours daily except midnight to 5:15 a.m. Monday.

# WASHINGTON

### FM Facilities

See separate FM listing.

### Agency Commission

15% to recognized agencies on net time only; no cash discount.

### General Advertising

Affiliated with KING-TV, KGW AM and TV, Portland and KRÉM AM, FM and TV, Spokane.  
For combination rates see ABC Radio.  
Accepts AAAA copyrighted contract.  
All contracts subject to conditions of Standard AAAA and NAB Form.  
Station rates include ASCAP, BMI and SESAC licenses. All other music and copyright material must be cleared and paid for at source. Rates are for station time and facilities and do not include talent. 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.

### ANNOUNCEMENTS

(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 6:00 p.m. Monday through Saturday)

	Flat			
	—1-minute—	—Station break—		
6 weekly, staggered, 1 per day.....	Each	Per wk.	Each	Per wk.
staggered.....	27.00	162.00		
Spec. pos. (6:00 a.m. to 9:00 a.m. only).....	40.00			
(9:00 a.m. to 4:00 p.m. and 6:00 p.m. to 7:00 p.m. Monday through Saturday)				
6 weekly, 1 per day.....	22.00	132.00	17.00	102.00
Less than 6 weekly.....	24.00		18.00	

(After 7:00 p.m. Monday through Saturday; all day Sunday)

6 weekly, 1 per day.....	14.00	84.00	11.00	66.00
Less than 6 weekly.....	16.00		12.00	

### IMPACT ANNOUNCEMENT PLANS

(9:00 a.m. to 4:00 p.m. and 6:00 p.m. to 7:00 p.m. Monday through Saturday)

	Flat			
	—1-minute—	—Station break—		
12 ann. weekly.....	Each	Per wk.	Each	Per wk.
24 ann. weekly.....	20.00	240.00	15.00	180.00
48 ann. weekly.....	19.00	456.00	14.00	336.00
96 ann. weekly.....	18.00	864.00	13.00	624.00
96 ann. weekly.....	16.00	1,536.00	11.00	1,056.00

(After 7:00 p.m. Monday through Saturday; all day Sunday)

12 ann. weekly.....	13.00	156.00	9.00	108.00
24 ann. weekly.....	12.00	288.00	8.00	192.00
48 ann. weekly.....	11.00	528.00	7.00	336.00
96 ann. weekly.....	9.00	864.00	5.00	480.00

Portions of Impact Plan schedules may be sold between 6:00 a.m. to 9:00 a.m. and/or 4:00 p.m. to 6:00 p.m. Monday through Saturday, at the applicable rates for these periods. Since these announcements may count toward Impact Plan frequency, the balance of the schedule will be sold at pro-rata the Impact Plan rate.

Day and Night Impact Plans may be combined in any proportion of day and night broadcasting and/or minutes and station breaks, pro-rata the applicable unit cost of the service ordered so long as a minimum of 12 announcements weekly is used.

ID's—50% applicable minute rate. ID's may not be combined with other broadcasting service for the purposes of establishing frequency discounts on either the ID's or the other broadcasting service.

### 5-MINUTE NEWSCASTS

(6:00 a.m. to 9:00 a.m. Monday through Saturday)

	Flat	
	Each	Per wk.
6 weekly, 1 per day.....	45.00	270.00
Less than 6 weekly.....	50.00	
(4:00 p.m. to 6:00 p.m. Monday through Saturday)		
6 weekly, 1 per day.....	35.00	210.00
Less than 6 weekly.....	40.00	
(9:00 a.m. to 4:00 p.m. Monday through Saturday)		
6 weekly, 1 per day.....	30.00	180.00
Less than 6 weekly.....	35.00	

(After 7:00 p.m. Monday through Saturday; all day Sunday)

6 weekly, 1 per day.....	20.00	120.00
Less than 6 weekly.....	25.00	

### SPECIAL FEATURES

News Service—UPI.

### Participating Programs

Monday through Friday:  
"KING's Girl About Town" with Elizabeth Leonard—10:00 a.m. to 1:00 p.m. 2-minute capsules (1-minute news for women, plus 1-minute of live or transcribed copy). Per minute, flat, each, 34.00.  
"Pier 1090" with John Wedin—5:30 a.m. to 6:00 a.m. For commercial fishermen in Northwest. Per 1-minute announcement, flat, each, 22.00; station breaks, flat, each, 15.00.  
"KING Klock" with Frosty Fowler—6:00 a.m. to 9:00 a.m.  
"KING's Kupboard" with Pat Lewis—10:00 a.m. to 1:00 p.m.  
"KING's Open House" with Jim French—1:00 p.m. to 3:00 p.m.  
"KING's Bandstand" with Ray Briem—3:00 p.m. to 6:00 p.m.  
"KING's Full Report"—6:00 p.m. to 7:00 p.m. News.  
"KING's Club 1090" with Jim French—7:00 p.m. to 8:30 p.m.  
"Music With Muncy" with Bill Muncy—8:30 p.m. to 9:30 p.m.  
"Night Owl Club"—midnight to 5:30 a.m. Rates on request.

### Closing Time

2 business days before broadcast.

(Seattle continued on next page)

# WASHINGTON

See SRDS consumer market map and data at beginning of the State.

## STATE NETWORK

### Cascade Radio Group

Rates effective October 1, 1958.  
Rates received October 2, 1958.  
Send all correspondence to: Radio Station KIMA, P. O. Box 702, Yakima, Wash.

**Personnel**  
Manager—W. B. Hansen.  
**Representatives**  
Wood Radio Corporation.  
Portland & Seattle—Art Moore and Associates, Inc.

Comprised of:  
KWIQ—Moses Lake      KIMA—Yakima  
KEPR—Kennewick

**Agency Commission**  
15%; no cash discount.

#### General Advertising

##### WEEKLY PACKAGE RATES

	KIMA or KEPR		KWIQ	
	1-minute	30-seconds	10-seconds	5-seconds
5 times.....	5.50	27.50	3.85	19.25
10 times.....	5.30	53.00	3.70	37.00
15 times.....	5.10	76.50	3.60	54.00
20 times.....	4.90	98.00	3.50	70.00
25 times.....	4.70	117.50	3.35	83.75
30 times.....	4.50	135.00	3.20	96.00
40 times.....	4.30	172.00	3.10	124.00
50 times.....	4.10	205.00	3.00	150.00
60 times.....	3.90	234.00	2.80	168.00
70 times.....	3.70	259.00	2.60	182.00
80 times.....	3.50	280.00	2.45	196.00
5 times.....	2.75	13.75	1.95	9.75
10 times.....	2.70	27.00	1.90	19.00
15 times.....	2.65	39.75	1.85	27.75
20 times.....	2.60	52.00	1.80	36.00
25 times.....	2.55	63.75	1.75	43.75
30 times.....	2.50	75.00	1.70	51.00
40 times.....	2.45	98.00	1.65	66.00
50 times.....	2.40	120.00	1.60	80.00
60 times.....	2.35	141.00	1.55	93.00
70 times.....	2.30	161.00	1.50	105.00
80 times.....	2.25	180.00	1.45	116.00

Schedules may be combined for maximum discounts; i.e. 10 on KIMA, 10 on KEPR, 5 on KWIQ earns 25-spot rate on each station.

### ABERDEEN (2 AM)

Grays Harbor County—Map Location A-3  
See SRDS consumer market map and data at beginning of the State.

## KBKW

(Established 1949)

Rates effective \_\_\_\_\_  
Rates received February 3, 1958.  
Owned and operated by KBKW, Inc.

**Personnel**  
President—Arehle Taft Jr.  
Manager—Mahlon R. Taft.  
**Representatives**  
Devney, Incorporated.  
Seattle—Hugh Feltis and Associates.  
Portland—H. S. Jacobson.

**Mailing Instructions**  
Business Office and Studio—701 E. Heron St., Aberdeen, Wash., Aberdeen 1015.  
Transmitter—701 E. Heron St., Aberdeen, Wash.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Pacific Standard Time.  
Operating schedule: Sunday 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 1st of month; payable 10th of following month.

**General Advertising**  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Beer and wine advertising accepted.  
Discounts based on number of times contracted for and used within one year, with or without interruption. Maximum length of contract 52 weeks. Rates guaranteed for six months from effective date of any rate revision.

	Fixed Rates
1 hour.....	30.00
1/2 hour.....	18.00
1/4 hour.....	12.00

**WEEKLY ANNOUNCEMENT PACKAGES**  
(Fixed but not guaranteed positions)

10 announcements, each.....	4.25
15 announcements or more, each.....	4.00

**SPECIAL FEATURES**  
News Service—AP. 70% local.  
Participating programs, news, special events and time signals—rates on request.  
"Local News"—10 minutes at 7:00 a.m., 10:00 a.m. noon, and 6:00 p.m. 5 minutes on the hour other time; and 1-minute on the 1/2 hour. Specified spot rates.

**TRANSCRIPTIONS**  
Library Service—World.

**Closing Time**  
48 hours in advance of broadcast.

# KXRO

(Established 1927)

Rates effective April 1, 1953. (Card No. 11.)  
Card received April 1, 1953.

Owned and operated by KXRO, Inc.  
**Personnel**  
President—Helen G. Spence.  
Manager—Fred G. Goddard.  
**Representatives**  
Walker-Rowatt Company, Inc.  
Oregon & Washington—Art Moore and Associates, Inc.

**Mailing Instructions**  
Business Office address—P. O. Box 1120, Aberdeen, Wash., Aberdeen 4098.  
Studio—207 E. Market St., Aberdeen, Wash.  
Transmitter—One mile south of Aberdeen.  
**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1320 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time on regional channel.  
Operates on Pacific Time.  
Daylight Saving Time not observed.  
Operating schedule: Sunday 8:00 a.m. to 11:00 p.m.; week days 6:00 a.m. to 12:00 midnight.

**Agency Commission**  
Agency commission 15% to recognized agencies is allowed on net station time. No cash discount. On approved credit, accounts payable 10th of month following service.

**General Advertising**  
Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates include copyright fees.  
BMI and ASCAP licenses.  
Advertising of beer and wines accepted.  
(6:00 a.m. to 12:00 p.m. Monday through Saturday; 8:00 a.m. to 11:00 p.m. Sunday)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	42.50	25.50	17.00	12.75	6.50
13 times.....	40.40	24.25	16.15	12.15	6.20
26 times.....	38.25	22.95	15.30	11.50	5.85
52 times.....	36.15	21.70	14.45	10.85	5.50
104 times.....	34.00	20.40	13.60	10.20	5.20
156 times.....	31.90	19.15	12.75	9.60	4.90
260 times.....	29.75	17.85	11.90	8.95	4.55

(\*) 75 words or station breaks.

**ANNOUNCEMENT PACKAGES**  
(Run-of-schedule—spots of one-minute or less.)

7 days:	
25 spots in 7 days.....	122.50
50 spots in 7 days.....	227.50
100 spots in 7 days.....	410.00
30 days:	
25 spots in 30 days.....	122.50
50 spots in 30 days.....	227.50
100 spots in 30 days.....	410.00
200 spots in 30 days.....	730.00

**SPECIAL FEATURES**  
News Service—UPI.  
News: Four 15 minute broadcasts daily sold on participation basis—rates on request.

**Participating Programs**  
"Roll Out with Robert" with Bob McNamara—6:00 a.m. to 9:00 a.m. DJ program. Regular rates apply.  
"Welcome to Music" with Bill Bloom—12:30 p.m. to 4:00 p.m. Regular rates.  
"Party Line" with Patt Bailey—11:00 a.m. to 11:30 a.m. Monday through Friday. Homemaker show. Spot rate plus 1.00.  
Local News—15 minutes at 7:00 a.m., 7:30 a.m., noon and 6:00 p.m. Spot rate plus 2.00 per spot.  
"Jerry's Jukebox"—8:00 p.m. to 11:30 p.m. Teenage request program. Regular rates.

**POLITICAL TALKS**  
Regular rates apply. Copy must be submitted 48 hours in advance of broadcast.

### ANACORTES

Skagit County—Map Location C-1.  
See SRDS consumer market map and data at beginning of the State.

## KAGT

(Established 1956)



Rates effective December 1, 1957.  
Rates received December 9, 1957.  
Owned and operated by Fidalgo Broadcasting, Inc.

**Personnel**  
Pres. & Gen'l. Mgr.—James C. Frits.  
**Representatives**  
Art Moore & Associates, Inc.  
**Mailing Instructions**  
Business Office and Studio—2920 Commercial Ave., Anacortes, Wash.  
Transmitter—32nd St. and Waterfront, Anacortes, Wash.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1340 kilocycles.  
Non-directional.  
Operate on Pacific Standard Time.  
Operating schedule: 6:00 a.m. to 10:00 p.m. Monday through Saturday; 9:00 a.m. to 5:00 p.m. Sunday.

**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Bills due and payable in 10 days.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Affiliated with Keystone Broadcasting System.  
Rates are for national advertising.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time.....	25.00	20.00	12.00	7.50	4.75
13 times.....	24.00	18.50	10.50	7.00	4.50
26 times.....	23.00	17.50	9.80	6.50	4.25
52 times.....	22.00	16.50	8.50	6.00	4.00
104 times.....	19.50	15.50	8.00	5.80	3.50
156 times.....	19.00	14.00	7.50	5.60	3.25
312 times.....	18.50	13.00	7.00	5.20	3.00

# WASHINGTON

## SATURATION PACKAGES

(1-minute, unspecified time)

Within 7 days:	Total
25 announcements.....	92.75
50 announcements.....	175.00
100 announcements.....	325.00

For announcements next to newscasts or feature programs, or for news or feature programs, add 25% to above rates.

**SPECIAL FEATURES**  
News Service—UPI.  
Newscasts—8:45 a.m., noon, 5:45 p.m.  
Participating Programs  
"KAGT Calling"—6:00 a.m. to 8:45 a.m. Wake-up show.  
"Kaleidoscope"—9:15 a.m. to noon. Music, community news.  
"Nitebeat"—8:00 p.m. to 10:00 p.m.

**Closing Time**  
24 hours in advance of broadcast.

### AUBURN

King County—Map Location C-2  
See SRDS consumer market map and data at beginning of the State.

## KASY

(Established 1958)

Rates effective August 1, 1958. (Card No. 1A.)  
Rates received August 8, 1958.  
Owned and operated by Auburn Broadcasters, Inc.  
**Personnel**  
Co-Owners—Edward Garre & John W. Mowbray.  
General Manager—Edward Garre.

**Representatives**  
Seattle—Hugh Feltis & Associates.  
**Mailing Instructions**  
Business Office and Studio—122 S. Division St., Auburn, Wash., Temple 3-5220.  
Transmitter—936 S. 307th, Auburn, Wash.

**Wave—Power—Time**  
Operating power—250 watts days.  
Frequency—1220 kilocycles.  
Non-directional.  
Operates on Pacific Standard Time.  
Operating schedule: local sunrise to sunset.

**Agency Commission**  
15% on time only; no cash discount. Bills payable 15th of following month.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
National and local rates are the same.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	47.50	30.00	18.00	15.00	10.00
26 times.....	43.00	27.50	16.50	14.00	9.25
52 times.....	38.50	25.00	15.00	13.00	8.50
104 times.....	35.00	20.00	13.50	12.00	7.75
156 times.....	30.00	17.50	12.50	10.50	7.00
260 times.....	27.50	15.50	10.50	9.00	6.25
312 times.....	24.00	14.00	9.00	7.50	5.25
364 times.....	20.00	12.50	7.50	6.00	4.50

**ANNOUNCEMENTS**

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	4.75	5.00	5.50	4.00	4.00
25 times.....	4.45	4.70	5.20	3.70	3.70
50 times.....	4.20	4.45	4.95	3.45	3.45
100 times.....	3.70	3.95	4.45	2.95	2.95
150 times.....	3.40	3.65	4.15	2.65	2.65
250 times.....	3.10	3.35	3.85	2.30	2.30
350 times.....	2.85	3.10	3.60	2.10	2.10
500 times.....	2.60	2.85	3.35	1.90	1.90
750 times.....	2.35	2.60	3.10	1.60	1.60
1,000 times.....	2.00	2.25	2.75	1.25	1.25
2,000 times.....	1.50	1.75	2.25	1.00	1.00

(\*) News, weather, sports.  
(†) 1/2 minute floating.

**SPECIAL FEATURES**  
News Service—UPI and local.  
News, Sports, Weather, Farm Shows, Special Events.  
Add following rates to the listed rates:

5 minute program.....	1.00
10 minute program.....	2.00
15 minute program.....	3.00

**Participating Programs**  
"KASY'S Milk-Run"—7:00 a.m. to 8:00 a.m.  
"KASY'S Commuter Special"—8:00 a.m. to 9:00 a.m.  
"KASY'S Mainline"—9:00 a.m. to noon.  
"KASY'S Lounge Car"—12:05 p.m. to 2:55 p.m.  
"KASY'S Club Car"—3:00 p.m. to 5:00 p.m.

**Closing Time**  
Copy and material 48 hours in advance of broadcast.

### BELLEVUE

King County—Map Location C-2  
See SRDS consumer market map and data at beginning of the State.

## KFKF

(Established 1958)



Rates effective March 20, 1958.  
Rates received April 21, 1958.  
Owned and operated by Bellevue Broadcasters.

**Personnel**  
General Partner—F. Kemper Freeman.  
General Manager—Bill Cohen.  
Program Manager—Dick Stokke.

**Representatives**  
None.  
**Mailing Instructions**  
Business Office—602 Colman Bldg., Seattle 4, Wash.  
Glencourt 4-2478.  
Transmitter and Studio—4257 148th St., N.E., Bellevue, Wash.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1330 kilocycles.  
Directional.  
Operates on Pacific Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to local sunset.  
(This listing continued on next page)

# WASHINGTON

## Bellevue—K F K F—Continued

**Agency Commission**  
15% on time and talent; no cash discount. Bills due and payable 20th of month following billing.

**General Advertising**  
Accepts AAAA copyrighted contracts. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Programs and announcements may not be combined for discounts.

### WEEKLY PACKAGES

	1 min.	30 sec.	10 sec.
10 spots.....	9.50	7.50	5.00
20 spots.....	8.75	7.00	4.50
30 spots.....	8.00	6.50	4.25
40 spots.....	7.25	6.00	4.00
50 spots.....	6.50	5.50	3.50

### ANNOUNCEMENTS

	1 min.	30 sec.	10 sec.
1 time.....	13.00	11.00	6.50
13 times.....	11.00	9.35	5.50
52 times.....	10.40	8.45	5.20
208 times.....	9.75	7.15	4.85
400 times.....	8.45	6.05	4.25
1,000 times.....	7.15	4.95	3.50
1,500 times.....	5.85	4.40	2.90
2,000 times.....	5.00	4.00	2.50

### PROGRAMS

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	90.00	60.00	40.00	27.50	20.00
26 times.....	85.00	57.00	38.00	26.25	19.25
52 times.....	80.00	54.00	36.00	25.00	18.50
156 times.....	75.00	51.00	34.00	23.75	17.75
300 times.....	70.00	48.00	32.00	22.50	17.00
1,000 times.....	28.50	20.00	15.50		

**Combination Rates**  
Sold in combination with KPEG, Spokane, using equal number of announcements in any calendar month, 5% discount.

### SPECIAL FEATURES

News Service—UPI and local. Regular rates plus 10%.  
Participating Programs  
"Dick Stokke Show"—6:00 a.m. to 9:00 a.m. and 1:30 p.m. to 3:00 p.m.  
"Jay Ward Show"—9:00 a.m. to 11:00 a.m. and 3:00 p.m. to sign-off.  
"Jim McGavick Show"—11:00 a.m. to 1:30 p.m.

### POLITICAL

Payable in advance.  
Closing Time  
48 hours in advance of broadcast.

## BELLINGHAM (3 AM)

Whatcom County—Map Location C-1  
See SRDS consumer market map and data at beginning of the State.

### KENY

(Established 1958.)

Rates effective.....  
Rates received March 14, 1958.  
Owned and operated by Whatcom County Broadcasters, Inc.

**Personnel**  
Owner & Gen'l Mgr.—Donald T. Haveman.

**Representatives**  
W. H. Grant Company.  
Hugh Feltis and Associates.

**Mailing Instructions**  
Business Office and Studio—220-A Unity St., Bellingham, Wash.  
Other Studio—358 Vista, Ferndale, Wash.  
Transmitter: King Mountain, Bellingham, Wash.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—930 kilocycles.  
Operates on Pacific Standard Time.  
Operating schedule: 6:00 a.m. to local sunset.

**Agency Commission**  
15% to recognized agencies on net station time; no cash discount. Bills payable on the 10th of month following service.

**General Advertising**

### ANNOUNCEMENTS

	1 min.	30 sec.	10 sec.
1 time.....	8.00	6.00	5.00
26 times.....	7.50	5.75	4.50
52 times.....	7.25	5.50	4.25
156 times.....	7.00	5.25	4.00
312 times.....	6.75	5.00	3.75
624 times.....	6.50	4.75	3.50

### WEEKLY ANNOUNCEMENT PACKAGES

Per week:	1 min.	30 sec.	10 sec.
10 announcements.....	72.50	55.00	42.50
15 announcements.....	105.00	78.75	60.00
20 announcements.....	135.00	100.00	80.00
25 announcements.....	162.50	118.75	92.50
30 announcements.....	187.50	135.00	112.50
35 announcements.....	210.00	148.75	125.00
40 announcements.....	230.00	160.00	140.00
50 announcements.....	275.00	187.50	175.00
70 announcements.....	332.50	245.00	227.50
100 announcements.....	450.00	325.00	300.00

(\* ) May be combined with minutes to earn package rates.

### MONTHLY ANNOUNCEMENT PACKAGES

	1 min.	30 sec.	10 sec.
40 announcements.....	280.00	210.00	178.00
60 announcements.....	405.00	300.00	250.00
80 announcements.....	520.00	380.00	320.00
100 announcements.....	625.00	450.00	375.00
120 announcements.....	720.00	510.00	450.00
140 announcements.....	805.00	560.00	475.00
160 announcements.....	880.00	600.00	500.00
200 announcements.....	950.00	700.00	575.00
280 announcements.....	1,280.00	910.00	840.00
400 announcements.....	1,700.00	1,200.00	1,100.00

### PROGRAM PACKAGES

Per week:	15 min.	5 min.	1 min. news
3 times.....	48.00	36.00	30.00
5 times.....	75.00	57.50	45.00
10 times.....	145.00	110.00	85.00
12 times.....	168.00	126.00	96.00
15 times.....	202.50	150.00	112.50
20 times.....	260.00	190.00	140.00

Additional Discounts  
10% for contracts of 39 to 52 weeks consecutive schedules.

### SPECIAL FEATURES

News Service—UPI.  
15-minute newscasts scheduled 4 times daily at 7:45 a.m., 9:00 a.m., noon and 3:00 p.m. They accommodate 10-second open, 60-second announcement, 10-second close.  
5-minute newscasts scheduled at 5 minutes before the hour and accommodate 10-second open and 60-second close.  
Newscapsules scheduled on the half-hour and accommodate 5-second open and 30-second close.

## KPUG

(Established 1947)

Rates effective November 1, 1957.  
Rates received October 14, 1957.

Owned and operated by KPUG, Inc.

### Personnel

President—Jessica L. Longston.  
General Manager—John Dimeo.  
Assistant Manager—O. E. Lundgren, Jr.  
Program Manager—Bill Anderson.

### Representatives

Lee F. O'Connell Company.  
Washington-Oregon — Del Day, 424 Vance Bldg., Seattle, Wash. Regent 4-1170.  
Canada—John N. Hunt & Associates.

### Mailing Instructions

Business Office and Studio—KPUG Bldg., 2340 E. Sunset Drive, P. O. Box 655, Bellingham, Wash., telephone 1170.  
Transmitter—2340 E. Sunset Drive, Bellingham, Wash.

### Wave—Power—Time

Operating power—1,000 watts.  
Frequency—1170 kilocycles.  
Directional—same pattern, all hours.  
Licensed to operate full time on clear channel.  
Operates on Pacific Standard Time.  
Operating schedule: Sundays 7:00 a.m. to 11:00 p.m. week days 6:00 a.m. to 11:00 p.m.

### Agency Commission

15% to recognized agencies on net time charges only; no cash discount. Accounts payable 10th of month following service.

### General Advertising

For combination rates see Mutual Broadcasting System and Don Lee Broadcasting System.  
Affiliated with KAYO, Seattle, KSEM, Moses Lake and KBAR, Burley, Idaho.  
Accepts AAAA copyrighted contract.  
Rates guaranteed for period of contract, not to exceed one year from date of first broadcast. Frequency discount allowed retroactively on number of broadcasts performed in any one year.  
Rates are for station time and facilities—60%; services—40%.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.	10 sec.
1 time.....	50.00	30.00	20.00	13.50	8.00	6.00	4.00
25 times.....	46.00	26.50	18.00	11.25	7.70	5.75	3.85
50 times.....	43.00	25.00	16.50	10.00	7.40	5.55	3.70
150 times.....	40.00	22.50	15.00	8.75	7.10	5.35	3.55
250 times.....	37.00	21.00	13.50	7.50	6.80	5.10	3.40
300 times.....	35.00	20.00	13.00	7.00	6.50	4.90	3.25

### SALEMAKER PACKAGES

	Each	Total	Each	Total
Per week:				
10 times.....	7.00	70.00	5.25	52.50
20 times.....	6.75	135.00	5.00	100.00
30 times.....	6.50	195.00	4.85	145.50
40 times.....	6.25	250.00	4.70	188.00
50 times.....	6.00	300.00	4.50	225.00
60 times.....	5.75	345.00	4.35	261.00
80 times.....	5.50	440.00	4.10	329.00
100 times.....	5.25	525.00	3.95	395.00

### Additional Discounts

13-25 weeks..... 5%  
40-52 weeks..... 15%  
26-39 weeks..... 10%

### SPECIAL FEATURES

News Service—UPI and local.  
News—Four 15 minute local broadcasts daily. Sold either on participating or exclusive basis. Add 25% to announcement or program rate.  
Play by Play Sports—add 25% per spot.  
Participating Programs  
"Dave's Farm Show"—add 25% per spot.  
"Elaine's Party Line"—add 25% per spot.

### POLITICAL

Regular rates apply; cash in advance. Copy required 24 hours in advance.

### Closing Time

Talks must be submitted in manuscript form 24 hours preceding broadcast.

## KVOS

(Established 1927)

### ABC Radio Network

Rates effective September 1, 1957. (Card No. 17).  
Card received August 28, 1957.

Owned and operated by KVOS, Inc.

### Personnel

President—Kogan Jones.  
Manager—Hamilton Brosious.  
National Sales—Fred Elsethagen.  
Program Director—John Sherman.

### Representatives

Forjoe and Company, Inc.  
Canada—Horace N. Stovin & Company.  
Washington, Oregon—Art Moore and Associates, Inc.

### Mailing Instructions

Business Office and Studio—KVOS Bldg., Bellingham, Wash., telephone 790, TWX BX 01.  
Transmitter—1074 Yew St., Bellingham, Wash.

### Wave—Power—Time

Operating power—1,000 watts.  
Frequency—790 kilocycles.  
Directional—nighttime only.

Licensed to operate full time on regional channel.  
Operates on Pacific Standard Time.  
Daylight Saving Time not observed.  
Actual operating schedule: Sundays 7:00 a.m. to 11:00 p.m., week days 6:00 a.m. to 11:00 p.m.

### Agency Commission

Agency commission 15% to recognized advertising agencies on net station time. On approved credit, accounts payable 10th of month following service. No cash discount.

### General Advertising

For combination rates see ABC Radio.  
Affiliated with Station KPQ, Wenatchee, Wash., KVOS-TV, Bellingham, Wash.  
Accepts AAAA copyrighted contract.

### PROGRAMS

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	60.00	40.00	25.00	15.00
26 times.....	54.00	36.00	22.50	13.50
52 times.....	51.00	34.00	21.25	12.75
104 times.....	48.00	32.00	20.00	12.00
156 times.....	45.00	30.00	18.75	11.25
260 times.....	42.00	28.00	17.50	10.50
312 times.....	39.00	26.00	16.25	9.75

### ANNOUNCEMENTS

	1 min.	30 sec.	10 sec.
One minute:			
1 time.....	10.00	260 times.....	7.50
26 times.....	9.50	312 times.....	7.00
52 times.....	9.00	624 times.....	6.50
104 times.....	8.50	1,000 times.....	6.00
156 times.....	8.00		

### Special Participations

"Hal's Farm Show"—1/4 hour segment, regular rates plus 10.00.

### "SALE BLAZER" PACKAGE

Per week:	(*)	(†)	(‡)
30 times.....	198.00	158.00	119.00
20 times.....	143.00	114.00	86.00
10 times.....	82.50	66.00	49.50

(\*) One minute transcribed or 100 words.  
(†) 20 seconds or 50 words.  
(‡) 10 seconds or 25 words.

### BIG FIFTY

50 one-minute announcements per month:  
All after 7:00 p.m. .... 200.00  
Half before and half after 7:00 p.m. .... 300.00

### SPECIAL FEATURES

News Service—UPI and local.  
Mobile units and PA available.  
Sports, news, special events, weather reports—rates on request.

### POLITICAL

Regular rates apply. Terms: Cash in advance. Copy required 24 hours in advance.

### Closing Time

All programs for guaranteed listing close five days in advance of broadcast.

## BREMERTON

Kitsap County—Map Location B-2  
See SRDS consumer market map and data at beginning of the State.

## KBRO

(Established 1947)



Rates effective April 15, 1958.  
Rates received May 26, 1958.  
Owned and operated by Bruce Bartley.

### Personnel

Owner—Bruce Bartley.  
General Manager—Linc Perry.  
Sales Manager—Bruce Perry.

### Representatives

Seattle-Tacoma—Hugh Feltis & Associates.  
Portland—H. Quanten Cox & Associates.

### Mailing Instructions

Business Office and Studio—205 Washington Ave., Bremerton Wash., Essex 7-3995.  
Transmitter—205 Washington Ave., Bremerton, Wash.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1490 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operating schedule 6:00 a.m. to 12:00 midnight week days; 8:00 a.m. to 12:00 midnight Sundays.

### Agency Commission

15% to recognized agencies; no cash discount. Payable 10th of month.

### General Advertising

Accepts AAAA copyrighted contract.  
The following contract rates apply to broadcasts with in one year for local and general advertisers.  
(For use within a 7-day period)

Per week:	1 min.	30 sec.	10 sec.
200 times.....	520.00	360.00	290.00
150 times.....	465.00	315.00	225.00
100 times.....	360.00	260.00	155.00
90 times.....	333.00	243.00	144.00
80 times.....	30		



**Bremerton—K B R O—Continued**

10-seconds:

	Per week			
	2 wks.	13 wks.	26 wks.	52 wks.
70 times.....	112.70	107.10	95.20	88.90
60 times.....	99.60	94.20	84.00	78.60
50 times.....	85.50	81.00	72.00	67.50
40 times.....	70.40	66.40	59.20	55.60
30 times.....	54.00	51.30	45.60	42.60
20 times.....	37.00	35.00	31.20	29.20
10 times.....	19.00	18.00	16.00	15.00

**SPECIAL FEATURES**

News Service—UPI and local.  
News, sports, special events, time signals and participating programs—rates on request.

**CAMAS**

Clark County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

**KPVA**

(Established 1956)

Rates effective May 1, 1958.  
Rates received April 14, 1958.  
Owned and operated by Wm. B. and Cathryn C. Murphy.

**Personnel**

General Manager—Wm. B. Murphy.  
Station Manager—Cathryn C. Murphy.

**Representatives**

Art Moore and Associates, Inc.  
Hil F. Best Company.

**Mailing Instructions**

Business Office and Studio—Crown Zellerbach Hotel, Camas, Wash. Phone 6431.  
Other Studios: Nortonia Hotel, 11th and Stark, S.W., Portland, Ore.

Transmitter—N.E. 2nd Ave., Camas, Wash.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—1480 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% to recognized agencies on time only; no cash discount. Bills rendered 1st of month; payable 10 days.

**General Advertising**

Accepts AAAA copyrighted contract.

	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	21.00	14.50	7.50	5.00
26 times.....	19.50	13.50	7.00	4.75
52 times.....	18.50	12.50	6.50	4.50
156 times.....	17.50	11.50	6.00	4.25
312 times.....	15.50	9.00	5.50	4.00

Hour rates on request.

**SATURATION PACKAGES**

(Run-of-schedule)

10 times in 1 day.....	30.00
20 times in 7 days.....	55.00
40 times in 14 days.....	100.00
100 times in 30 days.....	225.00

**SPECIAL FEATURES**

News Service—UPI. No extra charge.  
POLITICAL

Regular rates apply.

**Closing Time**

24 hours in advance of broadcast.

**CENTRALIA-CHEHALIS**

(2 AM)

Lewis County—Map Location B-3  
See SRDS consumer market map and data at beginning of the State.

**KELA**

(Established 1937)



Rates effective July 1, 1952.  
Rates received June 9, 1952.

Owned and operated by Central Broadcasting Corp.

**Personnel**

General Manager—Joe Chytil.  
Assistant Manager—Lee Stottlmyre.  
Program Director—Don Youngmans.  
Promotion Director—Bill Tilton.

**Representatives**

East—Walker-Rawalt Company, Inc.  
Oregon & Washington—Art Moore and Associates, Inc.  
Los Angeles—Lee F. O'Connell Company.  
San Francisco—McGavren-Quinn Co.

**Mailing Instructions**

Mailing Address—P. O. Box 720, Centralia, Wash.; P. O. Box 827, Chehalis, Wash.  
Business Office and Studio—KELA Bldg., Centralia, Wash., Pershing 6-3321; Chehalis, Wash., Sherwood 8-3321.  
Transmitter—KELA Bldg., Midway between Centralia and Chehalis, Washington.

**Wave—Power—Time**

Operating power—5,000 watts days; 1,000 watts nights.  
Frequency—1470 kilocycles.

Non-directional.

Licensed to operate unlimited time.

Operates on Pacific Standard Time.  
Operating schedule: 6:00 a.m. to 12:00 midnight.

**Agency Commission**

Agency commission 15% to recognized advertising agencies on station time charges only. On approved credit, accounts payable 10th of month following service. No cash discount.

**General Advertising**

For combination rates see listing of Don Lee Broadcasting System (Northwest [Washington] Group).

**CLASS "A"**

(6:00 p.m. to 10:30 p.m. week days and 1:00 p.m. to 10:30 p.m. Sundays)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	50.00	30.00	20.00	15.00	7.50
13 times.....	47.50	28.50	19.00	14.25	7.15
26 times.....	45.00	27.00	18.00	13.50	6.75
52 times.....	42.50	25.50	17.00	12.75	6.40
104 times.....	40.00	24.00	16.00	12.00	6.00
156 times.....	37.50	22.50	15.00	11.25	5.65
260 times.....	35.00	21.00	14.00	10.50	5.25

**CLASS "B"**

(6:00 a.m. to 5:59 p.m. week days and 7:00 a.m. to 12:59 p.m. Sundays)

	1 time.....	13 times.....	26 times.....	52 times.....	104 times.....	156 times.....	260 times.....
	35.00	33.25	32.40	30.60	28.80	27.00	25.20
	21.00	19.95	18.90	17.85	16.80	15.75	14.70
	14.00	13.30	12.60	11.90	11.20	10.50	9.80
	10.50	10.00	9.45	8.95	8.40	7.90	7.35
	5.25	5.00	4.75	4.50	4.20	3.95	3.70

(\*) One minute or less. Live or transcribed.

**SPECIAL FEATURES**

News Service—UPI.

News: Ten 5-minute periods daily; Three 15-minute periods daily; One 30-minute noon newscast daily; Five 5-minute weathercasts daily; sold on outright sponsorship or participating basis rates on request.  
Sports: Two 5-minute sportcasts daily. Pacific Coast League baseball and college and high school football and basketball. Rates on request.

**Participating Programs**

"Rollout Roundup"—6:00 a.m. to 7:00 a.m.  
"Matinee Melodies"—1:00 p.m. to 3:45 p.m.  
"Traveling Time"—4:30 p.m. to 6:30 p.m.  
"Record Roundtable"—7:00 p.m. to 9:00 p.m.

Regular rates apply to the above programs.  
POLITICAL  
Regular rates apply, cash in advance. Copy required 24 hours in advance.

**KITI**

(Established 1954)



Rates effective October 1, 1954. (Card No. 1.)

Card received November 26, 1954.  
Revisions received September 29, 1955.

Owned and operated by KITI, Corp.

**Personnel**

Pres. & Gen'l Mgr.—Donald F. Whitman.  
Station Manager—Phil Roewe.

**Representatives**

W. S. Grant Company, Inc.  
Seattle—Hugh Felts and Associates.

**Mailing Instructions**

Business Office and Studio—804 Market St., Chehalis Wash., Sherwood 8-3379.  
Transmitter—Midway between Centralia and Chehalis, Wash.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—1420 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% to recognized agencies on time only; no cash discount. Bills rendered 1st of month; payable within 10 days.

**General Advertising**

Accepts AAAA copyrighted contract.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	30.00	20.00	12.50	6.00	4.50
25 times.....	18.50	11.00	5.50	4.00	
50 times.....	17.50	10.00	5.25	3.75	
150 times.....	16.50	9.00	5.00	3.50	
300 times.....	15.00	8.00	4.50	3.25	
600 times.....	14.50	7.00	4.00	3.00	
1,000 times.....			3.50	2.75	

(\*) One minute or less.

**PACKAGE RATES**

To be used within 7 days:

5 times.....	18.75	20 times.....	60.00
10 times.....	35.00	30 times.....	82.50
15 times.....	48.75		

**SPECIAL FEATURES**

News Service—UPI. No extra charge.

News twice every hour daily.

**Participating Programs**

"Early" with Doc Watson—6:00 a.m. to 9:00 a.m.  
"Forenoon"—9:00 a.m. to noon.  
"Afternoon" with Tommy—noon to 3:00 p.m.  
"Open House" with Big Ed—3:00 p.m. to 6:00 p.m.

Regular rates apply. Cash in advance.  
POLITICAL

**TRANSCRIPTIONS**

Library Service—World.

**Closing Time**

12 hours in advance of broadcast.

**CHELAN**

Chelan County—Map Location D-2  
See SRDS consumer market map and data at beginning of the State.

**KOZI**

(Established 1957)

Rates effective March 1, 1957.

Rates received March 8, 1957.

Owned and operated by Lake Chelan Broadcasting Corp.

**Personnel**

President—Stuart S. Maus.  
Office Manager—Margie Crill.

**Representatives**

Joseph Hershey McGillivra, Inc.  
Seattle—Hugh Felts and Associates.  
Portland—H. Quenton Cox & Associates.

**Mailing Instructions**

Business Office, Studio and Transmitter—The Morse Bldg., Chelan, Wash. Phone 440.

**Wave—Power—Time**

Operating power—1000 watts.  
Frequency—1220 kilocycles.

Non-directional.

**WASHINGTON**

Licensed to operate daytime only.  
Operates on Pacific Standard Time.  
Operating schedule: \_\_\_\_\_.

**Agency Commission**

15% to recognized agencies on station time charges only; no cash discount.

**General Advertising**

Accepts AAAA copyrighted contract.  
Schedules placed on both KOZI, Chelan and KMEL, Wenatchee, receive 15% discount. Discount applies to programs, spots and packages.  
All rates guaranteed for one year from date of contract.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	50.00	30.00	18.00	11.00	6.00
26 times.....	45.00	27.00	16.20	9.90	5.40
52 times.....	42.50	25.50	15.30	9.35	5.10
104 times.....	40.00	24.00	14.40	8.80	4.80
156 times.....	37.50	22.50	13.50	8.25	4.50
260 times.....	35.00	21.00	12.60	7.70	4.20
312 times.....	32.50	19.50	11.70	7.15	3.90

**WEEKLY SATURATION PLAN**

	1 wk.	13 wks.	26 wks.	52 wks.
10 spots per week..	48.00	44.00	40.00	36.00
15 spots per week..	70.50	65.50	60.50	55.50
20 spots per week..	90.00	84.00	78.00	72.00
30 spots per week..	126.00	119.00	112.00	105.00

**SPECIAL FEATURES**

News Service—AP. News service charge 20%.

**POLITICAL**

Regular rates apply. Cash in advance.

**Closing Time**

Material must be submitted for approval 24 hours before broadcast.

**COLFAX**

Whitman County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

**KCLX**

(Established 1950)

Rates effective January 1, 1958.

Card received January 20, 1958.

Owned and operated by Adrian de Vries.

**Personnel**

Manager—Adrian de Vries.

**Representatives**

Hil F. Best Co.  
Seattle and Portland—Art Moore and Associates, Inc.  
San Francisco and Los Angeles—Tracy Moore and Associates, Inc.

**Mailing Instructions**

Business Office and Studio—P. O. Box 710, Colfax, Wash. Exbrook 7-3441.  
Transmitter—Route 2, Colfax, Wash.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1450 kilocycles.

Non-directional.

Operates on Pacific Standard Time.

Licensed to operate unlimited time.

Operating schedule: 6:00 a.m. to 11:00 p.m. week days; 7:00 a.m. to 9:00 p.m. Sunday.

**Agency Commission**

15% to recognized agencies on time only; no cash discount. Bills rendered last day of month; payable 10th of month following.

**General Advertising**

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
60% of rates are for station time and broadcast facilities; 40% are for other services.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time.....	50.00	35.00	20.00	15.00	10.00	5.00	4.00
13 times.....	45.00	30.00	18.00	12.00	9.00	4.50	3.50
26 times.....	41.00	28.00	17.00	11.00	8.00	4.00	3.25
52 times.....	38.00	26.00	16.00	10.00	7.00	3.50	3.00
104 times.....	35						

# WASHINGTON

## Colville—K C V L—Continued

**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Bills rendered first of month; payable ten days.

**General Advertising**  
For combination rates see Keystone Broadcasting System.

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

Length of commercial copy:

60 minutes.....6:00 min.	60 seconds.....100 words
30 minutes.....3:00 min.	30 seconds.....50 words
15 minutes.....2:30 min.	15 seconds.....25 words
10 minutes.....2:00 min.	8 seconds.....15 words
5 minutes.....1:30 min.	

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.. 47.00	23.20	18.80	14.10	9.40
13 times 46.00	27.60	18.40	13.80	9.20
26 times 45.00	27.00	18.00	13.50	9.00
52 times 44.00	26.40	17.60	13.20	8.80
104 times 43.00	25.80	17.20	12.90	8.60
156 times 42.00	25.20	16.80	12.60	8.40
208 times 41.00	24.60	16.40	12.30	8.20
260 times 40.00	24.00	16.00	12.00	8.00
312 times 39.00	23.40	15.60	11.70	7.80
624 times 38.00	22.80	15.20	11.40	7.60
936 times 37.00	22.20	14.80	11.10	7.40
1,248 times 36.00	21.60	14.40	10.80	7.20
1,560 times 35.00	21.00	14.00	10.50	7.00
1,872 times 34.00	20.40	13.60	10.20	6.80

### ANNOUNCEMENTS

1 min.	30 sec.	15 sec.	8 sec.
1 time..... 4.70	4.40	4.10	3.80
13 times..... 4.60	4.30	4.00	3.70
26 times..... 4.50	4.20	3.90	3.60
52 times..... 4.40	4.10	3.80	3.50
104 times..... 4.30	4.00	3.70	3.40
156 times..... 4.20	3.90	3.60	3.30
208 times..... 4.10	3.80	3.50	3.20
260 times..... 4.00	3.70	3.40	3.10
312 times..... 3.90	3.60	3.30	3.00
624 times..... 3.80	3.50	3.20	2.90
936 times..... 3.70	3.40	3.10	2.80
1,248 times..... 3.60	3.30	3.00	2.70
1,560 times..... 3.50	3.20	2.90	2.60
1,872 times..... 3.40	3.10	2.80	2.50

### PACKAGE RATES

Within 1 week:	25 tl.	50 tl.
1 minute announcements.....	105.00	205.00
30 second announcements.....	97.50	190.00
15 second announcements.....	90.00	175.00
8 second announcements.....	82.50	160.00

### SPECIAL FEATURES

News Service—UPI.  
3 15-minute newscasts and 7 5-minute newscasts 7 days per week.

### POLITICAL

Regular rates and discounts apply; cash in advance. Copy 24 hours in advance of broadcast.

## EDMONDS

Snohomish County—Map Location C-2  
See SRDS consumer market map and data at beginning of the State.

### KGDN

(Established 1954)



Rates effective February 1, 1957. (Card No. 2.)  
Rates received January 8, 1957.

Owned and operated by King's Garden, Inc.

**Personnel**  
President—Mike Martin.  
Manager—Russ Reid.

**Representatives**  
None.

**Mailing Instructions**  
Business Office, Studio and Transmitter—N. 190th & Fremont, Seattle 33, Wash., Lincoln 3133.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—630 kilocycles.  
Non-directional.

Licensed to operate Pacific Standard Time.  
Operates on Pacific 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 first of month; payable when rendered.

**General Advertising**  
Rates include music copyright fees.  
Advertising of liquor, wine, beer or tobacco not accepted.

Maximum contract 52 weeks.

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.... 45.00	27.00	18.00	13.50	9.00
26 times.. 41.75	24.75	16.75	13.00	8.25
52 times.. 36.50	23.25	15.50	12.25	7.50
104 times.. 31.25	20.50	14.00	10.75	6.75
156 times.. 27.00	18.50	13.25	10.00	6.25
260 times.. 22.50	16.75	12.00	9.25	6.00
312 or more times .. 20.75	15.00	10.75	8.25	5.75

### ANNOUNCEMENTS

1 min.	30 sec.	15 sec.
1 time..... 4.50	3.50	2.75
52 times..... 4.00	3.25	2.50
104 times..... 3.50	2.75	2.25
156 times..... 3.00	2.25	2.00
260 times..... 2.50	2.00	1.75
312 times..... 2.25	1.75	1.50
624 or more times..... 2.00	1.50	1.25

### PACKAGE PLAN

Must be scheduled on successive days.

Schedule One						
(Ten announcements per day)						
10	20	30	40	50	60	70
Ann.	Ann.	Ann.	Ann.	Ann.	Ann.	Ann.
1 min.	29.75	55.75	79.75	100.75	119.25	135.00
30 sec.	23.75	45.50	64.75	82.00	96.75	109.25

Schedule Two  
(Five announcements per day, minimum)

5	10	15	20	25	30	35
Ann.	Ann.	Ann.	Ann.	Ann.	Ann.	Ann.
1 min.	19.25	37.00	53.25	68.50	82.25	94.50
30 sec.	16.50	31.50	44.50	57.00	67.50	77.00

**SPECIAL FEATURES**  
News Service—UPI. No extra charge.  
**TRANSCRIPTIONS**  
Library Service—Sesac.  
**Closing Time**  
48 hours in advance of broadcast.

## ELLENSBURG

Kittitas County—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.

### KXLE

(Established 1946)

Rates effective July 1, 1957.  
Rates received July 1, 1957.  
Owned and operated by Washington Broadcasting Company.

**Personnel**  
President—Bill Harpel.  
Station Manager—Bill Allen.  
Office Manager—Grace Rice.

**Representatives**  
Joseph Hershey McGillivra, Inc.  
Pacific Northwest—Art Moore and Associates, Inc.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 600, Ellensburg, Wash.  
Transmitter—Ellensburg, Wash.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1240 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Pacific Time.  
Operating schedule: 6:30 a.m. to 11:00 p.m.

**Agency Commission**  
15% to recognized agencies on net station time charges; no cash discount.

**General Advertising**  
All rates guaranteed for 1 year from date of contract.  
Rates include music copyright fees.

1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.... 40.00	27.00	17.00	11.00	5.00
13 times.. 34.00	23.00	15.00	10.00	4.50
26 times.. 32.00	21.00	13.50	9.50	4.00
52 times.. 30.00	20.00	12.50	9.00	3.50
78 times.. 27.50	18.00	12.00	8.50	3.25
156 times.. 25.25	17.00	9.00	8.00	3.00
312 times.. 23.00	15.00	8.00	6.00	2.50

(\*) 1 minute or less.

### SPECIAL FEATURES

News Service—AP.  
**Closing Time**  
24 hours in advance of broadcast.

## EPHRATA

Grant County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

### KULE

(Established 1950)



Rates effective January 1, 1959.  
Rates received December 3, 1958.  
Owned and operated by Columbia Basin Broadcasting Company.

**Personnel**  
General Manager—Don Berry.  
Office Manager—Dorothy McCue.  
Sales Manager—Jerry Hawkins.

**Representatives**  
None.  
**Mailing Instructions**  
Business Office and Studio—P. O. Box 548, Ephrata, Wash., Skyline 4-4688.  
Transmitter—Ephrata, Wash.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—730 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Pacific Standard Time.  
Operating schedule: Local sunrise to local sunset.

**Agency Commission**  
15% to recognized advertising agencies on time only; no cash discount.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
Contracts accepted for one year or less.

1 time.....	1/2 hr.	1/4 hr.	5 min.	1 min.
13 times.....	29.15	17.49	8.75	5.83
26 times.....	26.75	16.05	8.03	5.35
52 times.....	24.90	14.94	7.47	4.98
78 times.....	22.95	13.77	6.90	4.59
156 times.....	21.00	12.60	6.30	4.20
312 times.....			5.73	3.82
624 times.....			4.74	3.16
936 times.....				2.78

### Announcement Packages

5 announcements per day.....	27.50
15 announcements, 5 per day, 3 days.....	75.00
25 announcements, 5 per day, 7 days.....	102.50
10 announcements per day.....	50.00
30 announcements, 10 per day, 3 days.....	135.00
50 announcements, 7 per day, 7 days.....	212.50
15 announcements per day.....	67.50
45 announcements, 15 per day, 3 days.....	191.25
75 announcements, 15 per day, 7 days.....	300.00

Monthly Announcement Packages

30 days or less:	Each	Total
20 announcements.....	4.75	95.00
60 announcements.....	4.50	270.00
90 announcements.....	4.25	382.50
120 announcements.....	4.00	480.00
150 announcements.....	3.75	562.50

News announcements or programs—earned rate plus 25%.  
Specified announcements—earned rate plus 15%.  
30-second announcements—80% of contract or package earned rate.  
10-second announcements—60% of contract of package earned rate (minimum 20 per week).  
Special events and merchandising rates on request.

**SPECIAL FEATURES**  
News Service—UPI.  
Newscasts and special features—rates on request.  
**TRANSCRIPTIONS**  
Library Service—Standard.

## EVERETT (2 AM)

Snohomish County—Map Location C-2  
See SRDS consumer market map and data at beginning of the State.

### KQTY

(Established 1957)



Rates effective August 1, 1957. (Card No. 1.)  
Rates received July 1, 1957.  
Owned and operated by Snohomish County Broadcasting Co.

**Personnel**  
President—Wally Neiskog.  
Vice-Pres. & Gen'l Mgr.—Paul Crain.  
Sales Manager—William Love.  
Station Manager—Earle Gerdon.

**Representatives**  
National—W. S. Grant Company, Inc.  
Seattle—Hugh Feitels and Associates.  
Portland—H. S. Jacobson.

**Mailing Instructions**  
Business Office and Studio—3021 Rockefeller Ave., Everett, Wash. Cedar 6111.  
Transmitter Railroad Ave., Everett, Wash.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1230 kilocycles.  
Licensed to operate full time.  
Operates on Pacific Standard Time.  
Operating schedule: 24 hours daily.

**Agency Commission**  
15% to recognized agencies on time and talent.  
No cash discount. Bills rendered 1st of month.

**General Advertising**  
All rates guaranteed for one year from date of contract.

1 hr.	1/2	1/4	5	(*)
1 time.... 46.00	27.60	18.40	13.80	7.35
26 times.. 43.70	26.24	17.50	13.10	7.00
52 times.. 41.40	24.85	16.55	12.45	6.65
104 times.. 39.10	23.50	15.65	11.70	6.25
156 times.. 36.80	22.10	14.70	11.05	5.90
260 times.. 34.50	20.70	13.80	10.35	5.50
312 times.. 32.20	19.30	12.90	9.70	5.15

(\*) One minute or less.

### GROUP VOLUME PLAN

10 times.....	1 wk.	13 wks.	26 wks.	52 wks.
15 times.....	60.00	56.00	52.00	48.00
20 times.....	84.00	78.00	74.00	68.00
	101.20	96.40	92.00	88.00

### SPECIAL FEATURES

News Service—UPI.  
**Closing Time**  
24 hours in advance of broadcast.

### KRKO

(Established 1920)



Rates effective May 1, 1957. (Card No. 6.)  
Card received May 20, 1957.  
Owned and operated by Everett Broadcasting Company, Inc.

**Personnel**  
Pres. & Mgr.—William R. Taft.  
Sales Manager—Tom Kelly.

**Representatives**  
Devney, Incorporated.  
Northwest—Art Moore and Associates, Inc.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 916, Highway 99, North City Limits, Everett, Wash., Cedar 1144.  
Transmitter—Highway 99, North City Limits, Everett, Wash.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1380 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Pacific Time.  
Daylight Saving Time not observed.  
Operating schedule: Week days 5:00 a.m. to 1:00 a.m.; Sundays 5:00 a.m. to midnight.

**Agency Commission**  
15% to all recognized advertising agencies on net time and talent charges. No cash discount. Bills due and payable when rendered.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI, SESAC licenses.  
Rates guaranteed for period of contract—not to exceed one year from date of first broadcast.  
Rates for periods longer than one hour in exact proportion to the corresponding one hour rate.  
Discounts from gross time costs based on number of broadcasts per year.

(This listing continued on next page)

**Everett—K R K O—Continued**

Announcements and programs cannot be combined to earn larger discounts. The following rates include station time 40%; other services 60%.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	50.00	30.00	20.00	10.00
13 times.....	45.00	27.00	18.00	9.00
26 times.....	42.50	25.50	17.00	8.50
52 times.....	40.00	24.00	16.00	8.00
78 times.....	37.50	22.50	15.00	7.50
156 times.....	35.00	21.00	14.00	7.00
260 times.....	32.50	19.50	13.00	6.50
312 times.....	30.00	18.00	12.00	6.00

**ANNOUNCEMENTS**

Each: "Leaders"

Each:	1 min.	30 sec.	10 sec.
Base rate.....	7.00	5.25	4.20
52 announcements.....	6.30	4.72	3.78
156 announcements.....	5.95	4.46	3.57
312 announcements.....	5.60	4.20	3.36
468 announcements.....	5.25	3.94	3.15
624 announcements.....	4.90	3.67	2.94
1,092 announcements.....	4.55	3.41	2.73
1,560 announcements.....	4.20	3.15	2.52
2,340 announcements.....	3.85	2.89	2.31
3,120 announcements.....	3.50	2.62	2.10

"Sluggers"

Announcements in 7 days or less, each:			
15 announcements.....	6.30	4.72	3.78
30 announcements.....	5.95	4.46	3.57
60 announcements.....	5.60	4.20	3.36
90 announcements.....	5.25	3.94	3.15

Announcements in 30 days or less, each:			
60 announcements.....	5.95	4.46	3.57
80 announcements.....	5.60	4.20	3.36
100 announcements.....	5.25	3.94	3.15
120 announcements.....	4.90	3.67	2.94
160 announcements.....	4.55	3.41	2.73
240 announcements.....	4.20	3.15	2.52

Announcements in 60 days or less, each:			
120 announcements.....	5.60	4.20	3.36
160 announcements.....	5.25	3.94	3.15
200 announcements.....	4.90	3.67	2.94
240 announcements.....	4.55	3.41	2.73
320 announcements.....	4.20	3.15	2.52
480 announcements.....	3.85	2.89	2.31

**SPECIAL FEATURES**

News Service—AP and complete local coverage.

**Headlines**

News participation:	15 min.	10 min.	5 min.
1 time.....	21.00	16.00	10.00
13 times.....	20.00	15.00	9.50
26 times.....	19.00	14.00	9.00
52 times.....	18.00	13.00	8.50
156 times.....	17.00	12.00	8.00
260 times.....	16.00	11.00	7.50
312 times.....	15.00	10.00	7.00

**POLITICAL**

Regular rates apply.

**GRAND COULEE**

Grant County—Map Location D-3

See SRDS consumer market map and data at beginning of the State.

**KFDR**

(Established 1950)



Rates effective September 1, 1952. (Card No. 2)  
Card received September 3, 1952.

Owned and operated by Ralph A. Nachtmann.

**Personnel**

Owner & Mgr.—Ralph A. Nachtmann.  
Program Director—Alcun Theisen.

**Representatives**

Hil F. Best Company.  
Northwest—Art Moore and Associates, Inc.

**Mailing Instructions**

Business Office and Studio—P. O. Box 395, Grand Coulee, Wash., telephone 140.  
Transmitter—Grand Coulee, Wash.

**Wave—Power—Time**

Operating power—1,000 watts.  
Frequency—1360 kilocycles.

Non-directional.  
Licensed to operate unlimited time.  
Operates on Pacific 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 1st of month—payable 10 days.

**General Advertising**

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP and BMI licenses.

1 hour.....					25.00
1/2 hr.	1/4 hr.	10 min.	5 min.	(*)	
1 time.....	20.00	13.00	10.00	8.00	4.50
13 times.....	18.50	12.00	9.25	7.50	4.10
26 times.....	16.00	11.20	8.50	7.00	3.75
52 times.....	15.00	10.40	8.00	6.50	3.50
104 times.....	14.00	9.60	7.50	6.10	3.30
156 times.....	13.00	9.00	7.00	5.70	3.15
312 times.....	12.00	8.50	6.50	5.30	3.10

**SPECIAL FEATURES**

News Service—UPI.

**POLITICAL**

Regular rates apply.

**Closing Time**

24 hours in advance of broadcast.

**KELSO**

Cowlitz County—Map Location B-4

See SRDS consumer market map and data at beginning of the State.

**KLOG**

(Established 1949)

Rates effective September 1, 1957. (Card No. 3.)  
Card received September 3, 1957.

**Personnel**

President—J. J. Flanigan.  
General Manager—John F. Carlson.  
Program Director—Robert Vanltoy.  
News Director—Charles Sbarmon.

**Representatives**

Eastern—Walker-Rowatt Company, Inc.  
Northwest—Art Moore and Associates, Inc.  
Los Angeles & San Francisco—Harlan G. Oakes & Associates.

**Mailing Instructions**

Business Office and Studio — Kelso Elks Memorial Golf Course, P. O. Box 90, Kelso, Wash. Exbrook 3-4900.

Transmitter — Kelso Elks Memorial Golf Course, Kelso, Wash.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1490 kilocycles.

Non-directional.  
Licensed to operate unlimited time.  
Operates on Pacific Standard Time.  
Operating schedule: 6:00 a.m. to 10:00 p.m.

**Agency Commission**

15% to recognized agencies on time and talent; no cash discount. Bills rendered 1st of month; payable monthly.

**General Advertising**

Accepts AAAA copyrighted contract.  
Rates are for station time and include music copyright fees.

ASCAP and BMI licenses.

Advertising of beer and wine accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	30.00	20.00	12.00	6.00	4.00
13 times.....	28.50	19.00	11.40	5.70	3.80
26 times.....	27.00	18.00	10.80	5.40	3.60
52 times.....	25.50	17.00	10.20	5.10	3.40
104 times.....	24.00	16.00	9.60	4.80	3.20
260 times.....	22.50	15.00	9.00	4.50	2.90
520 times.....	20.00	12.00	7.20	4.00	2.40
1040 times.....	15.00	10.00	6.00	3.50	2.00

**PACKAGE RATES**

(Run-of-schedule)

One minute or less announcements to be used in 1 month or less:

25 announcements.....	80.00
50 announcements.....	150.00
75 announcements.....	187.50
100 announcements.....	220.00

**SPECIAL FEATURES**

News Service—UPI.

1-minute announcements (30 second news headlines and 30 second commercial) on the half-hour, per announcement, 3.75.

10-second announcement (minimum of 5 per day), per day, 7.50.

Time Signals—10 words on the hour every hour (approximately 500 per month), per month, 350.00.

**POLITICAL**

Regular rates apply. Copy required 24 hours in advance.

**Closing Time**

24 hours in advance of broadcast.

**KENNEWICK**

Benton County—Map Location D-4

See SRDS consumer market map and data at beginning of the State.

**KEPR**

(Established 1949)



Rates effective October 1, 1958.  
Rates received October 2, 1958.

Owned and operated by KEPR, Inc.

**Personnel**

President—Thomas C. Bostic.  
Manager—Joe Kendall.  
Sales Manager—Holly Bishop.

**Representatives**

Weed Radio Corporation.  
Northwest—Art Moore and Associates, Inc.

**Mailing Instructions**

Business Office and Studio—P. O. Box 437, Kennewick, Wash. Justice 6-6184. TWX Kennewick 45.  
Transmitter—Perkins Road, Kennewick, Wash.

**Wave—Power—Time**

Operating power—5,000 watts.  
Frequency—610 kilocycles.

Directional.  
Licensed to operate unlimited time.  
Operates on Pacific Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to midnight Monday through Saturday. 8:00 a.m. to midnight Sunday.

**Agency Commission**

15% to recognized advertising agencies on net charges for station time; no cash discount. Bills are issued monthly at the end of each month's service; due and payable when rendered. Special billing may be provided on request.

**General Advertising**

Affiliated with CBS Radio and Cascade Radio Networks.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP and BMI licenses.  
Advertising of beer and wine accepted.  
Rates are for station time and do not include talent. Rates guaranteed for one year with or without interruption. Announcements and programs may be combined for discount.

**WASHINGTON**

**WEEKLY PACKAGE RATES**

	-1-minute-	-30-seconds-	-10-seconds-
	Each Total	Each Total	Each Total
5 times.....	5.50 27.50	3.85 19.25	2.75 13.75
10 times.....	5.30 53.00	3.70 37.00	2.65 26.50
15 times.....	5.10 76.50	3.60 54.00	2.55 38.25
20 times.....	4.90 98.00	3.50 70.00	2.45 49.00
25 times.....	4.70 117.50	3.35 83.75	2.35 58.75
30 times.....	4.50 135.00	3.20 96.00	2.25 67.50
40 times.....	4.30 172.00	3.10 124.00	2.15 86.00
50 times.....	4.10 205.00	3.00 150.00	2.05 102.50
60 times.....	3.90 234.00	2.80 168.00	1.90 114.00
70 times.....	3.70 259.00	2.60 182.00	1.80 126.00
80 times.....	3.50 280.00	2.45 196.00	1.70 136.00

**SPECIAL FEATURES**

News Service—AP. Spot announcements, regular rates apply.

**POLITICAL**

Regular rates apply. Payment due in advance. Copy required 24 hours in advance of broadcast.

**Closing Time**

48 hours in advance of broadcast.

**KIRKLAND**

King County—Map Location C-2

See SRDS consumer market map and data at beginning of the State.

**KNBX**

(Established 1947)

Rates effective July 1, 1957. (Card No. 7.)  
Card received September 4, 1957.

Owned and operated by East Side Broadcasting Co.

**Personnel**

General Manager—George A. Wilson.  
Program Director—Anita Busek.

**Representatives**

Northwest—Art Moore and Associates, Inc.

**Mailing Instructions**

Business Office and Studio—Civic Center, Kirkland, Wash. and 622 Union St., Seattle, Wash.

Transmitter—Kirkland, Wash.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—1050 kilocycles.

Non-directional.  
Licensed to operate daytime.  
Operates on Pacific Standard Time.  
Daylight Saving Time not observed.

Operating schedule: Local sunrise to local sunset.

**Agency Commission**

15% to recognized agencies; 2% cash discount if paid monthly in advance.

**General Advertising**

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees, station time, facilities, station production as available, station transcription libraries, and records. Rates do not include talent.

**PROGRAMS**

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	72.00	42.00	27.00	21.00	13.50
26 times.....	66.75	39.00	24.75	19.50	12.35
52 times.....	61.50	36.00	22.50	18.00	11.25
104 times.....	56.25	33.00	20.25	16.50	10.10
156 times.....	51.00	30.00	18.00	15.00	9.00
260 times.....	45.75	27.00	16.50	13.50	7.85
312 times.....	40.50	24.00	15.00	12.00	6.75

**ANNOUNCEMENTS**

	1 min.	30 sec.	15 sec.
1 time.....	7.50	6.00	5.00
26 times.....	7.25	5.75	4.75
52 times.....	7.00	5.50	4.50
104 times.....	6.50	5.25	4.25
156 times.....	6.00	5.00	4.00
260 times.....	5.50	4.50	3.50
312 times.....	5.00	4.00	3.00

**WEEKLY SATURATION PACKAGES**

	1 min.	30 sec.
5 announcements.....	36.25	28.75
10 announcements.....	70.0	



# WASHINGTON

## Longview—K B A M—Continued

Licensed to operate daytime only.  
Operates on Pacific Standard Time.  
Operating schedule: 5:00 a.m. to local sunset.  
**Agency Commission**  
15% to recognized agencies; no cash discount.  
**General Advertising**  
Beer and wine advertising accepted.  
1 hour, each..... 60.00  
1/2 hr. 1/4 hr. 5 min. 1 min.  
1 time..... 36.00 24.00 14.50 7.00  
13 times..... 35.00 23.00 13.50 6.75  
26 times..... 34.00 22.00 12.50 6.50  
52 times..... 33.00 21.00 11.50 6.00  
104 times..... 32.00 20.00 11.00 5.50  
156 times..... 31.00 17.00 10.50 4.75  
260 times..... 30.00 14.00 10.00 4.00  
500 sales announcements, 10% discount; 30-second or less sales announcements, 2.50 each with minimum order of 50.

**WEEKLY SATURATION PLAN**  
Newscasts—5 minutes (to the hour):  
1 per day (5 days per week)..... 50.00  
2 per day (5 days per week)..... 90.00  
3 per day (5 days per week)..... 120.00  
4 per day (5 days per week)..... 130.00

**News Headlines—2-1/2 minutes (half-hour):**  
1 per day (5 days per week)..... 32.50  
2 per day (5 days per week)..... 60.00  
3 per day (5 days per week)..... 82.50  
4 per day (5 days per week)..... 100.00  
7 days per week:  
4 announcements per day..... 168.00  
6 announcements per day..... 210.00  
8 announcements per day..... 224.00  
10 announcements per day..... 245.00  
24 announcements to be used in 3 days, 72.00; 6 announcements to be used in one day, 30.00.

**SPECIAL FEATURES**  
News Service—AP and local.  
Newscasts—5 minute newscasts 5 minutes before the hour; headlines at 28 minutes after the hour with 15 minute local and regional news roundups at noon and 5:15 p.m.  
Sports—3 times daily.  
Weather—4 times each hour.  
Southwest Washington coverage of University of Washington and Washington State College educational features.  
Stock Market Reports—Openings, Closing and Dow-Jones Averages, daily.

**Participating Programs**  
"Chuck Nelson Show"—mornings daily.  
"Jerry Rasmussen Show"—afternoons daily.  
"Quiet Hour"—1/2 hour semi-classical music during dinner hour.

**POLITICAL**  
Regular rates apply; cash in advance.

## KEDO

(Established 1938)



Rates effective November 1, 1957.  
Rates received August 6, 1956.  
Owned and operated by Triad Broadcasting Corp.

**Personnel**  
President—William E. Boeing, Jr.  
Station Manager—Donald L. Veith.  
Traffic Manager—Betty Trinneer.

**Representatives**  
John E. Person Company.  
**Mailing Instructions**  
Business Office and Studio—P. O. Box 779, Longview, Wash. Hamilton 5-1500.  
Transmitter—Ocean Beach Highway.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Pacific Time.  
Daylight Saving Time observed.

**Agency Commission**  
15% to recognized agencies on station time charges only; no cash discount.

**General Advertising**  
For combination rates see listings of Don Lee Broadcasting System and Mutual Broadcasting System.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Advertising of beer and wine acceptable.

	1	13	26	52	104	156	260
	tl.	tl.	tl.	tl.	tl.	tl.	tl.
1 hour.....	50.00	47.50	45.00	42.50	40.00	37.50	35.00
1/2 hour.....	30.00	28.50	27.00	25.50	24.00	22.50	21.00
1/4 hour.....	20.00	19.00	18.00	17.00	16.00	15.00	14.00
5 minutes.....	15.00	14.25	13.50	12.75	12.00	11.25	10.50
1 minute.....	7.50	7.15	6.75	6.40	6.00	5.65	5.25
1/2 minute.....	5.25	5.00	4.75	4.50	4.20	3.95	3.70

**Package Rates**  
(One-minute or 25-second announcements)  
Weekly  
25 announcements in 1 week..... 100.00  
50 announcements in 1 week..... 137.50  
100 announcements in 1 week..... 325.00  
Monthly  
25 announcements in 1 month..... 106.25  
50 announcements in 1 month..... 200.00  
100 announcements in 1 month..... 350.00  
200 announcements in 1 month..... 600.00

**POLITICAL**  
Regular rates apply. Copy must be submitted 48 hours in advance of broadcast.

**TRANSCRIPTIONS**  
Library Service—World.  
**Closing Time**  
All commercial and program copy must be submitted not later than 24 hours before time of broadcast.

# MOSES LAKE (2 AM)

Grant County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

## KSEM

(Established 1947)  
Rates effective August 15, 1957.  
Rates received October 7, 1957.

Owned and operated by KSEM, Inc.  
**Personnel**  
President—Miss Jessica Longston.  
General Manager—John R. Di Meo.  
Station Manager—Roy Robinson.

**Representatives**  
John E. Pearson Company.  
Seattle-Portland—Del Day.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 276, Moses Lake, Wash., Ro. 5-3441.  
Transmitter—West City Limits, U. S. Highway 10, Moses Lake, Wash.

**Wave—Power—Time**  
Operating power—5,000 watts days; 1,000 watts nights.  
Frequency—1470 kilocycles.  
Directional.

Licensed to operate full time.  
Operates on Pacific Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to midnight.

**Agency Commission**  
15% to recognized agencies; no cash discount.  
Bills due and payable when rendered.

**General Advertising**  
Rates include music copyright fees.  
BMI license.  
Advertising of alcoholic beverages other than beer and wine not accepted.  
Frequency discounts as earned and are not retroactive in one year period.  
announcements and programs cannot be combined to earn larger discount.  
Rates guaranteed for one year from date of first broadcast with or without interruption.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	38.00	24.00	16.00	10.50	6.25
25 times.....	32.00	22.00	15.00	9.75	5.70
50 times.....	28.50	20.00	14.00	9.00	5.25
100 times.....	25.50	18.50	13.00	8.25	4.75
150 times.....	23.00	17.00	12.50	7.50	4.25
250 times.....	20.00	15.50	11.50	7.00	3.80
300 times.....	17.00	14.00	10.50	6.25	3.30
500 times.....					2.85

### ANNOUNCEMENTS (Run-of-schedule)

	1 min.	30 sec.	10 sec.
1 time.....	5.40	4.00	2.70
25 times.....	5.00	3.75	2.50
50 times.....	4.60	3.45	2.30
100 times.....	4.20	3.15	2.10
150 times.....	3.80	2.85	1.90
250 times.....	3.40	2.55	1.70
300 times.....	3.20	2.40	1.60
500 times.....	2.80	2.10	1.40
1000 times.....	2.40	1.80	1.20
2000 times.....	2.00	1.50	1.00
3000 times.....	1.90	1.40	.90

### SPOT PACKAGES (To be run in 7 days)

	1 min.	30 sec.	1 min.	30 sec.
10 times.....	37.00	28.00	50 times	155.00
20 times.....	69.00	52.00	60 times	180.00
30 times.....	99.00	75.00	80 times	224.00
40 times.....	128.00	96.00	100 times	260.00

Combination Rates  
Sold in combination with KAYO, Seattle; KPUG, Bellingham; KBAR, Burley, Idaho.

**SPECIAL FEATURES**  
News Service—UPI leased wire and local.  
**POLITICAL**  
Regular rates apply, cash in advance.

## KWIQ

(Established 1956)



Rates effective October 1, 1958.  
Rates received October 2, 1958.  
Owned and operated by Cascade Broadcasting Co.

**Personnel**  
President—Arch W. Talbot.  
Vice-President—Thomas C. Bostie.  
Manager—James Schroeder.

**Representatives**  
Weed Radio Corporation.  
Regional—Art Moore & Associates, Inc.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 306, Moses Lake, Wash. Rockwell 5-7843.  
Transmitter—Moses Lake, Wash.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1260 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operating schedule: 6:00 a.m. to sunset.

**Agency Commission**  
15% to recognized agencies; no cash discount.

**General Advertising**  
BMI, ASCAP, and SECAC licenses.  
Merchandising plan available.  
Program rates on request.

**WEEKLY PACKAGE RATES**

	-1-minute-	-30-seconds-	-10-seconds-
	Each Total	Each Total	Each Total
5 times.....	2.75 13.75	1.95 9.75	1.40 7.00
10 times.....	2.70 27.00	1.90 19.00	1.35 13.50
15 times.....	2.65 39.75	1.85 27.75	1.30 19.50
20 times.....	2.60 52.00	1.80 36.00	1.25 25.00
25 times.....	2.55 63.75	1.75 43.75	1.20 30.00
30 times.....	2.50 75.00	1.70 51.00	1.15 34.50
40 times.....	2.45 98.00	1.65 66.00	1.10 44.00

	-1-minute-	-30-seconds-	-10-seconds-
	Each Total	Each Total	Each Total
50 times.....	2.40 120.00	1.60 80.00	1.00 50.00
60 times.....	2.35 141.00	1.55 93.00	.95 57.00
70 times.....	2.30 161.00	1.50 105.00	.90 63.00
80 times.....	2.25 180.00	1.45 116.00	.85 70.00

**SPECIAL FEATURES**  
News Service—AP.  
**POLITICAL**  
Regular rates apply; cash in advance.

# MOUNT VERNON

Skagit County—Map Location C-1  
See SRDS consumer market map and data at beginning of the State.

## KBRC

(Established 1946)



Rates effective January 1, 1959.  
Rates received December 3, 1958.  
Owned and operated by Beckley Radio Company.

**Personnel**  
Manager—Leo Beckley.  
**Representatives**  
Oregon-Washington—Art Moore and Associates, Inc.

**Mailing Instructions**  
Business Office, Studio, and Transmitter—Mount Vernon, Wash.

**Wave—Power—Time**  
Operating power—5,000 watts days; 1,000 watts nights.  
Frequency—1430 kilocycles.  
Directional—nighttime only.  
Licensed to operate unlimited time.  
Operates on Pacific Time.  
Daylight Saving Time not observed.  
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 for station time only; no cash discount. Bills due and payable when rendered.

**General Advertising**  
Maximum length of contract—1 year.  
Rates 60% time, 40% facilities.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.

	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.	10 sec.
1 time.....	24.00	16.00	12.00	9.00	6.00	4.50	3.00
13 times.....	23.00	15.20	11.40	8.55	5.75	4.30	2.85
26 times.....	22.00	14.40	10.80	8.10	5.50	4.10	2.70
52 times.....	21.00	13.60	10.20	7.65	5.25	3.90	2.55
104 times.....	20.00	12.80	9.60	7.20	5.00	3.70	2.40
156 times.....	19.00	12.00	9.00	6.75	4.75	3.50	2.25
260 times.....	18.00	11.20	8.40	6.30	4.50	3.30	2.10
312 times.....	17.00	10.40	7.80	5.85	4.25	3.10	1.95

### PACKAGE RATES (Run-of-schedule)

	-1 minute-	-30 sec.-	-10 sec.-
	Each Total	Each Total	Each Total
Per week:			
10 times.....	5.50 55.00	4.25 42.50	2.75 27.50
15 times.....	5.25 78.75	4.00 60.00	2.65 39.75
20 times.....	5.00 100.00	3.80 76.00	2.50 50.00
25 times.....	4.75 118.75	3.60 90.00	2.40 60.00
30 times.....	4.50 135.00	3.40 102.00	2.25 67.50
40 times.....	4.25 170.00	3.20 128.00	2.15 86.00
50 times.....	4.00 200.00	3.00 150.00	2.00 100.00
Per month:			
25 times.....	5.50 137.50	4.25 106.25	2.75 68.75
50 times.....	5.00 250.00	3.80 190.00	2.50 125.00
75 times.....	4.50 337.50	3.40 255.00	2.25 168.75
100 times.....	4.00 400.00	3.00 300.00	2.00 200.00

**SPECIAL FEATURES**  
News Service—UPI and local. Regular rates plus 25%.  
Political—regular rates apply, cash with order.

# OLYMPIA (2 AM)

Thurston County—Map Location B-3  
See SRDS consumer market map and data at beginning of the State.

## KITN

(Established 1956)



Rates effective October 1, 1956.  
Rates received September 4, 1956.  
Owned and operated by KITN Corp.

**Personnel**  
Pres. & Gen'l Mgr.—Donald F. Whitman.  
**Representatives**  
W. S. Grant Company.  
Seattle—Hugh Felts & Associates.

**Mailing Instructions**  
Business Office & Studio—Downtown Olympia, Olympia, Wash., Fleetwood 7-7718.  
Mailing address—P. O. Box 629, Olympia, Wash.  
Transmitter—Chambers Lake & Fones Rds., east of Olympia.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—920 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Pacific Standard Time.  
Operating schedule: 6:00 a.m. to sunset.

**Agency Commission**  
15% to recognized agencies on time; no cash discount. Bills rendered 1st of month; payable within 10 days.

(This listing continued on next page)



Olympia—KITN—Continued

General Advertising table with columns for time (1, 1/2, 1/4 hr, 10 min, 5 min, 1 min, 30 sec, 15 sec) and rates.

PACKAGE RATES table with columns for number of times (5, 10, 15) and rates.

SPECIAL FEATURES: Participating Programs, 'Early' with Doc Watson, 'Forenoon with Tommy', etc.

Regular rates apply. Payable in advance. Closing Time: 12 hours in advance of broadcast.

KGY

(Established 1922)

Rates effective February 1, 1948. Owned and operated by Tom Olsen, Olympia, Wash.

Personnel: General Manager—Tom Olsen, Station Manager—Herb Anderson.

Representatives: Eastern—Walker-Rawalt Company, Inc., California—Lee F. O'Connell Company, etc.

Mailing Instructions: Business Office and Studio—Radio Center, State and Washington Sts., Olympia, Wash.

Wave—Power—Time: Operating power—250 watts. Frequency—1240 kilocycles.

Agency Commission: 15% on station charges to all recognized agencies; no cash discount.

General Advertising: For combination rates see listing of Don Lee Broadcasting System (Northwest [Washington] Group), Mutual Broadcasting System (Pacific Northwest Stations) and Keystone Network.

CLASS 'A' table with columns for time (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min) and rates.

CLASS 'B' table with columns for time (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min) and rates.

SPECIAL FEATURES: News: Two 15 minute periods daily, sold on a participating basis—rates on request.

OMAK

Okanogan County—Map Location D-1. See SRDS consumer market map and data at beginning of the State.

KOMW

(Established 1947)



Rates effective November 1, 1954. (Card No. 2.) Card received November 29, 1954.

Personnel: President—R. L. McNett, Manager—Dean Nichols.

Representatives: Washington-Oregon—Hugh Feltis & Associates, San Francisco & Hollywood—William A. Ayres Co.

Mailing Instructions: Business Office, Studio and Transmitter—Omak, Wash.

Wave—Power—Time: Operating power—1,000 watts days. Frequency—680 kilocycles.

Agency Commission: 15% to recognized agencies on net charges for station time only; no cash discount.

General Advertising: Regular of rate is for air time and one-half for musical library, script, and production.

General Advertising table with columns for time (1, 1/2, 1/4 hr, 10 min, 5 min, 1 min, 30 sec, 15 sec) and rates.

PACKAGE RATES table with columns for number of times (25, 50, 100) and rates.

SPECIAL FEATURES: News Service—UPI, Rates on request. Closing Time: Copy deadline 48 hours in advance.

OPPORTUNITY

Spokane County—Map Location F-2. See SRDS consumer market map and data at beginning of the State.

See Spokane

OTHELLO

Adams County—Map Location E-3. See SRDS consumer market map and data at beginning of the State.

KRSC

(Established 1958)

Rates effective April 1, 1958. (Card No. 1.) Card received June 4, 1958.

Personnel: Sta. & Com'l Mgr.—Charles Sheppard, Jr.

Mailing Instructions: Business Office, Studio and Transmitter—P. O. Box 818, Hemlock St., Othello, Wash.

Wave—Power—Time: Operating power—100 watts. Frequency—1450 kilocycles.

Agency Commission: 15% on time only; no cash discount. Bills due and payable 10th of month following service.

ANNOUNCEMENTS (Run-of-schedule) table with columns for time (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min) and rates.

SPOT PACKAGES table with columns for number of times (10, 20, 30, 40, 50, 100) and rates.

SPECIAL FEATURES: News Service—UPI, Specified time rates apply.

Regular rates apply; cash in advance. Closing Time: 48 hours in advance of broadcast.

PASCO (2 AM)

Franklin County—Map Location E-4. See SRDS consumer market map and data at beginning of the State.

KEPR

City of license designated as Kennewick-Pasco-Richland. See listing under Kennewick, Wash.

KORD

(Established 1956)



Rates effective June 1, 1958. (Card No. 2.) Card received June 16, 1958.

Personnel: Gen'l & Sta. Mgr.—Wally Reid. Representatives: W. S. Grant Company, Inc.

Mailing Instructions: Business Office and Studio—P. O. Box 485, Pasco, Wash.

Wave—Power—Time

Operating power—1,000 watts. Frequency—910 kilocycles. Non-directional. Licensed to operate daytime.

Agency Commission: 15% to recognized agencies on time and talent; no cash discount.

ANNOUNCEMENTS (Within 1 year) table with columns for time (1 min, 30 sec, 1 min, 30 sec) and rates.

WEEKLY SATURATION PACKAGES (Within 7 days) table with columns for number of times (10, 15, 25, 35) and rates.

30 DAY PACKAGES table with columns for number of times (6 per day for 30 days, 12 per day for 30 days, 18 per day for 30 days) and rates.

SPECIAL FEATURES: News Service—UPI, Add. 5-minute news (no frequency discount).

Regular rates apply; cash in advance. Closing Time: 3 hours in advance of broadcast.

KPKW

(Established 1945)

Rates effective May 1, 1958. Rates received April 24, 1958.

Personnel: Pres. & Gen'l Mgr.—V. P. Kenworthy, Manager—Woody Bretz.

Mailing Instructions: Business Office, Studio and Transmitter—Pasco, Wash.

Wave—Power—Time: Operating power—250 watts. Frequency—1340 kilocycles.

Agency Commission: 15% to recognized advertising agencies on time only provided payment is made by the 20th of the month following service.

ANNOUNCEMENT PACKAGES table with columns for number of times (20, 30, 40, 50, 100) and rates.

ANNOUNCEMENT PACKAGES table with columns for number of times (20, 30, 40, 50, 100) and rates.

SPECIAL FEATURES: News—Leased wire service available, 24 hour service—rates on request.

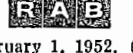
Regular rates apply. 15% agency commission allowed. Closing Time: All copy must be in possession of program department 24 hours prior to broadcast.

PORT ANGELES

Clallam County—Map Location A-2. See SRDS consumer market map and data at beginning of the State.

KONP

(Established 1945)



Rates effective February 1, 1952. (Card No. 2.) Rates received January 2, 1952.

Personnel: General Manager—George Buck, Station Manager—Jack K. Proctor.

Mailing Instructions: Business Office and Studio—313 W. First St., Port Angeles, Wash.

Wave—Power—Time: Operating power—250 watts. Frequency—1450 kilocycles.

(This listing continued on next page)

# WASHINGTON

## Port Angeles—KONP—Continued

Licensed to operate unlimited time.  
Operates on Pacific Time.  
Daylight Saving Time not observed.  
Operating schedule: Sundays 10:45 a.m. to 6:30 p.m.;  
week days 6:45 a.m. to 10:30 p.m.

### Agency Commission

15% to recognized advertising agencies on net station time only; no cash discount. On approved credit, accounts payable 10th of month following service.

### General Advertising

For combination rates see Keystone Network.  
Accepts AAAA copyrighted contract with certain exceptions; modified contract forms available.  
Rates include music copyright fees and use of station music library.  
BMI and ASCAP licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	1/2 min.
1 time.....	30.00	18.00	10.00	6.00	4.00	3.00
13 times.....	28.50	17.10	9.50	5.70	3.80	2.85
26 times.....	27.00	16.20	9.00	5.40	3.60	2.70
52 times.....	25.50	15.30	8.50	5.10	3.40	2.55
78 times.....	24.00	14.40	8.00	4.80	3.20	2.40
156 times.....	22.50	13.50	7.50	4.50	3.00	2.25
312 times.....	21.00	12.60	7.00	4.20	2.80	2.10
624 times.....	18.00	10.80	6.00	3.60	2.40	1.80
936 times.....	15.00	9.00	5.00	3.00	2.00	1.50

10-second announcements:  
52 times..... 1.70 312 times..... 1.40  
78 times..... 1.60 624 times..... 1.20  
156 times..... 1.50 936 times..... 1.00

### DISCOUNTS

Discounts allowed retroactively on the number of consecutive broadcasts given within one year. Programs and announcements cannot be combined for discount purposes.

### SPECIAL FEATURES

News Service—UPI.  
News, sports, features or special events programs, or for announcements in or adjacent to such programs, add 25% to regular rates.

### POLITICAL

Regular rates with discounts as listed above apply.  
TRANSCRIPTIONS  
Library Service—World.

## PROSSER

Benton County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

## KARY

(Established 1956)



Rates effective \_\_\_\_\_  
Rates received December 2, 1958.  
Owned and operated by Prosser-Grandview Broadcasters, Inc.

### Personnel

Exec. Vice-Pres. & Gen'l Mgr.—Jack L. Quinn.  
Commercial Manager—Robert D. Wilson.

### Representatives

Hill F. Best Company.

### Mailing Instructions

Business Office and Studio—P. O. Box 1310, Prosser, Wash. Yukon 4-7310, 7322.  
Transmitter—Hwy. 410, midway between Prosser and Grandview, Wash.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1310 kilocycles.  
Nondirectional.  
Operates on Pacific Standard Time.  
Operating schedule: 6:00 a.m. to local sunset.

### Agency Commission

15% on time only; no cash discount. Bills payable 10th of month following service.

### General Advertising

Accepts AAAA copyrighted contracts.  
Rates include music copyright fees.  
National and local rates are the same.

	1/4 hr.	5 min.	1 min.	30 sec.	10 sec.
1 time.....	12.50	6.75	5.00	4.50	2.50
25 times.....	10.75	6.00	4.50	4.00	2.25
50 times.....	9.00	5.50	4.00	3.50	2.00
100 times.....	7.50	5.00	3.50	3.20	1.75
250 times.....	6.75	4.50	3.10	2.80	1.55
400 times.....	6.00	4.00	2.70	2.40	1.35
700 times.....	3.50	2.35	2.00	1.18	
1000 times.....		2.00	1.75	1.00	

### Other rates on request.

### SPECIAL FEATURES

News Service—UPI and local.  
Participating Programs  
"Ringo, Kary Calling"—telephone conversation program.

### Closing Time

6 hours in advance of broadcast.

## PULLMAN

Whitman County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

## KOFE

(Established 1950)

Rates effective January 1, 1958.  
Rates received April 28, 1958.  
Owned and operated by KOFE, Inc.

### Personnel

Pres. & Gen'l Mgr.—Herbert Everitt.  
Vice-Pres. & Sec'y—Rae Everitt.

### Representatives

San Francisco—William A. Ayres Company.  
Eastern—Continental Radio Sales.

### Mailing Instructions

Business Office and Studio—P. O. Box 318, Pullman-Colfax Hwy., Pullman, Wash. Phone 45251.  
Transmitter — Pullman-Colfax Highway, Pullman, Wash.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1150 kilocycles.  
Non-directional.  
Operates on Pacific Standard Time.  
Daylight Saving Time not observed.  
Licensed to operate daytime.  
Operating schedule: 7:00 a.m. to local sunset Sun-  
days; 6:00 a.m. to local sunset week days.

### Agency Commission

15% to recognized agencies on net station time; no cash discount. Bills rendered last day of each month; payable 10th of month following service.

### General Advertising

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP and BMI licenses.  
The following rates are for both national and local advertising, and include 60% for air time and 40% for production and service.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	25.00	20.00	16.00	8.00
26 times.....	23.00	16.00	12.00	6.00
52 times.....	21.00	14.00	11.00	5.50
104 times.....	19.00	12.00	9.00	5.00
260 times.....	18.00	9.00	7.00	3.75
312 times.....	15.00	7.00	6.00	2.75

### SPOT ANNOUNCEMENTS

1 time.....	3.00	180 times.....	1.75
30 times.....	2.40	350 times.....	1.50
60 times.....	2.20	500 times.....	1.40
120 times.....	2.00	1000 times.....	1.25

### SPECIAL FEATURES

News Service—UPI, no extra charge.  
Sports, special events, talent shows—details on request.

### POLITICAL

Regular rates apply. Cash in advance.

## KWSC

(Established 1922)



Owned and operated by State College of Washington.  
Frequency—1250 kilocycles.  
Does not sell time.

## PUYALLUP

Pierce County—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.

## KAYE

(Established 1951)

Rates effective February 1, 1957.  
Rates received February 4, 1957.  
Owned and operated by Henry Perozzo.

### Personnel

Manager—Henry Perozzo.

### Representatives

Art Moore & Associates, Inc.

### Mailing Instructions

Business Office and Studio—P.O. Box 271, Puyallup, Wash. TH 5-1711; Tacoma, Wash. FU 3-3263.

### Transmitter

P. O. Box 271, Puyallup, Wash.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operating schedule: 18 hours daily.

### Agency Commission

15% to recognized agencies; no cash discount. Payable by 20th of following month.

### General Advertising

Beer, wine or tobacco advertising not accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	30 sec.
1 time.....	30.00	20.00	15.00	10.00	4.75
13 times.....	29.50	19.75	14.50	9.50	4.50
26 times.....	29.00	19.50	14.00	9.00	4.25
52 times.....	28.00	19.00	13.50	8.50	4.00
156 times.....	24.00	16.00	11.00	7.00	3.50
312 times.....	22.00	14.00	9.00	5.00	3.00

### SATURATION PACKAGES

1 minute:			
100 spots.....	150.00	300 spots.....	300.00
200 spots.....	250.00		

### SPECIAL FEATURES

News Service—Local news.  
POLITICAL  
Regular time rate applies; payable in advance.

### Closing Time

All copy must be submitted 24 hours prior to broadcast.

## QUINCY

Grant County—Map Location D-3.  
See SRDS consumer market map and data at beginning of the State.

## KPOR

(Established 1957)

Rates effective \_\_\_\_\_  
Rates received November 3, 1958.  
Owned and operated by Don Nelson d/b Quincy Valley Broadcasters.

### Personnel

Manager—Don Nelson.

### Representatives

Hill F. Best Company.

### Mailing Instructions

Business Office and Studio—P. O. Box 1378, 1st and "B" Sts., Quincy, Wash.

### Transmitter

2 miles north of Quincy.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1370 kilocycles.  
Non-directional.  
Operates on Pacific Standard Time.  
Operating schedule: 6:00 a.m. to local sunset.

### Agency Commission

15% to recognized agencies on time only; no cash discount. Bills due and payable in 10 days.

### General Advertising

	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	15.00	9.00	5.00	3.50	3.00
26 times.....	10.00	4.50	2.50	3.10	2.60
52 times.....				2.70	2.20
156 times.....				2.30	1.80
312 times.....				1.90	1.40
1000 times.....				1.50	1.00

### PACKAGE PLAN

	Each	(*)
10 in 1 day.....	25.00	20.00
15 in 3 days.....	37.50	30.00
25 in 1 week.....	50.00	37.50
50 in 1 month.....	100.00	75.00
100 in 1 month.....	150.00	100.00

(\*) 10 packages in 1 year, each.  
Single packages may be combined to earn multiple package rates.

### SPECIAL FEATURES

News Service—AP.  
Closing Time  
24 hours in advance of broadcast.

## RAYMOND

Pacific County—Map Location A-3  
See SRDS consumer market map and data at beginning of the State.

## KAPA

(Established 1950)

Rates effective March 1, 1957.  
Rates received March 7, 1957.  
Owned and operated by Willapa Broadcasting Co.

### Personnel

Station Manager—Robert E. Claunch.  
Commercial Manager—John W. Reavley.

### Representatives

Midwest—Walker-Rawatt Company, Inc.  
Los Angeles—Lee F. O'Connell Company.  
San Francisco—McGavren-Quinn Co.  
Washington and Oregon—Art Moore and Associates, Inc.

Eastern—Continental Radio Sales.

### Mailing Instructions

Business Office and Studio—Willapa Hotel, P. O. Box 626, Raymond, Wash. telephone 1010.

Transmitter—Willapa Hotel, Raymond, Wash.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1340 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Pacific Standard Time.  
Operating schedule: 6:30 a.m. to 6:30 p.m.

### Agency Commission

15% to recognized agencies on station time charges only; no cash discount. On approved credit, accounts payable 10th of month following service.

### General Advertising

Affiliated with Keystone Network

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	25.00	15.00	10.00	5.00	4.00
13 times.....	23.75	14.25	9.50	4.75	3.80
26 times.....	22.50	13.50	9.00	4.50	3.60
52 times.....	21.25	12.75	8.50	4.25	3.40
78 times.....	20.00	12.00	8.00	4.00	3.20
156 times.....	18.75	11.25	7.50	3.75	3.00
312 times.....	17.50	10.50	7.00	3.50	2.80

(\*) One minute or less, live or transcribed.  
10 second announcements purchased in any amount at 60% of earned contracted one minute rate. Sold subject to availabilities.

### SPECIAL FEATURES

News Service—AP. Rates on request.  
Weather, tide and farm reports—details on request.  
POLITICAL  
Regular rates apply.

## RENTON

King County—Map Location C-2  
See SRDS consumer market map and data at beginning of the State.

## KLAN

(Established 1947)

Rates effective July 1, 1953.  
Rates received June 25, 1953.  
Owned and operated by Interlake Broadcasting Corp.

### Personnel

President—R. J. Sander.  
General Manager—Clifford H. Hansen.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—615 Third Ave., Renton, Wash. Alpine 5-8245.

Transmitter—Renton, Wash.

### Wave—Power—Time

Operating power—1,000 watts.  
Frequency—910 kilocycles.  
Directional.  
Licensed to operate unlimited time.  
Operates on Pacific Time.

### Agency Commission

15% to recognized agencies on net charges for station time only; no cash discount.

### General Advertising

Accepts AAAA copyrighted contract.

	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.....	67.50	40.50	27.00	20.25	13.50
52 times.....	63.75	38.25			

# RICHLAND

Benton County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

## KALE

(Established 1950)

Rates effective February 1, 1958.  
Rates received January 2, 1958.  
Owned and operated by KALE, Inc.

**Personnel**  
President—R. S. McCaw.  
Gen'l & Com'l Manager—L. G. Dix.

**Representatives**  
Eastern and Western—Walker-Rawalt Company, Inc.  
Seattle—William J. Wagner & Associates.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 767, Pasco, Wash. Pasco 7-3388.  
Other Studios—P. O. Box 367 Richland, Wash.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—960 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Transmitter—Court St., Pasco, Wash.  
Operating schedule: 18 hours daily.

**Agency Commission**  
15% to recognized agencies on time and talent; no cash discount. Bills rendered end of each month; payable 10th of month following broadcast.

**General Advertising**  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

(6:00 a.m. to 7:00 p.m.)				
	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	50.00	30.00	20.00	15.00
13 times.....	47.50	28.50	19.00	14.25
26 times.....	45.00	27.00	18.00	13.50
52 times.....	42.50	25.50	17.00	12.75
104 times.....	40.00	24.00	16.00	12.00
156 times.....	37.50	22.50	15.00	11.25
260 times.....	35.00	21.00	14.00	10.50

(7:00 p.m. to midnight)  
50% of above rates.

### ANNOUNCEMENTS

(6:00 a.m. to 7:00 p.m.)

(6:00 a.m. to 7:00 p.m.)				
	1 min.	30 sec.	20 sec.	10 sec.
1 time.....	7.50	6.00	5.63	4.50
26 times.....	6.75	5.40	5.06	4.05
52 times.....	6.40	5.12	4.80	3.84
104 times.....	6.05	4.84	4.54	3.63
156 times.....	5.70	4.56	4.28	3.42
208 times.....	5.35	4.28	4.01	3.21
312 times.....	5.00	4.00	3.75	3.00
416 times.....	4.65	3.72	3.49	2.79
600 times.....	4.30	3.44	3.23	2.58
800 times.....	3.95	3.16	2.96	2.37
1,000 times.....	3.60	2.88	2.70	2.16

(7:00 p.m. to midnight)  
50% of above rates.

### WEEKLY SATURATION PLANS

1-minute announcements per week:					
	12 tl.	24 tl.	36 tl.	48 tl.	60 tl.
1 week..	60.00	117.60	174.60	230.40	285.00
2 weeks	118.80	230.40	338.40	441.40	540.00
3 weeks	176.40	338.40	491.40	633.60	765.00
4 weeks	232.80	441.60	633.60	806.40	960.00
5 weeks	288.00	540.00	765.00	960.00	1,125.00
6 weeks	342.00	633.60	885.60	1,094.40	1,260.00
7 weeks	394.80	722.40	995.40	1,209.60	1,365.00
8 weeks	446.40	806.40	1,094.40	1,305.60	1,440.00

30-second announcements—85% of 1-minute rates.  
1-minute and 30-second announcements may not be combined to earn higher discounts.

### SPECIAL FEATURES

News, sports and special events, 25% plus lines and production.  
Participating Programs Available on request.

### Closing Time

48 hours in advance of broadcast.

## KEPR

City of license designated as Kennewick-Pasco-Richland.  
See listing under Kennewick, Wash.

## SEATTLE (10 AM; 3 FM)

King County—Map Location C-2  
See SRDS consumer market map and data at beginning of the State.

## KAYO

(Established 1926)

Rates effective June 1, 1958.  
Rates received June 2, 1958.  
Owned and operated by Washington Telecasters, Inc.

**Personnel**  
President—Jessica L. Longston.  
Vice-Pres. & Gen'l Mgr.—Robert E. Pollock.  
Station Manager—J. L. Hamstreet.  
Sales Manager—Gil Bond.

**Representatives**  
Adam Young, Inc.

**Mailing Instructions**  
Business Office and Studio—2939 4th Avenue South, Seattle 4, Wash. Main 3-2480.  
Transmitter—2939 4th Ave., South, Seattle, Wash.

**Wave—Power—Time**  
Operating power—5,000 watts days; 1,000 watts nights.  
Frequency—1150 kilocycles.  
Non-directional.

Licensed to operate full time.  
Operates on Pacific Time.  
Operating schedule: 5:00 a.m. to 1:00 a.m. weekdays; 6:00 a.m. to midnight Sunday.

**Agency Commission**  
15% to recognized agencies on net time charges only; no cash discount.

**General Advertising**  
Rates are for station time and facilities 60%; services 40%.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
All talk programs take 1-time rate, no discounts.  
Current advertisers received 26 weeks rate protection from effective date of any rate change.

### PROGRAMS

(6:00 a.m. to 7:00 p.m.)					
	1	1/2	1/4	10	5
	hr.	hr.	hr.	min.	min.
1 time.....	80.00	50.00	40.00	25.00	20.00
26 times.....	76.00	48.00	38.00	24.50	19.50
52 times.....	72.00	46.00	36.00	24.00	19.00
104 times.....	68.00	44.00	34.00	23.50	18.50
156 times.....	64.00	42.00	32.00	23.00	18.00
260 times.....	60.00	40.00	30.00	22.50	17.50
312 times.....	56.00	38.00	28.00	22.00	17.00
624 times.....	52.00	36.00	26.00	21.50	16.50

### WEEKLY SATURATION PLANS

PLAN I		
	Each	Per wk.
1-minute:		
36 per week.....	5.50	198.00
24 per week.....	6.00	144.00
18 per week.....	6.50	117.00
12 per week.....	7.00	84.00
20-30 seconds:		
36 per week.....	4.20	151.20
24 per week.....	4.50	108.00
18 per week.....	4.90	88.20
12 per week.....	5.30	63.60
10-seconds:		
72 per week.....	2.75	198.00
48 per week.....	3.00	144.00
36 per week.....	3.25	117.00
24 per week.....	3.50	84.00

All announcements scheduled in Class "A" time.

### PLAN II

1-minute:		
36 per week.....	5.10	183.60
24 per week.....	5.40	129.60
18 per week.....	5.70	102.60
12 per week.....	6.00	72.00
20-30 seconds:		
36 per week.....	3.85	138.60
24 per week.....	4.05	97.20
18 per week.....	4.30	77.40
12 per week.....	4.50	54.00
10-seconds:		
72 per week.....	2.55	183.60
48 per week.....	2.70	129.60
36 per week.....	2.85	102.60
24 per week.....	3.00	72.00

1/2 of such announcements to be scheduled in Class "A" time and 1/2 in Class "B" time.  
Saturation Plan announcements may not be combined with other announcements to earn additional frequency discounts.

### ANNOUNCEMENTS

#### CLASS "A"

(6:00 a.m. to 7:00 p.m.)

	1 min.	20-30 sec.	10 sec.
1 time.....	10.00	7.50	5.50
26 times.....	9.50	7.10	4.80
52 times.....	9.00	6.80	4.50
104 times.....	8.50	6.40	4.20
156 times.....	8.00	6.00	4.00
260 times.....	7.50	5.60	3.80

#### CLASS "B"

(All other times)

1 time.....	6.00	4.50	3.50
26 times.....	5.70	4.30	3.00
52 times.....	5.40	4.10	2.90
104 times.....	5.10	3.80	2.70
156 times.....	4.80	3.60	2.50
260 times.....	4.50	3.40	2.40

### SPECIAL FEATURES

News Service—UPI and 24-hour local coverage.  
Newscasts: regular rates plus 10%.

### POLITICAL

Daytime rates apply.  
**Closing Time**  
24 hours in advance of broadcast.

## KING

(Established 1927)

### THE JOHN BLAIR STATION



Rates effective January 1, 1958.  
Rates received November 27, 1957.  
Owned and operated by the King Broadcasting Co.

**Personnel**  
Sales Manager—Gibbs Lincoln.  
Vice-Pres. & Gen'l Mgr.—Otto P. Brandt.  
Program Director—Jack Link.

**Representatives**  
John Blair & Company.

**Mailing Instructions**  
Business Office and Studio—320 Aurora Ave., Seattle 9, Wash., Mutual 2-3555, TWX SE 240.  
Transmitter—Vashon-Maury Island, Wash.

**Wave—Power—Time**  
Operating power—50,000 watts.  
Frequency—1090 kilocycles.  
Directional—same pattern, all hours.  
Licensed to operate full time.  
Operates on Pacific Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 24 hours daily except midnight to 5:15 a.m. Monday.

# WASHINGTON

### FM Facilities

See separate FM listing.

### Agency Commission

15% to recognized agencies on net time only; no cash discount.

### General Advertising

Affiliated with KING-TV, KGW AM and TV, Portland and KREM AM, FM and TV, Spokane.  
For combination rates see ABC Radio.  
Accepts AAAA copyrighted contract.  
All contracts subject to conditions of Standard AAAA and NAB Form.  
Station rates include ASCAP, BMI and SESAC licenses. All other music and copyright material must be cleared and paid for at source. Rates are for station time and facilities and do not include talent. 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.

### ANNOUNCEMENTS

(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 6:00 p.m. Monday through Saturday)

Flat			
	1-minute	Station break	
	Each	Per wk.	Each Per wk.
6 weekly, staggered, 1 per day.....	27.00	162.00	
staggered.....	30.00		
Spec. pos. (6:00 a.m. to 9:00 a.m. only).....	40.00		
(9:00 a.m. to 4:00 p.m. and 6:00 p.m. to 7:00 p.m. Monday through Saturday)			
6 weekly, 1 per day 22.00.....	132.00	17.00	102.00
Less than 6 weekly.....	24.00		18.00
(After 7:00 p.m. Monday through Saturday; all day Sunday)			
6 weekly, 1 per day 14.00.....	84.00	11.00	66.00
Less than 6 weekly.....	16.00		12.00

### IMPACT ANNOUNCEMENT PLANS

(9:00 a.m. to 4:00 p.m. and 6:00 p.m. to 7:00 p.m. Monday through Saturday)

Flat			
	1-minute	Station break	
	Each	Per wk.	Each Per wk.
12 ann. weekly.....	20.00	240.00	15.00 180.00
24 ann. weekly.....	19.00	456.00	14.00 336.00
48 ann. weekly.....	18.00	864.00	13.00 624.00
96 ann. weekly.....	16.00	1,536.00	11.00 1,056.00

(After 7:00 p.m. Monday through Saturday; all day Sunday)

12 ann. weekly.....	13.00	156.00	9.00 108.00
24 ann. weekly.....	12.00	288.00	8.00 192.00
48 ann. weekly.....	11.00	528.00	7.00 336.00
96 ann. weekly.....	9.00	864.00	5.00 480.00

Portions of Impact Plan schedules may be sold between 6:00 a.m. to 9:00 a.m. and/or 4:00 p.m. to 6:00 p.m. Monday through Saturday, at the applicable rates for these periods. Since these announcements may count toward Impact Plan frequency, the balance of the schedule will be sold at pro-rata the Impact Plan rate.

Day and Night Impact Plans may be combined in any proportion of day and night broadcasting and/or minutes and station breaks, pro-rata the applicable unit cost of the service ordered so long as a minimum of 12 announcements weekly is used.

ID's—50% applicable minute rate. ID's may not be combined with other broadcasting service for the purposes of establishing frequency discounts on either the ID's or the other broadcasting service.

### 5-MINUTE NEWSCASTS

(6:00 a.m. to 9:00 a.m. Monday through Saturday)

Flat		
	Each	Per wk.
6 weekly, 1 per day.....	45.00	270.00
Less than 6 weekly.....	50.00	
(4:00 p.m. to 6:00 p.m. Monday through Saturday)		
6 weekly, 1 per day.....	35.00	210.00
Less than 6 weekly.....	40.00	
(9:00 a.m. to 4:00 p.m. Monday through Saturday)		
6 weekly, 1 per day.....	30.00	180.00
Less than 6 weekly.....	35.00	
(After 7:00 p.m. Monday through Saturday; all day Sunday)		
6 weekly, 1 per day.....	20.00	120.00
Less than 6 weekly.....	25.00	

### SPECIAL FEATURES

News Service—UPI.  
Participating Programs

Monday through Friday:  
"KING's Girl About Town" with Elizabeth Leonard—10:00 a.m. to 1:00 p.m. 2-minute capsules (1-minute news for women, plus 1-minute of live or transcribed copy). Per minute, flat, each, 34.00.  
"Pier 1090" with John Wedin—5:30 a.m. to 6:00 a.m. For commercial fishermen in Northwest. Per 1-minute announcement, flat, each, 22.00; station breaks, flat, each, 15.00.  
"KING Klock" with Frosty Fowler—6:00 a.m. to 9:00 a.m.  
"KING's Kupboard" with Pat Lewis—10:00 a.m. to 1:00 p.m.  
"KING's Open House" with Jim French—1:00 p.m. to 3:00 p.m.  
"KING's Bandstand" with Ray Briem—3:00 p.m. to 6:00 p.m.  
"KING's Full Report"—6:00 p.m. to 7:00 p.m. News.  
"KING's Club 1090" with Jim French—7:00 p.m. to 8:30 p.m.  
"Music With Muncy" with Bill Muncy—8:30 p.m. to 9:30 p.m.  
"Night Owl Club"—midnight to 5:30 a.m. Rates on request.

### Closing Time

2 business days before broadcast.

(Seattle continued on next page)



# WASHINGTON

Seattle—Continued

## KING-FM

(Established 1947)

Owned and operated by King Broadcasting Company.

**Personnel**  
 Vice-Pres. & Gen'l Mgr.—Otto P. Brandt.  
 Sales Manager—Gibbs Lincoln.  
 Program Director—Jack Link.

**Mailing Instructions**  
 Direct all business correspondence to 320 Aurora Avenue, Seattle 9, Washington. Mutual 2-3555.

**F M Facilities**  
 Effective radiated power—15,000 watts.  
 Frequency—98.1 megacycles.  
 Antenna height—410 feet above average terrain.  
 Operating schedule: 7:00 a.m. to midnight daily.

**Agency Commission**  
 Contact station management for details.

**General Advertising**  
 Broadcast simultaneously with KING-AM, 7:00 a.m. to 6:00 p.m.

**Participating Programs**  
 "KING's Favorites"—6:00 p.m. to 9:00 p.m.  
 "Milton Cross Presents"—9:00 p.m. to midnight.  
 Rates and details on request.

## KIRO

(Established 1927)

## CBS Radio Network



Rates effective December 15, 1956.  
 Card received December 10, 1956.

Owned and operated by Queen City Broadcasting Co.

**Personnel**  
 Pres. & Gen'l Mgr.—Saul Haas.  
 Vice-Pres.—Lincoln W. Miller.  
 Vice-Pres. & Sta. Mgr.—W. F. Tucker.  
 Program Director—Don Brice.

**Representatives**  
 Peters, Griffin, Woodward, Inc.

**Mailing Instructions**  
 Business Office and Studio—1530 Queen Anne Ave., Seattle 9, Wash., Atwater 3-9800, TWX SE 180.  
 Transmitter—Vashon-Maury Island, Washington.

**Wave—Power—Time**  
 Operating power—50,000 watts.  
 Frequency—710 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate full time.  
 Operates on Pacific Time.  
 Operating schedule: 6:00 a.m. to midnight.

**F M Facilities**  
 Effective radiated power—5,700 watts.  
 Frequency 100.7 megacycles; channel 264, Class B.  
 Antenna height—465 feet above average terrain.  
 Operating schedule: 2:00 p.m. to 10:00 p.m.

**Agency Commission**  
 15% on net charges for station time to recognized agencies; no cash discounts. Bills rendered and payable monthly following broadcast.

**General Advertising**  
 For combination rates see CBS Radio Network (Pacific Coast Group) and Columbia Pacific Network (Pacific Coast Group).  
 FM operated in conjunction with AM.  
 Rates include music copyright fees, ASCAP, BMI and SESAC licenses.

Advertising of alcoholic beverages other than beer and light wine not accepted.  
 No periods sold in bulk for resale.  
 Contracts for schedules may be accepted up to 30 days prior to broadcast. Maximum length of contract 52 weeks. Advertisers are protected for six months from the effective date of any new rates, providing there is no interruption in service.

Rates shown are those after deduction of all applicable discounts. Announcements and programs may be combined for discount purposes.  
 All programs are subject to cancellation by the station on occasions when such action in the judgment of the station would better serve the terms of its license from the government.

### GENERAL ADVERTISING RATES

**CLASS "AA"**  
 (7:00 a.m. to 9:00 a.m.; noon to 1:00 p.m.; 4:00 p.m. to 7:00 p.m. Monday through Friday)  
 1/2 hr. 1/4 hr. 5 min. 1 min. 20 sec. 6 sec.

1 time	130.00	86.00	57.50	50.00	40.00	15.00
26 times	123.50	82.00	54.50	47.50	38.00	14.00
52 times	117.00	77.50	52.00	45.00	36.00	13.00
156 times	110.50	73.00	49.00	42.50	34.00	12.00
260 times	104.00	69.00	46.00	40.00	32.00	11.00

**CLASS "A"**  
 (6:00 a.m. to 7:00 a.m., 9:00 a.m. to noon; 1:00 p.m. to 4:00 p.m.; 7:00 p.m. to 9:30 p.m. Monday through Friday, 6:00 a.m. to 10:00 p.m. Saturday and Sunday)

1 time	112.50	75.00	50.00	41.00	30.00	9.00
26 times	107.00	71.00	47.50	39.00	28.50	8.50
52 times	101.00	67.50	45.00	37.00	27.00	8.00
156 times	96.00	64.00	42.50	35.00	25.50	7.50
260 times	90.00	60.00	40.00	33.00	24.00	7.00

**CLASS "B"**  
 (9:30 p.m. to sign-off, Monday through Saturday) (Sunday—10:00 p.m. to sign-off)

1/2 hr.	1/4 hr.	5 min.	
1 time	65.00	47.50	35.00
26 times	62.50	45.50	33.50
52 times	60.00	43.50	32.00
156 times	57.50	41.50	30.50
260 times	55.00	39.50	29.00

**Participating Announcements**  
 Announcements within station produced talent programs—Clifford & Clark, all newscasts, Housewives, Inc.—take the following rates:

1 time	59.00	45.00
26 times	56.00	42.75
52 times	53.00	40.50
156 times	50.00	38.25
260 times	47.00	36.00

### DISCOUNTS

After first year advertiser may continue at same discount into the second year so long as schedule is not terminated or reduced—no short rate at that time. The advertiser who reduces his schedule during the second (or later) year may not combine the number already broadcast before reduction (which are not subject to short rate) with the remainder in that second year to arrive at the quantity discount.

### FIXED POSITION PRE-EMPTIBLE

**CLASS "A"**  
 (6:00 a.m. to 9:30 p.m. Monday through Sunday)

1/2 hr.	1/4 hr.	5 min.	1 min.	20 sec.	6 sec.
1 time	65.00	47.50	35.00	30.00	9.00
26 times	62.50	45.50	33.50	28.50	8.50
52 times	60.00	43.50	32.00	27.00	8.00
156 times	57.50	41.50	30.50	25.50	7.50
260 times	55.00	39.50	29.00	24.00	7.00

**CLASS "B"**  
 (9:30 p.m. to sign-off, Monday through Sunday)

1 min.	20 sec.	
10 per week	5.00	4.00
25 per week	4.75	3.75
50 per week	4.50	3.50
75 per week	4.25	3.25
100 per week	4.00	3.00

### ANNOUNCEMENTS (Run-of-schedule)

1 time	1 min.	20 sec.	6 sec.
26 times	12.50	9.00	4.50
52 times	12.00	8.50	4.25
156 times	11.50	8.00	4.00
260 times	11.00	7.50	3.75
260 times	10.50	7.00	3.50

All classifications are subject to preemption and replacement by the station without prior notice. Notice of preemption will be given advertiser by the station as soon as reasonably possible, and if prior to broadcast time, advertiser may select available replacement time. Not combinable with General rate service for discount.

**General Advertising Rates and Fixed Position Pre-emptible:**  
 Two or more program units of 5 minutes or more, broadcast on the same day, for the same advertiser, may be combined to earn the 1/4 hour or the 1/2 hour rate, whichever applies.

Between the hours of 6:00 p.m. and 10:00 p.m., two or more program units of 5 minutes or more, broadcast on any day of the week, for the same advertiser, may be combined to earn the 1/4 hour or the 1/2 hour rate, whichever applies.

Run-of-schedule rates: May be placed for any number of weeks, minimum 10 announcements per week, 50% discount from fixed position pre-emptible rate. May not be combined with other announcements for discount.

### SATURATION PACKAGES

Minute announcements per week:	(*)	(†)
10 times	360.00	250.00
15 times	498.50	345.00
20 times	600.00	410.00
Station break announcements per week:		
10 times	270.00	180.00
15 times	367.50	255.00
20 times	440.00	310.00

(\*) General advertising rates.  
 (†) Fixed position pre-emptible rates.

### WEEKEND ANNOUNCEMENT PACKAGE (Saturday and Sunday only)

15 1-minute announcements..... 150.00  
 (Fixed position pre-emptible)  
 No further discounts. Cannot be combined with other service in computing discount.

### SPECIAL FEATURES

News Service—UPI and special state wire.  
 The following charges apply to the commercial sponsorship of standard 5, 10 and 15 minute broadcasts as presented by the staff news announcer on shift. Subject to agency commission and regular card discount:

15 minute broadcasts	15.00
10 minute broadcasts	12.00
5 minute broadcasts	10.00

**Foreign Language Broadcasts:** No foreign language broadcasts currently available. Production costs on request.

### Participating Programs

"Housewives, Inc."—Monday through Friday participating program limited to non-competitive advertisers. Live commercial copy written by program director approximately one minute in length and to conform to program content. Participations: General premium rate or Fixed Position preemptible rate and discounts apply for live or transcribed minutes.

### POLITICAL

General or fixed position pre-emptible rates apply; information on request.

### TRANSCRIPTIONS

Instantaneous Reference Recordings: One recording of announcement or one recording of program change available on request at no charge. Additional recordings of an announcement or 5, 10 or 15 minute program—5.00 each; 30 minute program—10.00 each.

### Closing Time

Program material must be submitted at least one week in advance of broadcast date.

## KISW

— FM —  
 (Established 1950)

Rates effective March 1, 1958. (Card No. 5.)  
 Card received March 24, 1958.

Owned and operated by Ellwood W. Lippincott.

**Personnel**  
 Owner & Gen'l Mgr.—Ellwood W. Lippincott.

**Representatives**  
 Fine Music Hi-Fi Broadcasters, Inc.

**Mailing Instructions**  
 Business Office and Studio—9201 Roosevelt Way, Seattle 15, Wash. Lakeview 5-6255.  
 Transmitter—9201 Roosevelt Way, Seattle, Wash.

**Wave—Power—Time**  
 Effective radiated power—2,100 watts.  
 Frequency—99.9 megacycles; channel 260, Class "B".  
 Antenna height—350 feet above average terrain.  
 Licensed to operate unlimited time.  
 Operates on Pacific Standard Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 2:00 p.m. to midnight Monday through Friday; noon to midnight Saturday and Sunday.

**Agency Commission**  
 15% to recognized agencies on time only; 2% cash discount for payment within 10 days of billing date. Bills rendered first of month; payable 10th of month.

**General Advertising**  
 Affiliated with Western FM Network.  
 Rates include music copyright fees, ASCAP, BMI and SESAC licenses.  
 All copy subject to station approval.

1 hour	45.00	1 minute	6.00
1/2 hour	25.00	30 seconds	3.50
1/4 hour	15.00		

**Discounts**

1 time	Net 104 times	20%
13 times	5% 156 times	25%
26 times	10% 312 times	30%
52 times	15%	

### SPECIAL FEATURES

(Announcements—1 minute maximum, copy supplied by station.)  
 Participating Programs  
 Details on request.

**Closing Time**  
 48 hours before broadcast.

## KJR

(Established 1923)

### An S. P. & S. Owned Station



Rates effective June 1, 1957. (Card No. 8.)  
 Card received April 4, 1957.

Owned and operated by Seattle, Portland, & Spokane Radio.

**Personnel**  
 General Manager—Lester M. Smith.  
 Station Manager—Gaylen S. Blackford.

**Representatives**  
 McGavren-Quinn Corporation.

**Mailing Instructions**  
 Business Office, Studio and Transmitter—P. O. Box 3726, Seattle 24, Wash.

**Wave—Power—Time**  
 Operating power—5,000 watts.  
 Frequency—950 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate full time on regional channel.  
 Operates on Pacific Time.  
 Operating schedule: 24 hours on the air, Tuesdays through Saturday, Sunday night off the air at 11:00 p.m. until 5:45 a.m. Monday.

**Agency Commission**  
 15% to recognized advertising agencies on net charges for station time only. No cash discount. Bills due and payable when rendered.

(This listing continued on next page)

If you believe in it . . .

## PROMOTE IT!

As an advertiser or agency executive, you know the value of advertising. But sometimes it is necessary to overcome misconceptions other people may have about the use and cost of advertising.

That's when it pays to promote your advertising by promoting all advertising . . . by explaining to your prospects—and your employees—how advertising benefits them.

Tell them how advertising helps keep living costs down—how advertising builds sales, which make mass-production possible, which means lower production costs, lower selling costs, lower prices. Tell them how advertising helps create demand, which sustains production, which makes jobs more secure. Tell them how America lives better because of advertising.

4G-124



Seattle—K J R—Continued

**General Advertising**  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees, station production as available, station transcription, libraries and records. Current advertisers are protected for 26 weeks from the effective date of any rate or discount revision as long as service is continuous.  
 Program rates on request.

**ANNOUNCEMENTS**  
 (Fixed Position)

(6:00 a.m. to 9:00 p.m.)			
1 min.	30 sec.	1 min.	30 sec.
1 time.. 17.50	13.15	156 times 15.25	11.45
52 times 16.75	12.65	260 times 14.50	10.90
104 times 16.00	12.00	500 times 13.75	10.30

To be used in any contractual year, with or without interruption.  
 10-second announcements—50% of 1-minute rate.  
 All other hours, 60% of Fixed Position rates.  
 Announcements and programs may not be combined for discount purposes.  
 NOTE: 1-min.—140 words 1/2 min.—70 words.

**COMBINATION ANNOUNCEMENT PACKAGE**  
 (6:00 a.m. to midnight)

(Run-of-schedule)		
	1 min.	30 sec.
10 announcements per week.....	150.00	112.50
15 announcements per week.....	217.50	163.50
20 announcements per week.....	280.00	210.00
25 announcements per week.....	337.50	250.00
40 announcements per week.....	500.00	376.00
50 announcements per week.....	575.00	432.50

10-second announcements—50% of 1-minute rate.  
 Saturation packages may not be combined with other service for additional discounts.  
 All above rates include 40% production costs.  
 Specified Times: Specific and non-preemptible announcement periods take fixed position rates.  
 (12:00 midnight to 6:00 a.m.)

Each ..... 1 min. 30 sec.  
 ..... 3.00 2.00  
 10-second announcements: 50% of the one-minute rate.  
 All above rates include 40% production costs.  
 Combination of any two stations, KJR, Seattle, KXL, Portland, Oregon or KNEW, Spokane, using equal number of announcements in any calendar month, concurrently or non-concurrently, will be allowed 5% discount.  
 Combination of all three stations, KJR, KXL and KNEW, using an equal number of announcements in any calendar month, concurrently or non-concurrently, will be allowed 7-1/2% discount.

**SPECIAL FEATURES**

News Service UPI and local news.  
 News—5-minute newscasts:  
 1 time..... 21.00 260 times..... 15.75  
 104 times..... 17.85

**Participating Programs**

"Rod Hammett Show"—midnight to 7:00 a.m. Sunday; midnight to 5:30 a.m. Tuesday through Saturday.  
 "Dave Clark Show"—7:00 a.m. to 11:00 a.m. and 1:00 p.m. to 3:30 p.m. Sunday; 3:30 p.m. to 8:00 p.m. Monday through Friday.  
 "Don Hedman Show"—11:00 a.m. to 1:00 p.m. and 3:30 p.m. to 6:00 p.m. Sunday; 10:00 a.m. to 1:00 p.m. Monday through Friday.  
 "Gil Henry Show"—6:00 p.m. to 7:00 p.m. Sunday; 1:00 p.m. to 3:30 p.m. Monday through Friday; 5:30 a.m. to 10:00 a.m. Saturday.  
 "Chuck Bras Show"—7:00 p.m. to 11:05 p.m. Sunday; 7:00 p.m. to midnight Saturday.  
 "Dale Starkey Show"—5:30 a.m. to 10:00 a.m. Monday through Friday; 10:00 a.m. to noon and 3:00 p.m. to 7:00 p.m. Saturday.  
 "Bob Carmichael Show"—8:00 p.m. to midnight Monday through Friday; noon to 3:00 p.m. Saturday.

**Closing Time**  
 One week in advance of broadcast.

**KMCS**

—FM—  
 (Established 1958)



Rates effective .....  
 Rates received July 25, 1958.  
 Owned and operated by FM Broadcasters, Inc.

**Personnel**  
 President—James G. Talbot.  
 General Manager—Sydney A. Abrams.  
 Station Manager—Sherman Bailey.  
 Commercial Manager—Levin M. Lynch.

**Representatives**  
 None.

**Mailing Instructions**  
 Business Office and Studio—708 5th Ave. South, Seattle 4, Wash. Main 2-8980.  
 Transmitter—Cougar Mountain, Issaquah.

**Wave—Power—Time**  
 Effective radiated power—10,500 watts.  
 Frequency—98.9 megacycles.  
 Antenna height—1,070 feet above average terrain.  
 Operates on Pacific Standard Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 8:00 a.m. to midnight.

**Agency Commission**  
 15% on time only; no cash discounts. Bills payable 10th of following month.

**General Advertising**  
 Accepts AAAA copyrighted contracts.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.

**ANNOUNCEMENTS**  
 (7 announcements per week, 1 per day)

(7 announcements per week, 1 per day)			
	Each	Per wk.	Total
91 times in 13 weeks.....	7.00	49.00	637.00
183 times in 26 weeks.....	6.65	46.55	1,210.00
364 times in 52 weeks.....	6.30	44.10	2,293.20

(14 announcements per week, 2 per day)

182 times in 13 weeks.....	4.93	69.00	897.00
364 times in 26 weeks.....	4.69	65.55	1,704.30
728 times in 52 weeks.....	4.44	62.10	3,229.20

(21 announcements per week, 3 per day)  
 Each Per wk. Total  
 273 times in 13 weeks..... 4.72 99.00 1,287.00  
 546 times in 26 weeks..... 4.48 94.05 2,445.30  
 1092 times in 52 weeks..... 4.25 89.10 4,633.20

(28 announcements per week, 4 per day)  
 364 times in 13 weeks..... 4.50 126.00 1,638.00  
 728 times in 26 weeks..... 4.27 119.70 3,112.20  
 1456 times in 52 weeks..... 4.05 113.40 5,896.80

The above rates include 5% and 10% frequency discounts for 26 and 52 week contracts.  
 Merchandising Plan—Five man merchandising staff does store detail work in 150 supermarkets in Seattle-Tacoma area at no extra charge on a 13 week contract.

**SPECIAL FEATURES**  
 News service—local.  
 Closing Time  
 48 hours before broadcast.

**KOL**

(Established 1922)

**AIMS - - Independent**



An Associated Independent Metropolitan Station  
 Rates effective June 1, 1958.  
 Rates received April 23, 1958.  
 Owned and operated by Seattle Broadcasting Co., Inc.

**Personnel**  
 General Manager—Ardie Taft, Jr.  
 National Sales Manager—Bill Simpson.

**Representatives**  
 The Bolling Company, Inc.

**Mailing Instructions**  
 Business Office, Studio and Transmitter—1100 W. Florida St. Seattle 4, Wash. Main 2-2312.

**Wave—Power—Time**  
 Operating power—5,000 watts.  
 Frequency—1300 kilocycles.  
 Directional—Nighttime only.  
 Licensed to operate full time.  
 Operates on Pacific Time.

**Agency Commission**  
 Agency commission 15% on net station time to accredited advertising agencies, providing payment is made by 15th of month following service. No cash discount.

**General Advertising**  
 Accepts AAAA copyrighted contract.  
 The following rates include station time 60%; services 40%.

**WASHINGTON**

**ANNOUNCEMENTS**

**CLASS "AA"**  
 (6:00 a.m. to 9:00 a.m.)

	1 min.	30 sec.	15 sec.
1 time.....	15.00	13.00	11.00
26 times.....	14.50	12.50	10.60
52 times.....	14.00	12.00	10.20
104 times.....	13.50	11.50	9.80
156 times.....	12.75	11.00	9.40
260 times.....	12.00	10.50	9.00
312 times.....	11.25	10.00	8.60
624 times.....	10.50	9.50	8.20
1,560 times.....	10.00	9.00	7.80
3,000 times.....	9.50	8.50	7.40

**CLASS "A"**

(5:00 a.m. to 6:00 a.m. and 9:00 a.m. to 7:00 p.m.)

1 time.....	12.00	10.00	8.00
26 times.....	11.50	9.60	7.70
52 times.....	11.00	9.20	7.40
104 times.....	10.50	8.80	7.10
156 times.....	10.00	8.40	6.80
260 times.....	9.50	8.00	6.50
312 times.....	9.00	7.60	6.20
624 times.....	8.50	7.20	5.90
1560 times.....	8.00	6.80	5.60
3000 times.....	7.50	6.40	5.30

**CLASS "B"**

(7:00 p.m. to 10:00 p.m. Monday through Friday; noon to 10:00 p.m. Saturday; all day Sunday)

33-1/3% discount off Class "A" rates.

**CLASS "C"**

(10:00 p.m. to 5:00 a.m.)  
 66-2/3% discount off Class "A" rates.

**WEEKLY ANNOUNCEMENT PACKAGES**  
 (Run-of-schedule)

	1 min.	30 sec.
10 announcements.....	115.00	96.00
20 announcements.....	210.00	176.00
30 announcements.....	285.00	240.00
40 announcements.....	360.00	304.00
50 announcements.....	425.00	360.00
60 announcements.....	480.00	408.00

**PROGRAMS**

	3 per day	2 per day	1 per day
1 time.....	50.00	37.50	25.00
26 times.....	48.40	36.25	24.25
52 times.....	46.75	35.00	23.45
104 times.....	45.10	33.75	22.50
156 times.....	43.40	32.50	21.75
260 times.....	41.65	31.25	20.90
312 times.....	40.00	30.00	20.00

**SPECIAL FEATURES**

News Service—UPI.  
 5-minute newscasts—card rate plus 20% commissionable news charge.  
 News Flashes—Class "AA" 1-minute rates apply.  
 News, sports, special events, special productions, and remote programs—rates on request.

**Participating Programs**

Regular rates apply:  
 "Allan Cummings"—5:00 a.m. to 9:00 a.m. Monday through Saturday.  
 "Ray Hutchinson"—9:00 a.m. to 11:00 a.m. Monday through Friday; noon to 5:00 p.m. Sunday.  
 "Ric Thomas"—11:00 a.m. to 3:30 p.m. Monday through Friday; 9:00 a.m. to 3:00 p.m. Saturday.  
 "Art Simpson"—3:30 p.m. to 8:00 p.m. Monday through Friday; 5:00 p.m. to 11:00 p.m. Sunday.  
 "Bob Waldron"—8:00 p.m. to 2:00 a.m. Monday  
 "Dallas Barnard"—7:00 a.m. to noon Sunday.  
 "Ray Hutchinson"—Noon to 5:00 p.m. Sunday.  
 "George Edgar"—5:00 p.m. to 11:00 p.m. Sunday.

**Closing Time**  
 If program is to be included in publicity releases, closing dates are one week in advance of service.

**KOMO**

(Established 1926)



Rates effective October 1, 1958. (Card No. 10.)  
 Card received November 6, 1958.

Owned and operated by Fisher's Blend Station, Inc.

**Personnel**  
 President—O. W. Fisher.  
 Exec. Vice-Pres. & Gen'l Mgr.—W. W. Warren.  
 Station Manager—Maitland Jordan.  
 Commercial Manager—James McLoughlin.  
 Farm Director—Bill Moshier.

**Representatives**  
 NBC Spot Sales.

**Mailing Instructions**  
 Business Offices and Studio—100 Fourth Ave., N. Seattle 9, Wash., Seneca 6000.  
 Transmitter—Vashon Island, Wash.

**Wave—Power—Time**  
 Operating power—50,000 watts.  
 Frequency—1000 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate full time on cleared channel.  
 Operates on Pacific Standard Time.  
 Operating schedule: 5:45 a.m. to 12:15 a.m. daily.

**Agency Commission**  
 Agency commission 15% to recognized advertising agencies on net charges for station time only. No cash discount allowed. Bills due and payable when rendered.

**General Advertising**  
 For combination rates see NBC Radio Network.  
 Accepts AAAA copyrighted contract.  
 Rates include charges by owners of music copyrights. BMI and ASCAP licenses.  
 Advertising of alcoholic beverages other than beer and wine not accepted. Wine and beer advertising accepted subject to approval of product, copy, hour of broadcast and adjacencies.

(This listing continued on next page)

**KOL**  
 now tops SEATTLE'S RATINGS totem pole

call your Bolling Company Representative

**KOL**

# WASHINGTON

## Seattle—K O M O—Continued

Continuing discounts: After fifty-two (52) weeks of continuous service the advertiser can elect to continue at the same earned discounts into the second 52 week period so long as schedule is continuous and weekly frequency unchanged. No short rate will be charged in case of cancellation during second or successive years.

### PROGRAMS

	Class "AA" & "A"	Class "B"
1 hour (12 units).....	150.00	75.00
1/2 hour (6 units).....	80.00	45.00
1/4 hour (3 units).....	72.00	36.00
10 minutes (2 units).....	50.00	25.00
5 minutes (1 unit).....	30.00	15.00

### ANNOUNCEMENTS

Class "A," "B," "C," and "D" are 6:00 a.m. to 10:00 p.m. All other times 60% of applicable rate.

#### CLASS "A"

(Specified guaranteed)

	1 min.	30 sec.	10 sec.
1 time.....	17.50	13.75	8.75
50 times.....	16.25	12.50	8.15
100 times.....	14.40	11.25	7.20
150 times.....	13.15	10.00	6.60
300 times.....	11.90	9.40	5.95
500 times.....	11.25	8.75	5.65
700 times.....	10.65	8.15	5.35

Class "A" and "B" may be combined. Discounts allowed retroactively on the number of broadcasts within 1 year, with or without interruption. Minute, 30-second and 10-second announcements may be combined for discount.

#### CLASS "B"

(Fixed position not guaranteed)

	1 min.	11.00	7.00
1 time.....	14.00	11.00	7.00
50 times.....	13.00	10.00	6.50
100 times.....	11.50	9.00	5.75
150 times.....	10.50	8.00	5.25
300 times.....	9.50	7.50	4.75
500 times.....	9.00	7.00	4.50
700 times.....	8.50	6.50	4.25

Class "B" announcements are preemptible for advertisers buying Class "A" announcements.

#### CLASS "C"

##### WEEKLY ANNOUNCEMENT PACKAGE

(Run-of-schedule)

Per week:	1 min.	30 sec.	10 sec.
10 times.....	12.50	10.50	6.25
15 times.....	12.00	10.00	6.00
20 times.....	11.50	9.50	5.75
25 times.....	10.75	8.75	5.40
30 times.....	10.00	8.00	5.00
40 times.....	9.00	7.00	4.50

Class "C" and "D" may be combined. Minutes, 30-second and 10-second announcements are combinable but preemptible for an advertiser buying Class "A" announcements.

#### CLASS "D"

##### WEEK-END SATURATION PLAN

(Saturday, Sunday and Monday, Run-of-schedule)

10 announcements.....	9.00	7.00	4.50
20 or more.....	7.50	5.00	4.00

### 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. After 52 weeks of continuous service, the advertiser can elect to continue at the same earned discounts into the second 52 week period, as long as schedule is continuous and weekly frequency unchanged. No short rate will be charged, if cancelled, during second or successive years.

Units in 52 weeks:	Discount
1-12 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 units.....	50%

### SPECIAL FEATURES

News Service—UPI and station newsroom reporters. Five-minute news Periods—Talent fee, 7.50 plus station time.

Ten-minute news Periods—Talent fee, 10.00 plus station time. Fifteen-minute news Periods—Talent fee, 15.00 plus station time.

### Participating Programs

"Katherine Wise"—9:30 a.m. to 10:00 a.m. Monday through Friday. Home economics show.  
 "Wide Awake Show" with Mike Weide—5:45 a.m. to 9:30 a.m. Monday through Friday.  
 "Dial 1000" with Preston Price—10:00 a.m. to 11:00 a.m. and 3:30 p.m. to 6:00 p.m. Monday through Friday.  
 "Bill Moshier Farm Show"—12:15 p.m. to 12:30 p.m. Card rate plus 35.00.  
 "Nightline"—8:30 p.m. to 10:00 p.m. Monday through Thursday.  
 "Monitor"—6:00 a.m. to 9:00 p.m. Saturday and Sunday. Card or package rates apply.

### TRANSCRIPTIONS

Library Service—Associated.

### Closing Time

Copy deadline 48 hours in advance of broadcast.

## KTIX

(Established 1956)



Rates effective May 1, 1958. (Card No. 3.)  
 Card received April 1, 1958.  
 Owned and operated by KTIX, Inc.

### Personnel

President—Hugh Ben LaRue.

### Representatives

Grant Webb & Company.  
 Los Angeles—J. A. Lucas and Associates.

### Mailing Instructions

Business Office and Studio—101 Bellevue Ave., North, Seattle 2, Wash. East 3-1590.  
 Transmitter—Manitou Beach Rd., Winslow, Bainbridge Island, Wash. Viking 3071.

### Wave—Power—Time

Operating Power—5,000 watts days.  
 Frequency—1590 kilocycles.

### Non-directional.

Licensed to operate daytime only.

Operates on Pacific Standard Time.

Operating schedule: 6:00 a.m. to local sunset weekdays; 7:30 a.m. to local sunset Sunday.

### Agency Commission

15% on net time only; no additional discounts.

### General Advertising

Accepts AAAA copyrighted contract. Current advertisers are guaranteed 26-week protection on uninterrupted service against any rate change. Program strips earn frequency discount on program time; saturation packages earn frequency discount on announcements. Programs and announcements may not be combined for discount.

#### CLASS "AA"

(7:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Friday)

	1 hr.	1/2 hr.	5 min.	1 min.	30 sec.
1 time.....	72.00	38.00	16.00	12.00	8.00
26 times.....	67.00	34.00	14.40	10.80	5.80
52 times.....	63.00	32.00	13.60	10.20	5.55
78 times.....	58.00	30.00	12.80	9.60	5.35
104 times.....	55.00	28.00	12.00	9.00	5.10
156 times.....	50.00	26.00	11.20	8.40	4.85
260 times.....	46.00	24.00	10.40	7.80	4.65
312 times.....	42.00	22.00	9.60	7.20	4.45
500 times.....	36.00	19.00	8.00	6.00	4.20

#### CLASS "A"

(All other times)

	1 min.	30 sec.	20 sec.
1 time.....	7.50	4.50	2.75
26 times.....	5.00	4.00	2.50
52 times.....	4.75	3.75	2.40
78 times.....	4.50	3.50	2.25
104 times.....	4.25	3.25	2.10
156 times.....	4.00	3.00	2.00
260 times.....	3.75	2.75	1.85
312 times.....	3.50	2.50	1.75
500 times.....	3.25	2.25	1.60

### SATURATION PACKAGES

1-minute:	
1-3 days:	
Double Truck—30 times.....	125.00
Full page—20 times.....	100.00
Half page—10 times.....	60.00
1 week:	
Double Truck—150 times.....	450.00
Full page—100 times.....	325.00
Half page—50 times.....	175.00
Quarter page—25 times.....	125.00
1 month:	
Double Truck—500 times.....	1,500.00
Full page—300 times.....	975.00
Half page—150 times.....	525.00
Quarter page—100 times.....	400.00

Special Availabilities:  
 44 10-second announcements, per week..... 88.00

### SPECIAL FEATURES

News Service—UPI.

KTIX Mobile Mike—arrangements on request.

5-minute news before the hour—6 days, 54.00; 7 days, 59.50.

### Participating Programs

"Mr. Music" with Hugh LaRue—6:00 a.m. to 8:30 a.m. Monday through Friday.  
 "Fifteen Ninety Club" with Dave Ballard—8:30 a.m. to noon Monday through Friday.  
 "For the Housewife" with Jack Hemingway—Noon to 4:00 p.m. Monday through Friday.  
 "Motor Music" with Dave Ballard—4:00 p.m. to sign-off.

### Closing Time

24 hours in advance of broadcast time.

## KTW

(Established 1920)



Rates effective November 15, 1957.

Rates received November 8, 1957.

Owned and operated by First Presbyterian Church of Seattle, Washington.

### Personnel

Manager—Don J. Bevilacqua.  
 Commercial Manager—George Boucher.  
 Chief Engineer—James S. Ross.

### Representatives

Don R. Pickens Co.

### Mailing Instructions

Business Office—7th Ave. and Spring St., Seattle 4, Wash. Mutual 2-1250.  
 Studio—710 Madison St., Seattle, Wash.  
 Transmitter—4441 21st Ave. S.W., Seattle, Wash.

### Wave—Power—Time

Operating power—1,000 watts.

Frequency—1250 kilocycles.

### Non-directional.

Divides time with station KWSC, Pullman, Wash.

Operates on Pacific Standard Time.

Operating schedule: 5:00 a.m. to local sunset plus Sunday, Thursday and holiday nights.

### Agency Commission

15% to recognized agencies. No cash discount.

### General Advertising

Accepts AAAA copyrighted contract.

No contracts accepted for longer than one year.

	1 hr.	1/2 hr.	1/4 hr.	1 min.	30 sec.	15 sec.
1 time.....	40.00	24.00	16.00	4.00	3.50	3.00
13 times.....	38.00	22.80	15.20	3.75	3.25	2.75
26 times.....	36.00	21.60	14.40	3.50	3.00	2.50
52 times.....	34.00	20.40	13.60	3.25	2.75	2.25
78 times.....	32.00	19.20	12.80	.....	.....	.....
104 times.....	30.00	18.00	12.00	3.00	2.50	2.00
156 times.....	28.00	16.80	11.20	2.75	2.25	1.75
260 times.....	26.00	15.60	10.40	2.50	2.00	1.50
312 times.....	24.00	14.40	9.60	2.25	1.50	1.25
625 times.....	.....	.....	.....	2.00	1.25	1.00

Announcements are run-of-schedule.

### ANNOUNCEMENT PACKAGES

Per week:	1 min.	30 sec.	15 sec.
10 times.....	30.00	25.00	20.00
20 times.....	55.00	40.00	30.00
30 times.....	70.00	55.00	40.00
40 times.....	85.00	70.00	50.00
50 times.....	100.00	85.00	60.00

### SPECIAL FEATURES

News Service—AP.

### Participating Programs

"The Clifford and Clark Show"—7:30 a.m. to 8:30 a.m. Monday through Saturday. 1-minute participation, 8.00; 15 second participations, 4.00.  
 "Music Around the Moonlight"—12:00 midnight to 5:00 a.m.  
 "Words and Music."  
 "Voices of the Puget Sound Country".

## KVI

(Established 1929)



Rates effective July 1, 1953. (Card No. 5.)

Rates received June 5, 1953.

Owned and operated by Puget Sound Broadcasting Company, Inc.

### Personnel

Pres. & Gen'l Mgr.—Mrs. Vernice D. Irwin.  
 Sales Manager—Earl T. Irwin.

### Representatives

H-R Representatives, Inc.

### Mailing Instructions

Business Office and Studio—Camlin Hotel, 1619 9th Ave., Seattle 1, Wash., Seneca 4848.  
 Transmitter—Point Heyer, Vashon Island, Wash., midway between Seattle and Tacoma.

### Wave—Power—Time

Operating power—5,000 watts.

Frequency—570 kilocycles.

### Non-directional.

Licensed to operate full time on regional channel.

Operates on Pacific Time.

Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

### Agency Commission

Agency commission 15% to recognized advertising agencies on net charges for station time only; no cash discount. Bills due and payable when rendered.

### General Advertising

For combination rates see Don Lee Broadcasting System.

Accepts AAAA copyrighted contract.

The following rates are for national advertising and include music copyright fees.

BMI, ASCAP and SESAC licenses.

For local advertising rates consult station management. Discounts allowed retroactively on the number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts. Rates guaranteed for 26 weeks from date of new rate revision.

	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)	(†)
1 time.....	60.00	40.00	30.00	20.00	15.00	10.00
26 times.....	57.00	38.00	28.50	19.00	14.25	9.56
52 times.....	54.00	36.00	27.00	18.00	13.50	9.00
156 times.....	51.00	34.00	25.50	17.00	12.75	8.50
260 times.....	48.00	32.00	24.00	16.00	12.00	8.00
312 times.....	45.00	30.00	22.50	15.00	11.25	7.50

(\*) One minute transcription or 125 words.

(†) 25 second transcription or 35 words or less.

### SHORTS

Eight seconds, 16 words or 30 syllables—5:00 flat; no frequency discount.

### FLOATING ANNOUNCEMENTS

No. 1: 12 or more announcements per week, either minutes or station breaks, or both, on a floating basis, at 40% discount from one time rate. No further discount.

Seattle—K X A—Continued

Operates on Pacific Time on clear channel.  
Operating schedule: Sign-on 5:00 a.m., Monday through Friday; 6:00 a.m., Saturday and Sunday; Sign-off, local sunset.

**Agency Commission**  
Agency commission 15% to recognized advertising agencies on net charges for station time; no cash discount.

**General Advertising**  
Accepts AAAA copyrighted contract. ASCAP, BMI and SESAC licensees. All services used in a year may be combined to earn frequency discount. Second year's continuous service receives frequency discount earned during previous year.

In the event of revision of station rates or discounts, current advertisers will receive 26 weeks rate protection from the effective date of the change.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time....	86.00	51.75	34.50	25.85	17.25
25 times..	77.00	47.50	32.00	24.50	15.75
50 times..	66.50	44.50	29.75	23.25	14.50
100 times..	56.00	38.75	26.75	20.75	12.95
250 times..	50.00	36.25	25.50	19.50	12.00

**ANNOUNCEMENTS**

	1 min.	30 sec.	10 sec.
1 time.....	9.20	7.35	4.60
25 times.....	8.35	6.70	4.20
50 times.....	7.45	6.00	3.75
100 times.....	7.05	5.65	3.50
250 times.....	6.55	5.25	3.30
500 times.....	6.10	4.90	3.05
1000 times.....	5.65	4.50	2.85
1500 times.....	5.20	4.15	2.60
2000 times.....	4.60	3.65	2.30

**SATURATION ANNOUNCEMENT PACKAGES**  
(Within 7 days)

	1 min.	30 sec.	10 sec.
10 times....	7.05 70.50	5.65 56.50	3.50 35.00
20 times....	6.75 135.00	5.40 108.00	3.40 68.00
30 times....	6.45 193.50	5.15 154.50	3.25 97.50
40 times....	6.15 246.00	4.90 196.00	3.05 122.00
50 times....	5.85 292.50	4.65 232.50	2.95 147.50
60 times....	5.55 333.00	4.45 267.00	2.75 165.00
70 times....	5.25 367.50	4.20 294.00	2.65 185.50

**TOTAL AUDIENCE PLAN**  
(Price per month)

Per day:	1 min.	30 sec.	10 sec.
3 announcements .....	465.00	375.00	235.00
6 announcements .....	880.00	705.00	440.00
9 announcements .....	1,240.00	992.00	620.00

**SPECIAL FEATURES**  
News Service—AP. Regular rates apply; no added charges.

**NEWS RATES**

	Per mo.
5 minutes, 7 days per week.....	363.00
5 minutes, 5 days per week.....	272.00
5 minutes, 3 days per week.....	175.00

Programming: A Good Music Station.

**SPOKANE (8 AM)**

(including Opportunity)  
Spokane County—Map Location F-2  
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.

**KGA**  
(Established 1926)  
Rates effective August 1, 1958.  
Rates received August 18, 1958.  
Owned and operated by Gran Broadcasting Co.

**Personnel**  
President—L. F. Gran.  
Vice-Pres. & Gen'l Mgr.—Arthur M. Vogel.  
Program Director—Ollie Schell.  
Commercial Manager—Len Greensword.

**Representatives**  
H-R Representatives, Inc.

**Mailing Instructions**  
Business Office and Studio—Moran Prairie, Box 141, Spokane, Wash., Keystone 4-0631.  
Transmitter—Moran Prairie, Spokane, Wash.

**Wave—Power—Time**  
Operating power—50,000 watts.  
Frequency—1510 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Pacific Time.  
Operating schedule: 5:30 a.m. to 1:00 a.m. Monday through Friday; 6:00 a.m. to 1:00 a.m. Saturday; 7:00 a.m. to 1:00 a.m. Sunday.

**Agency Commission**  
Agency commission 15% on station time to recognized agencies; cash discount none. All bills due and payable when rendered.

**General Advertising**

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	100.00	65.00	45.00	32.00	20.00
26 times	95.00	62.00	43.00	30.50	19.00
52 times	90.00	59.00	41.00	29.00	18.00
104 times	85.00	56.00	39.00	27.50	17.00
156 times	80.00	53.00	37.00	25.00	16.00
260 times	75.00	50.00	35.00	23.50	15.00

**ANNOUNCEMENTS**

	1 min.	1/2 min.	10 sec.
1 time.....	12.00	8.00	5.00
26 times.....	11.50	7.75	4.90
52 times.....	11.00	7.50	4.80
104 times.....	10.50	7.25	4.70
156 times.....	10.00	7.00	4.60
260 times.....	9.50	6.75	4.50

**PACKAGE RATES**

10 Plan:	
10 1-minute units per week.....	90.00
20 Plan:	
20 1-minute units per week.....	160.00

ID rates on request.

**SPECIAL FEATURES**

News Service—UPI and local.  
Participating Programs  
"Dale Starkey Show"—7:00 a.m. to 9:00 a.m. and noon to 2:00 p.m.  
"Ollie Schell Show"—10:00 a.m. to noon.  
"Allen Wolter Show"—2:00 p.m. to 7:00 p.m.  
Regular rates including package rate apply.  
Sports—rates on request.

**DISCOUNTS**

Discounts allowed retroactively on the number of broadcasts given within a year, with or without interruptions. Announcements can be combined with five-minute or longer programs to earn discounts. All rates guaranteed only for the duration of the contract.

**TRANSCRIPTIONS**

Library Service—World.  
Closing Time  
Closing date three weeks in advance of service if program is to be carried in publicity release. Final closing one week. Talks must be submitted in writing one week before broadcast date. Announcements close two weeks in advance of broadcast.

**KHQ**

(Established 1922)



Rates effective March 1, 1958. (Card No. 20.)  
Card received January 30, 1958.

Owned and operated by KHQ, Inc.  
**Personnel** Pres. & Gen'l Mgr.—Richard O. Dunning.  
Operations Manager—Chas. E. Lohnes.  
Commercial Manager—Bill Merrill.  
Program Director—John Fahey.  
Promotion Manager—Rex Gerlach.  
News Director—Pat Cullen.

**Representatives**  
The Katz Agency, Inc.  
Seattle & Portland—Art Moore and Associates, Inc.

**Mailing Instructions**  
Business Office and Studio—Radio Central Building, Spokane 4, Wash., MA 4-5131.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—590 kilocycles.  
(Non-directional)  
Transmitter—4102 S. Regal St., Spokane 10, Wash.  
Licensed to operate full time on cleared regional channel.  
Operates on Pacific Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: Sundays 7:00 a.m. to 11:00 p.m. week days 5:00 a.m. to 12:00 midnight.

**Agency Commission**  
15% to recognized agencies on net charges for station time. No commission on program charges. No cash discount. Bills are due and payable when rendered.

**General Advertising**  
For combination rates see NBC Radio Network.  
Accepts AAAA copyrighted contract.  
Rates include charges by owners of music copyright. Station reserves right to change its rates effective such date as it may announce. Rate increase will not apply for 6 months from effective date of increase to advertisers who have established a contractual year prior to effective date of increase.

**CLASS "A"**  
(7:00 a.m. to 10:00 a.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	144.00	86.00	57.00	36.00
26 times.....	136.80	81.70	54.15	34.20
52 times.....	129.60	77.40	51.30	32.40
104 times.....	122.40	73.10	48.45	30.60
156 times.....	115.20	68.80	45.60	28.80
260 times.....	108.00	64.50	42.75	27.00
312 times.....	100.80	60.20	39.90	25.20

**CLASS "B"**  
(10:00 a.m. to 10:00 p.m. and 6:30 a.m. to 7:00 a.m.)

1 time.....	120.00	72.00	48.00	30.00
26 times.....	114.00	68.40	45.60	28.50
52 times.....	108.00	64.80	43.20	27.00
104 times.....	102.00	61.20	40.80	25.50
156 times.....	96.00	57.60	38.40	24.00
260 times.....	90.00	54.00	36.00	22.50
312 times.....	84.00	50.40	33.60	21.00

**CLASS "C"**  
(10:00 p.m. to 6:30 a.m.)

1 time.....	72.00	43.00	28.00	18.00
26 times.....	68.40	40.85	26.60	17.10
52 times.....	64.80	38.70	25.20	16.20
104 times.....	61.20	36.55	23.80	15.30
156 times.....	57.60	34.40	22.40	14.40
260 times.....	54.00	32.25	21.00	13.50
312 times.....	50.40	30.10	19.60	12.60

**ANNOUNCEMENTS**  
**CLASS "A"**  
(6:59 a.m. to 9:59 a.m.)

	1 min.	20 sec.	1 min.	20 sec.
1 time.....	30.00	25.00	156 times.....	24.00 20.00
26 times.....	28.50	23.75	260 times.....	22.50 18.75
52 times.....	27.00	22.50	312 times.....	21.00 17.50
104 times.....	25.50	21.25		

**CLASS "B"**  
(10:00 a.m. to 9:59 p.m. and 6:31 a.m. to 6:59 a.m.)

1 time.....	26.00	22.00	156 times.....	21.20 17.60
26 times.....	24.80	20.90	260 times.....	20.00 16.50
52 times.....	23.60	19.80	312 times.....	18.80 15.40
104 times.....	22.40	18.70		

**CLASS "C"**  
(10:00 p.m. to 6:31 a.m.)

1 time.....	16.00	13.00	156 times.....	12.80 10.40
26 times.....	15.20	12.35	260 times.....	12.00 9.75
52 times.....	14.40	11.70	312 times.....	11.20 9.10
104 times.....	13.60	11.05		

10-second announcements: 50% of earned minute rate.  
(This listing continued on next page)

**JOIN THE CAMPAIGN!**

*Urge media and their representatives to use more informative copy*

Your job will be made much easier and more pleasant if buyers of media "pass the word along" to representatives and media owners that pertinent information, minus the historic frills and fluffs of media promotion, is needed to buy "opportunities" for products.

First, a brief recapitulation of what SRDS is doing to help you. Through direct mail, salesmen, bulletins, copy service department, and Service-Ads, it is hammering hard to dispel the notion that buyers of media are swayed by glittering generalities and have the time to pore through mountains of media promotion digging out needed data.

But, SRDS needs help!

Urge the representatives to tell their bosses to use informative copy in Service-Ads near their listing in SRDS publications—copy containing sufficient data to enable you to justify your choice should it be questioned.

Many buyers of media have joined hands with SRDS in this campaign to foster informative copy in Service-Ads. These busy specialists urge the presentation of information in a form that is easy to use—material that they can use with as much confidence, ease, and effectiveness as they use the information in the listings of the SRDS services.

Join this campaign to help you buy media intelligently. Urge the representatives, media owners, radio station managers, etc., to use copy with pertinent data in Service-Ads near their listing for your guidance and convenience.

GxF 358



# WASHINGTON

## Spokane—K H Q—Continued

1-minute spots, per week:	Multi-Spot Plan			
	CLASS "A"	CLASS "B"	CLASS "C"	CLASS "D"
25 spots.....	375.00	350.00	312.50	275.00
50 spots.....	650.00	600.00	550.00	500.00
10 spots.....	175.00	165.00	155.00	145.00
15 spots.....	240.00	225.00	210.00	195.00
20 spots.....	290.00	270.00	250.00	230.00
25 spots.....	325.00	300.00	275.00	250.00
50 spots.....	575.00	525.00	475.00	425.00
10 spots.....	110.00	105.00	100.00	95.00
15 spots.....	150.00	142.50	135.00	127.50
20 spots.....	180.00	170.00	160.00	150.00
25 spots.....	200.00	187.50	175.00	162.50
50 spots.....	350.00	325.00	300.00	275.00

20 seconds—80% of 1-minute rate.  
10 seconds—50% of 1-minute rate.  
The number-of-weeks rate is determined by the total 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.

### DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within a year with or without interruption. Announcements and programs may not be combined to earn larger discounts. All rates guaranteed only for duration of contract. No contract to exceed one year's duration.

### Total Audience Plan

Available to advertisers scheduling an equal number of announcements, on a weekly basis, in each of the following 5 time-segments: 6:59 a.m. to 9:59 a.m.; 10:00 a.m. to 1:59 p.m.; 2:00 p.m. to 5:59 p.m.; 6:00 p.m. to 9:59 p.m.; after 10:00 p.m., before 6:59 a.m.

Per week:	Total Audience Plan			
	3-12 weeks	13-25 weeks	26-51 weeks	52 weeks
25 spots.....	275.00	250.00	225.00	200.00
50 spots.....	475.00	450.00	400.00	350.00

Plan announcements may be counted for frequency on non-plan announcements. Minute and 20-second announcements can be counted to help qualify 10-second announcements for plan rates or frequency discounts, but 10-second announcements may not be counted to help qualify minute or 20-second announcements for plan rates or frequency discounts.

### SPECIAL FEATURES

News Service—AP. Local and regional. Regular rates for time. Talent costs on request.  
The following rates, effective January 4, 1954, (not including talent) apply for 10 or more newscasts per week (5 of which must be in Class "A" time) for 52 weeks:

Per Broadcast	Class		
	"A"	"B"	"C"
15 minute.....	51.00	25.50	12.75
10 minute.....	42.00	21.00	11.50

"The Money Man"—8:05 a.m. to 9:30 a.m.; 4:30 p.m. to 5:45 p.m. Participations between 8:05 a.m. and 9:30 a.m. at Class "A" rates; between 4:30 p.m. and 5:45 p.m. at Class "B" rates. Participations may be combined with other announcements for frequency discounts.  
"Norm Davis Show"—2:00 p.m. to 4:30 p.m. Monday through Friday at Class "B" rates.  
"Stan Witter Show"—9:45 a.m. to noon. Monday through Friday. Participations in "Money Man", "Stan Witter Show," and "Norm Davis Show" may be combined with other announcement usage to earn maximum frequency discounts.

### TRANSCRIPTIONS

Library Service—Associated.  
Closing Time  
Closing date three weeks in advance of service if program is to be carried in publicity release. Final closing one week. Talks must be submitted in writing one week before broadcast date. Announcements close two days in advance of broadcast.

## KLYK

(Established 1922)

An Associated Independent Metropolitan Station



Rates effective July 1, 1958.  
Rates received July 31, 1958.

Owned and operated by KLYK, Inc.

### Personnel

President—Harold Lampel.  
General Manager—Wm. B. Murphy.  
Sales Manager—Glen Beebe.

### Representatives

Tracy Moore and Associates.

### Mailing Instructions

Business Office and Studio—Realty Bldg., Spokane, Wash., Riverside 7-8033.  
Transmitter—Realty Bldg., Spokane, Wash.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1230 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Pacific 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 midnight, Saturday, 7:00 a.m. to 10:00 p.m. Sunday.

### Agency Commission

15% on time and talent; no cash discount. Bills payable 10th of month.

### General Advertising

Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, BMI and SESAC licenses.

	1/2 hr.	1/4 hr.	5 min.
1 time.....	25.00	15.00	10.00
13 times.....	23.75	14.25	9.50
26 times.....	22.50	13.50	9.00
52 times.....	21.75	12.75	8.50
104 times.....	20.00	12.00	8.00
156 times.....	18.75	11.25	7.50
260 times.....	17.50	10.50	7.00
312 times.....	16.25	9.75	6.50

### WEEKLY ANNOUNCEMENT PACKAGES

(Flat, no further discounts, fixed position)		
1 minute or less, per week:	Each	Total
1 time.....	6.00	6.00
3 times.....	5.60	16.80
5 times.....	5.20	26.00
10 times.....	4.80	48.00
15 times.....	4.40	66.00
20 times.....	4.00	80.00

10-second ID's—50% of announcement rate.

### SPECIAL FEATURES

News Service—UPI.  
Time signals, weather reports, multiple announcements and special features—rates on request.

### TALKS

Special quotations will be made for talks other than commercial announcements and such will be accepted only when the subject matter is of general public interest, and only after approval of copy.

### Closing Time

24 hours in advance of broadcast.

## KNEW

(Established 1947)

An S. P. & S. Owned Station



Rates effective April 1, 1957. (Card No. 4).  
Rates received April 1, 1957.

Owned and operated by Seattle, Portland & Spokane Radio.

### Personnel

Pres. & Gen'l Mgr.—Lester M. Smith.  
Sales Manager—Hugh J. MacPherson.

### Representatives

McGavren-Quinn Corporation.

### Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box 8033, Spokane 36, Wash., Keystone 4-9363.  
TWX SP 244.

### Wave—Power—Time

Operating power—5,000 watts.  
Frequency—790 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Pacific Time.  
Operating schedule: 24 hours, Tuesday through Saturday. Off the air Sunday 11:00 p.m. to 5:00 a.m. Monday.

### Agency Commission

15% to recognized agencies on station charges; no cash discount. Bills due and payable when rendered.

### General Advertising

Accepts standard AAAA contract.  
Rates include music copyright fees, station production as available, station transcription libraries and records. Current advertisers are protected for 26 weeks from effective date of any rate or discount revision as long as service is continuous.  
The following rates include station time 60%, services 40%.

### ANNOUNCEMENTS

(Fixed Position)

(6:00 a.m. to 9:00 p.m.)

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	11.00	8.50	150 times.....	9.00
52 times.....	10.50	8.00	250 times.....	8.50
100 times.....	10.00	7.50	500 times.....	8.00

10-second announcements, 50% of 1 minute rate.  
All other hours 60% of fixed position rates.

### WEEKLY ANNOUNCEMENT PACKAGE

(Run-of-schedule)

(6:00 a.m. to midnight)

One minute announcements, per week:		
10 times.....	8.50	25 times..... 7.00
15 times.....	8.00	40 times..... 6.50
20 times.....	7.50	50 times..... 6.00

### DISCOUNTS

5% discount allowed on equal packages (number of spots purchased) placed on KJR, Seattle or KXL, Portland.  
7-1/2% discounts allowed on equal packages (number of spots purchased) placed on KJR, Seattle and KXL, Portland.

### SPECIAL FEATURES

News Service—UPI, local and regional.  
5-minute newscasts every hour 5 minute before the hour.  
Rates (5-minute newscasts):  
1 time..... 15.00  
250 times..... 10.00  
39 times..... 12.00

## KPEG

(Established 1957)

Rates effective May 27, 1957. (Card No. 1.)  
Card received May 29, 1957.

Owned and operated by Bellevue Broadcasters.

### Personnel

Station Manager—Larry Lester.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—1527 W. Second Ave., Spokane, Wash. Ma 4-0454.  
Transmitter—57th and Crestline, Spokane, Wash.

### Wave—Power—Time

Operating power—5,000 watts days.  
Frequency—1380 kilocycles.  
Non-directional.  
Operating schedule: 5:45 a.m. 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.....	60.00	35.00	24.00	15.00
26 times.....	57.00	33.20	22.80	14.25
52 times.....	54.00	31.40	21.60	13.50
104 times.....	51.00	29.60	20.40	12.75
156 times.....	48.00	27.80	19.20	12.00
260 times.....	45.00	26.00	18.00	11.25
312 times.....	42.00	24.20	16.80	10.50

### ANNOUNCEMENTS

One minute announcements, per week:		
12 mos.	6 mos.	3 mos.
100 times.....	4.00	4.50
50 times.....	4.50	5.00
30 times.....	5.00	5.50
15 times.....	5.50	6.00
10 times.....	6.00	6.50
5 times.....	6.50	7.00
1 time.....	7.00	7.50

30-second announcements, per week:		
12 mos.	6 mos.	3 mos.
100 times.....	2.00	2.50
50 times.....	2.50	3.00
30 times.....	3.00	3.50
15 times.....	3.50	4.00
10 times.....	4.00	4.50
5 times.....	4.50	5.00
1 time.....	5.00	5.50

15-second announcement or ID's—one half of one-minute rate.  
Transcribed announcements acceptable; live copy preferred.

### SPECIAL FEATURES

News Service—AP and local. National, regional and local news 5 minutes before the half-hour.

5-minute Newscasts		
1 time.....	15.00	156 times..... 13.50
52 times.....	14.25	260 times..... 12.00

## KREM

(Established 1946)



Rates effective March 1, 1957.  
Rates received February 21, 1957.  
Rev. (Anncts.) rec'd February 3, 1958.

Owned and operated by KREM Broadcasting Co.

### Personnel

Pres. & Gen'l Mgr.—Louis Wasmer.  
Station Manager—Robert H. Temple.

### Representatives

Edward Pety & Company.

### Mailing Instructions

Business Office, Studios and Transmitter—4103 S. Regal, Spokane, Wash., Keystone 4-0466. TWX SP 08.

### 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 Pacific Time.  
Operating schedule: 6:00 a.m. to 1:00 a.m.

### Agency Commission

15% to recognized agencies on net station time; no cash discount. Accounts payable 10th of month following service.

### General Advertising

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Discounts allowed retroactively on number of broadcasts given within one year. Announcements and programs may not be combined to earn larger discounts, however, discounts earned by usage of one will apply to the other. Add 20% for guaranteed time programs. All rates guaranteed for six months from first broadcast. No contract accepted for more than one year.  
Rates include 40% programming and production services, 60% station time.

(6:00 a.m. to 1:00 a.m.)

	1/4 hr.	5 min.	1 min.	20 sec.
1 time.....	32.50	25.00	18.00	15.00
26 times.....	30.00	23.75	17.00	14.00
52 times.....	27.50	22.50	16.00	13.00
104 times.....	25.00	21.25	15.00	12.00
156 times.....	22.50	20.00	14.00	11.00
260 times.....	20.00	18.75	13.00	10.00
520 times.....	17.50	16.00	12.00	9.00

### ANNOUNCEMENTS

1-minute:		
1 wk.	13 wks.	26 wks.
5 per week.....	75.00	65.00
10 per week.....	140.00	120.00
15 per week.....	195.00	165.00
20 per week.....	240.00	200.00
25 per week.....	285.00	235.00
40 per week.....	440.00	360.00
50 per week.....	500.00	425.00

20-seconds:		
1 wk.	13 wks.	26 wks.
5 per week.....	60.00	55.00
10 per week.....	110.00	100.00
15 per week.....	150.00	135.00
20 per week.....	180.00	160.00
25 per week.....	215.00	190.00
40 per week.....	320.00	280.00
50 per week.....	380.00	330.00

40% of rates shown are for production.  
These weekly schedules are participation announcements in block music programs, however, wherever possible the station will endeavor to supply fixed schedules upon request of advertiser.  
Announcements preceding or following newscasts add 10%.

### SPECIAL FEATURES

News Service—AP and local. 5-minute program—3.00.  
5-minute news every hour on the hour and half hour between 6:00 a.m. and 9:00 a.m., noon and 1:00 p.m., 4:00 p.m. and 7:00 p.m.

### Closing Time

Commercial material must be received at least 48 hours in advance of broadcast.

(Spokane continued on next page)



**Spokane—Continued**

**KXLY**

(Established 1922)

Rates effective August 1, 1954.  
Rates received July 8, 1954.

Owned and operated by Northern Pacific Radio Corp.  
**Personnel**  
General Manager—James R. Agostino.  
Station Manager—George Anthony.  
Local Sales Mgr.—Alex F. LaCom.

**Representatives**  
Avery-Knodel, Inc.  
Seattle—Del Day.  
Portland—H. S. Jacobson.

**Mailing Instructions**  
Business Office and Studio—W. 315 Sprague Ave.,  
Spokane 4, Wash., Madison 4-1218.  
Transmitter—R. F. D. 3, Spokane, Wash.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—920 kilocycles.

Non-directional.  
Licensed to operate on regional channel.  
Licensed to operate full time.  
Operates on Pacific 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**  
For combination rates see CBS Radio Network and Pacific Northwest Broadcasters.  
Maximum length of contract six months. 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 the effective date of increase. The rate card in effect on the last day of the six months protection period will then apply.

**GUARANTEED TIME**

Time sold subject to change for CBS programs. Client consulted on time changes.

**CLASS "A"**

	(7:00 a.m. to 10:00 p.m.)				
	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time..	150.00	90.00	50.00	30.00	20.00
13 times	142.50	85.50	47.50	28.50	.....
26 times	135.50	81.00	45.00	27.50	19.00
52 times	129.00	77.00	43.00	26.00	18.00
104 times	123.00	73.50	41.00	25.00	17.00
156 times	117.00	70.00	39.00	24.00	16.00
260 times	111.50	67.00	37.50	23.00	15.00
520 times	.....	.....	.....	.....	14.00

**CLASS "B"**

(All other times)

1 time..	75.00	45.00	25.00	15.00	10.00
13 times	71.50	43.00	24.00	14.50	.....
26 times	68.00	41.00	23.00	14.00	9.50
52 times	65.00	39.00	22.00	13.50	9.00
104 times	62.00	37.50	21.00	13.00	8.50
520 times	.....	.....	.....	.....	7.00

(\*) One minute or less.

**ANNOUNCEMENT SATURATION PACKAGES**

6:30 a.m. to 11:00 p.m. Monday through Saturday, specified times distributed equally through week.

	Per week	Each
12 weekly.....	144.00	12.00
18 weekly.....	198.00	11.00
24 weekly.....	240.00	10.00
30 weekly.....	270.00	9.00
36 weekly.....	288.00	8.00
42 weekly.....	294.00	7.00

(Cut-in announcements on network or transcribed shows, 10% of the applicable one-hour network rate for one or more cut-ins per program, regardless of program length.)

**SPECIAL FEATURES**

News Service—UPI, AP.  
News service charge—14 minutes, 7.50; 9 minutes, 5.00; 4-1/2 minutes, 2.50.

**POLITICAL**

Regular rates apply. Political broadcasts subject to compliance of XL Indemnity Agreement.

**KZUN**

**OPPORTUNITY**

(Established 1955)

Rates effective July 1, 1955. (Card No. 4.)  
Card received June 30, 1955.

Owned and operated by Voice of the Spokane Valley.

**Personnel**  
General Manager—Robert L. Swartz.  
Co-Manager—Arthur R. MacKelvie.  
Sales Manager—Dick Wright.

**Representatives**  
Rambau, Vance, Hopple, Inc.  
Seattle—William J. Wagner & Associates.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 123, Spokane  
63, Wash. Walnut 4-2400.  
Transmitter—Chester, Wash.

**Wave—Power—Time**  
Operating power—500 watts days.  
Frequency—630 kilocycles.  
Non-directional.  
Operates on Pacific Time.  
Licensed to operate to local sunset.  
Operating schedule: 6:00 a.m. to sunset.

**Agency Commission**  
15% to recognized agencies; 2% cash discount. Bills payable 10th of month following service.

**General Advertising**  
ASCAP, BMI and SESAC licenses.  
Rates include station time 60% and services 40%.

	5 min.	1 min.	30 sec.
1 time.....	10.50	5.75	4.00
13 times.....	10.00	5.60	3.90
26 times.....	9.50	5.40	3.80
52 times.....	8.90	4.90	3.50
104 times.....	8.40	4.55	3.30
156 times.....	8.00	4.25	3.10
260 times.....	7.65	4.10	2.95
312 times.....	7.35	3.95	2.85
624 times.....	6.75	3.50	2.50

**PACKAGE PLANS**

Within 7 consecutive days:	100.00	55.00	39.00
10 times.....	100.00	100.00	70.00
20 times.....	255.00	145.00	102.00
30 times.....	335.00	190.00	130.00
50 times.....	410.00	230.00	160.00

1/2 minute: 60 words; 1 minute: 125 words.

**SPECIAL FEATURES**

News Service—AP and local. No extra charge; 5 minute rates apply.

**Participating Programs**

"The Stan Witter Show"—6:00 a.m. to 9:00 a.m. and 11:00 a.m. to 1:00 p.m.  
"The Bob Swartz Show"—9:00 a.m. to 11:00 a.m.  
"The Art MacKelvie Show"—1:00 p.m. to 4:15 p.m.

**POLITICAL**

Regular frequency discounts; cash in advance.

**Closing Time**  
2 days in advance of broadcast.

**SUNNYSIDE**

Yakima County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

**KREW**

(Established 1950)



Rates effective June 1, 1955. (Card No. 4.)  
Rates received June 1, 1955.

Owned and operated by Cole E. Wylie.

**Personnel** Station Manager—Don G. Bennett.

**Representatives**  
Tracy Moore and Associates, Inc.  
Seattle—Hugh Feltis and Associates.  
Portland—H. Quenton Cox & Associates.

**Mailing Instructions**  
Business Office and Studio—7th and Decatur, Sunnyside, Wash., Temple 7-2277.  
Transmitter—Outlook Road, Sunnyside, Wash.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1230 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Pacific Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to 10:00 p.m.

**Agency Commission**  
15% to recognized agencies on net station time; no cash discount. Bills payable 10th of month following broadcast.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Discounts allowed retroactively on the number of broadcasts given within one year. Earned rate discounts are determined by the maximum number of any one type of broadcast.  
No contract accepted for more than one year.

	1/4 hr.	50 wd news	100 wds	50 wds
1 time.....	16.65	9.00	7.35	6.15
26 times.....	14.35	8.00	6.70	5.35
52 times.....	13.35	7.20	6.00	4.80
156 times.....	10.40	6.40	5.35	4.30
312 times.....	8.00	6.00	4.70	3.75
624 times.....	6.85	4.80	4.00	3.20
1,248 times.....	.....	4.00	3.35	2.70

**SPECIAL FEATURES**

News Service—AP.  
Regular rates apply. Cash in advance.

**Closing Time**  
48 hours in advance of broadcast.

**TACOMA (3 AM; 1 PM)**

Pierce County—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.

**KMO**

(Established 1922)



Rates effective June 10, 1955.  
Rates received June 16, 1955.

Owned and operated by Tacoma Radio Corporation.

**Personnel**  
Pres. & Gen'l Mgr.—J. Archie Morton.  
Prom. & Prog. Dir.—Win McCracken.

**Representatives**  
Avery-Knodel, Inc.  
Seattle—Art Moore and Associates.

**Mailing Instructions**  
Mailing Address—P. O. Box 1651, Hwy. 99, Tacoma, Wash., Waverly 2-8733.  
Transmitter—1-1/2 miles east of Tacoma city limits.

**Wave—Power—Time**  
Operating power—5,000 watts.  
(100% modulation)

**WASHINGTON**

Frequency—1360 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Pacific Standard Time.

**Agency Commission**  
Agency commission 15% to recognized advertising agencies on net charges for station time, provided payment is made by 10th of month following service. No cash discount.

**General Advertising**  
Accepts AAAA copyrighted contract.  
The following rates are for national advertising. Announcements cannot be combined with programs to determine rate earned. Announcement times are subject to change either to clear time for sponsored programs or station features.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(†)
1 time.....	60.00	36.00	24.00	19.20	14.40	7.00
13 times.....	57.00	34.20	22.80	18.24	13.68	6.65
26 times.....	54.00	32.40	21.60	17.28	12.96	6.30
52 times.....	51.00	30.60	20.40	16.32	12.24	5.95
156 times.....	48.00	28.80	19.20	15.36	11.52	5.60
312 times.....	45.00	27.00	18.00	14.40	10.80	5.25

(†) One minute announcement specified times.

**Radio Shorts**

Live or transcribed. Not more than eight seconds in length and not more than 16 words. If copy or transcription exceeds eight seconds or 16 words, station reserves right to reject or schedule as station breaks.

1 time.....	4.50	52 times.....	3.83
13 times.....	4.28	156 times.....	3.60
26 times.....	4.05	312 times.....	3.38

**PACKAGE RATES**

No. 1B—One minute or 100-word floating announcements. Minimum of 30 per week, maximum 10 in any one day. Must be used in consecutive weeks to earn discounts.

	Each	Per week	Total
30 announcements (1 wk.)..	4.75	142.50	142.50
60 announcements (2 wks.)	4.32	129.60	259.20
90 announcements (3 wks.)	4.00	120.00	360.00
120 announcements (4 wks.)	3.67	110.10	440.40
240 or more announcements (4 wks.)	3.34	.....	801.60

No. 2B—One minute or 100 word floating announcements. Minimum of 15 announcements per week; must be used in consecutive weeks to earn discounts.

15 announcements (1 wk.)..	5.22	78.30	78.30
30 announcements (2 wks.)	4.74	71.10	142.20
45 announcements (3 wks.)	4.40	66.00	198.00
60 announcements (4 wks.)	4.05	60.75	243.00

**SPECIAL FEATURES**

News Service—UPI.

**Closing Time**

Closing date three weeks in advance of service if program is to be included in general publicity releases. Final closing 24 hours.

(Tacoma continued on next page)

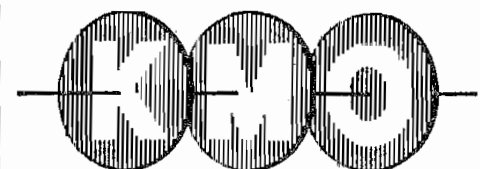
**KMO**

**FIRST in Tacoma**

**FIRST in Power**

**FIRST in popularity**

KMO features Tacoma news, sports, special events. Tacoma listens most to KMO because KMO talks about Tacoma, beams its music to Tacoma tastes, which outside stations neglect to do. Greater Tacoma's rich market of 325,000 (Washington's second largest market) is too big for you to overlook. Include KMO in your Seattle-Tacoma scheduling. KMO talks the language Tacoma likes to hear.



Archie Morton, Pres. & Mgr.

Rep. — Avery-Knodel, Inc.

# WASHINGTON

## Tacoma—Continued

### KTAC

(Established 1941)



Rates effective June 1, 1958. (Card No. 5.)  
Card received April 25, 1958.

Owned and operated by Tacoma Broadcasters, Inc.

#### Personnel

Station Manager—Jerry Geehan.  
Program Director—Dick Weeks.  
Assistant Manager—John Condon.

#### Representatives

National—Gill-Perna, Inc.  
California—Duncan A. Scott & Company.  
Seattle—Hugh Feltis and Associates.  
Portland—H. S. Jacobson.

#### Mailing Instructions

Business Office and Studio—Winthrop Hotel, Tacoma, Wash. Broadway 2-2241.  
Transmitter—2915 River Lane, Tacoma, Wash.

#### Wave—Power—Time

Operating power—1,000 watts.  
Frequency—850 kilocycles.  
Directional—nighttime only.  
Licensed to operate unlimited time.  
Operates on Pacific Standard Time.  
Operating schedule: 6:00 a.m. to 12:00 midnight, Monday through Saturday; 7:00 a.m. to 11:00 p.m. Sunday.

#### Agency Commission

15% to recognized advertising agencies on net charges for station time, provided payment is made by 10th of month following service. No cash discount.

#### General Advertising

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
No contract accepted for longer than one year.  
If contract is not completed, the advertiser will pay for time used at the short rate.  
Announcements cannot be combined with programs to determine rate earned. Announcement times are subject to change either to clear time for sponsored programs or special features.  
Additional charge for sound effects and extra voices.

	1/2 hr.	1/4 hr.	10 min.	5 min.	*1 min.	*30 sec.
1 time.....	28.20	18.80	16.45	11.75	6.00	4.80
13 times.....	25.38	16.92	14.80	10.57	5.40	4.32
26 times.....	23.97	15.98	13.98	9.99	5.10	4.08
52 times.....	22.56	15.04	13.16	9.40	4.80	3.84
78 times.....	21.15	14.10	12.34	8.81	4.50	3.60
156 times.....	19.74	13.16	11.51	8.22	4.20	3.36
312 times.....	18.33	12.22	10.70	7.64	3.90	3.12

(\*) Specified times.  
Radio Shorts  
Copy to run not more than 8 seconds or more than 16 words. Either live or transcribed copy accepted.

1 time.....	3.60	78 times.....	2.70
13 times.....	3.24	156 times.....	2.52
26 times.....	3.06	312 times.....	2.34
56 times.....	2.88		

#### SATURATION PACKAGES

	1 min.	30 sec.
10 times per week.....	50.00	40.00
15 times per week.....	70.50	56.40
20 times per week.....	89.40	71.52
30 times per week.....	120.00	96.00
40 times per week.....	145.00	116.48
50 times per week.....	173.00	138.40

Package Discounts	
2 weeks.....	2-1/2% 8 weeks..... 10%
3 weeks.....	3% 13 weeks..... 15%
4 weeks.....	5%

#### SPECIAL FEATURES

News Service—UPI.  
15 minute newscast, time plus..... 5.00  
10 minute newscast, time plus..... 3.50  
5 minute newscast, time plus..... 2.50

Participating Programs		
"Breakfast with McMurtrie":		
1 time.....	13.00	78 times..... 10.40
13 times.....	12.35	156 times..... 9.75
26 times.....	11.70	312 times..... 9.10
52 times.....	11.05	

"Personal Choice":		
1 time.....	9.00	78 times..... 7.20
13 times.....	8.55	156 times..... 6.75
26 times.....	8.10	312 times..... 6.30
52 times.....	7.65	

#### POLITICAL

Regular rates and frequency discounts apply. Cash in advance.

#### TRANSCRIPTIONS

Library Service—World.

#### Closing Time

Closing date three weeks in advance of service if program is to be included in general publicity and promotion; otherwise 24 hours.

### KTNT

(Established 1952)



Rates effective January 1, 1958.  
Rates received December 30, 1957.  
Owned and operated by the News Tribune.

#### Personnel

Manager—Max H. Bice.  
National Sales Manager—John Upham.  
Local Sales Manager—Stan Johnson.  
Program Director—Don St. Thomas.

#### Representatives

Weed Radio Corporation.  
Portland—H. Quenton Cox & Associates.

#### Mailing Instructions

Business Office and Studio—1701 South 11th St., Tacoma 5, Wash. Fulton 3-2561.  
Transmitter—Allemonore Golf Course in Tacoma, Wash.

#### Wave—Power—Time

Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Pacific Standard Time.  
Operating schedule: 6:00 a.m. to 12:00 midnight.

#### F M Facilities

Effective radiated power—10,000 watts.  
Frequency—97.3 megacycles; Class B.  
Antenna height—425 feet above average terrain.

#### 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.  
FM operated in conjunction with AM.  
Announcements may be grouped with programs for frequency discounts. Both are subject to change.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	35.00	25.00	15.00	11.00	8.00
26 times.....	33.25	21.25	14.25	10.45	7.60
52 times.....	31.50	20.00	13.50	9.90	7.20
104 times.....	29.95	18.25	12.25	9.35	6.80
156 times.....	27.25	16.50	10.50	8.80	6.40
312 times.....	25.00	15.00	9.75	8.25	6.00
624 times.....	24.00	14.25	9.00	7.70	5.60
936 times.....	22.75	13.00	8.25	7.15	5.20
1560 times.....	21.00	12.00	7.75	6.60	4.80

#### ANNOUNCEMENTS

	Ann.	Feature	News
1 time.....	3.95	4.50	5.00
26 times.....	3.70	4.30	4.85
52 times.....	3.45	4.20	4.75
104 times.....	3.25	4.10	4.65
156 times.....	3.10	4.00	4.50
312 times.....	2.90	3.75	4.25
624 times.....	2.75	3.50	4.00
936 times.....	2.55	3.25	3.75
1560 times.....	2.10	3.00	3.50

#### FLOATING ANNOUNCEMENTS

1 time.....	3.75	104 times.....	3.15
26 times.....	3.60	156 times.....	3.00
52 times.....	3.25	312 times.....	2.80

10-second Radio Shorts—50% of announcement rates.  
CLASS "B"  
(9:00 p.m. to midnight)  
Rates on request.

#### PACKAGE RATES

One minute announcements:		
25 in 1 week.....	82.50	100 in 4 weeks..... 275.00
50 in 2 weeks.....	154.00	200 in 4 weeks..... 455.00
75 in 3 weeks.....	220.00	
20 second announcements:		
25 in 1 week.....	50.00	150 in 3 weeks..... 265.00
50 in 1 week.....	95.00	200 in 4 weeks..... 330.00
100 in 2 weeks.....	185.00	

All announcements on Package rates to be scheduled on a run-of-schedule floating basis; must be used in consecutive weeks and cannot be combined with other discount structures.

#### SATURATION RATES

520 one-minute spots to be used in 26 consecutive weeks, floating schedule.....	1,430.00
520 twenty-second spots to be used in 26 consecutive weeks, floating schedule.....	858.00
200 one-minute spots in four weeks.....	455.00

#### SPECIAL FEATURES

News Service—AP, UPI and local. Mobile unit available.

#### TRANSCRIPTIONS

Library Service—Lang-Worth.

#### Closing Time

Closing time is 48 hours prior to first program or announcement.

## YOUR PROBLEM OF MEDIA SELECTION

... is always in the minds of SRDS publication advertisers. That's why they try to give you the data you need and want as you prepare lists.

Media advertisers in SRDS publications pack their Service-Ads with facts about their markets, data on editorial or programming, and services to you. It's the best way to make quick, clear, media comparisons.

# TOPPENISH

Yakima County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

### KENE

(Established 1954)

Rates effective August 1, 1958.

Rates received September 2, 1958.

Owned and operated by John H. Woodroffe, dba Radio Broadcasters, Inc.

#### Personnel

Manager—Robert Sumbardo.  
Program Director—Don Downing.

#### Representatives

Hil F. Best Company,  
Alaska Radio-TV Sales.

#### Mailing Instructions

Business Office and Studio—P. O. Box 350, Toppenish, Wash., telephone 5-7272.  
Transmitter—Toppenish, Wash.

#### Wave—Power—Time

Operating power—250 watts.  
Frequency—1490 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.

#### Agency Commission

15% to recognized agencies; no cash discount. Bills due and payable when rendered.

#### General Advertising

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time.....	31.00	23.00	14.00	8.00	4.90
26 times.....	27.00	19.50	12.00	7.25	4.50
52 times.....	23.00	16.00	10.00	6.50	4.10
104 times.....	20.00	14.00	9.00	6.00	3.70
156 times.....	18.00	12.50	8.00	5.50	3.40
312 times.....	11.00	7.00	5.00	3.20	
624 times.....	6.50	4.75	3.00		

#### SATURATION PACKAGES

Per week:	1 week	4 week	1 week	4 week
con.	con.	con.	con.	con.
10 times.....	45.00	40.00	50 times.....	185.00
20 times.....	88.00	74.00	70 times.....	238.00
30 times.....	126.00	96.00	100 times.....	310.00

10 seconds—60% of regular rate.

#### SPECIAL FEATURES

News Service—UPI and local.  
Local news, farm news and weather 5 minutes before the hour every hour. Regular rates apply.  
Sports—local events; rates on request.  
Some availabilities for Spanish disc jockey show, live or taped commercials.

#### POLITICAL

Earned card rate. Cash in advance.

# VANCOUVER

Clark County—Map Location B-4

See SRDS consumer market map and data at beginning of the State.

## See Portland, Oregon

# WALLA WALLA (3 AM)

Walla Walla County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

### KHIT

(Established 1956)

Rates effective July 1, 1958. (Card No. 1.)

Rates received July 14, 1958.

Owned and operated by Leader Broadcasting Co., Inc.

#### Personnel

Pres. & Gen'l Mgr.—Arch Le Roux.

#### Representatives

W. S. Grant Company, Inc.  
Seattle—Hugh Feltis and Associates.  
Portland—H. S. Jacobson.

#### Mailing Instructions

Business Office and Studios—Denny Building, Walla Walla, Washington. Jackson 5-3190.  
Transmitter—Highland Road, 2 miles south of Walla Walla, Wash.

#### Wave—Power—Time

Operating power—1,000 watts.  
Frequency—1320 kilocycles.  
Operating schedule—5:30 a.m. to sunset.

#### Agency Commission

15% to recognized agencies. No cash discount.

#### General Advertising

Accepts AAAA copyrighted contracts.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Maximum contract—1 year.  
Unfulfilled contracts billed at earned rate.  
Program and announcements may not be combined to determine earned rate.

#### ANNOUNCEMENTS

	1 min.	30 sec.	10 sec.
1 time.....	8.00	6.00	5.00
25 times.....	7.50	5.75	4.50
50 times.....	7.25	5.50	4.25
150 times.....	7.00	5.25	4.00
250 times.....	6.75	5.00	3.75
500 times.....	6.50	4.75	3.50
750 times.....	6.25	4.50	3.25
1,000 times.....	6.00	4.25	3.00
1,500 times.....	5.75	4.00	2.75
2,000 times.....	5.50	3.75	2.50

#### WEEKLY ANNOUNCEMENT PACKAGES

Per week:	1 min.	*30 sec.	*10 sec.
10 times.....	72.50	55.00	42.50
15 times.....	105.00	78.75	60.00
20 times.....	135.00	100.00	80.00
25 times.....	162.50	118.75	92.50
30 times.....	187.50	135.00	112.50
35 times.....	210.00	148.75	125.00
40 times.....	230.00	160.00	140.00

(This listing continued on next page)

**Walla Walla—K H I T—Continued**

Per week:	1 min.	*30 sec.	*10 sec.
40 times.....	230.00	160.00	140.00
50 times.....	275.00	187.50	.....
70 times.....	332.50	245.00	227.50
100 times.....	450.00	325.00	.....

(\* May be combined with minutes to earn package rates.)

**4 WEEK ANNOUNCEMENT PACKAGES**

	1 min.	30 sec.	10 sec.
40 times.....	280.00	210.00	170.00
60 times.....	405.00	300.00	.....
80 times.....	520.00	380.00	320.00
100 times.....	625.00	450.00	.....
120 times.....	720.00	510.00	450.00
140 times.....	805.00	560.00	.....
160 times.....	880.00	600.00	560.00
200 times.....	950.00	700.00	.....
280 times.....	1,280.00	910.00	840.00
400 times.....	1,700.00	1,200.00	.....

**NEWS PROGRAMS**

	5 min.	1 min.
1 time.....	15.00	10.00
13 times.....	14.50	9.50
26 times.....	14.00	9.00
52 times.....	13.50	8.50
104 times.....	13.00	8.00
156 times.....	12.50	7.50
260 times.....	12.00	7.00
312 times.....	11.50	6.50

Additional Discounts  
10% for contracts of 39 to 52 weeks consecutive schedules.

**SPECIAL FEATURES**

Participating Programs  
"Farm News"—6:00 a.m. to 6:15 a.m. Monday through Saturday. Rates on request.

**KTEL**

(Established 1946)

**ABC Radio Network**



Rates effective September 1, 1956. (Card No. 4).  
Revisions received September 7, 1956.

Owned and operated by Walla Walla Broadcasting Co.

**Personnel**

Pres., Gen'l & Sales Mgr.—Jack Keating.

**Representatives**

Rambau, Vance, Hopple, Inc.  
Portland—Quenton H. Cox & Associates.

**Mailing Instructions**

Business Office and Studio—Book Nook Bldg., Walla Walla, Wash.

Transmitter—Walla Walla, Wash.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1490 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Pacific Time.  
Daylight Saving Time not observed.  
Operating schedule: Sundays 8:00 a.m. to 10:00 p.m.; week days 6:30 a.m. to 10:00 p.m.

**Agency Commission**

15% to recognized advertising agencies on station times charges only. No cash discount.

**General Advertising**

For combination rates see ABC Radio.  
Rates are for national advertising and include music copyright fees.

<b>BMI and ASCAP licenses.</b>			
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.	5 min.	(*)
1 time.....	60.00	36.00	24.00	12.00	6.00
26 times.....	57.00	34.20	22.80	11.40	5.70
52 times.....	55.50	33.30	22.40	11.10	5.50
156 times.....	54.00	32.40	21.60	10.80	5.40
260 times.....	52.50	31.50	21.00	10.50	5.25
312 times.....	51.00	30.60	20.40	10.20	5.10
364 times.....	48.00	28.80	19.20	9.60	4.80

**SPECIAL FEATURES**

News Service—AP.  
News and women's programs—rates on request.

**TRANSCRIPTIONS**

Library Service—World.  
Closing Time  
All programs and copy must be submitted to station manager within 24 hours prior to broadcast.

**KUJ**

(Established 1928)

Rates effective April 1, 1957. (Card No. 13.)  
Card received March 25, 1957.

Owned and operated by KUJ, Incorporated.

**Personnel**

Pres. & Mgr.—H. E. Studebaker.  
Sales Manager—Norval Armes.

**Representatives**

Forjoe & Company, Inc.

**Mailing Instructions**

Business Office, Studio and Transmitter—U.S. Hwy 410 and Sudbury Road, two miles west of Walla Walla, Wash., city limits. Phone Ja 9-1230.

**Wave—Power—Time**

Operating power—5,000 watts.  
Frequency—1420 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time on regional channel.  
Operates on Pacific Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:30 a.m. and unlimited.

**Agency Commission**

15% to recognized agencies; no cash discount.

**General Advertising**

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
Advertising of beer and wine accepted at suitable periods.  
ASCAP, BMI and SESAC licenses.  
Length of commercial copy: NAB Standards.  
Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.

CLASS "A"  
(Before 9:30 a.m.; 11:30 a.m. to 1:00 p.m. and 4:00 p.m. to 6:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	80.00	48.00	32.00	20.00
13 times.....	76.00	45.60	30.40	19.00
26 times.....	72.00	43.20	28.80	18.00
52 times.....	68.00	40.80	27.20	17.00
104 times.....	64.00	38.40	25.60	16.00
156 times.....	60.00	36.00	24.00	15.00
260 times.....	56.00	33.60	22.40	14.00
312 times.....	52.00	31.20	20.80	13.00

CLASS "B"  
(All other times)

	1 time.....	60.00	36.00	24.00	15.00
13 times.....	57.00	34.20	22.60	14.25	
26 times.....	54.00	32.40	21.60	13.50	
52 times.....	51.00	30.60	20.40	12.75	
104 times.....	48.00	28.80	19.20	12.00	
156 times.....	45.00	27.00	18.00	11.25	
260 times.....	42.00	25.20	16.80	10.50	
312 times.....	39.00	23.40	15.60	9.75	

**ANNOUNCEMENTS**

<b>CLASS "A"</b>				
	(*)	(†)	(*)	(†)
1 time.....	12.00	10.00	104 times..	9.60
13 times.....	11.40	9.50	156 times..	9.00
26 times.....	10.80	9.00	260 times..	8.40
52 times.....	10.20	8.50	312 times..	7.80

**CLASS "B"**

	(*)	(†)	(*)	(†)	(†)
1 time.....	9.00	7.50	4.50	104 times..	7.20
13 times.....	8.55	7.15	4.30	156 times..	6.75
26 times.....	8.10	6.75	4.10	260 times..	6.30
52 times.....	7.65	6.40	3.90	312 times..	5.85

(\* One minute transcribed or 100 words.  
(†) 50 words live; 20 seconds transcribed.  
(‡) ID's—10 words.

**PACKAGE RATES**

"Do It Yourself" Package (minimum 10 announcements): Buy and use 10% of any bulk rate within 10 days or less, and earn bulk rate for that period; Saturdays and Sundays within the period must be used, pro-rata. Multiples of 10 pro-rata e.g., 20% in 20 days, etc.

"Blue Chip" Package—Regularly contracted bulk rate users, desiring packages from time to time, earn package privilege by using 5% in 10 days; 10% in 20 days; etc. Must be contracted for at least 104 bulk rate to earn "Blue Chip" basis.

"Forjoe Northwest Big Six"—consult management.

New Service—UPI. Additional service charge 33-1/3%.

**SPECIAL FEATURES**

Regular rates apply.

Foreign Language Programs  
Programs must be presented 20 days before broadcast date and are subject to station approval. Special rates for I.D.'s; specified times; spot package; and religious programs—on request.

**TRANSCRIPTIONS**

Instantaneous reference recordings: One reference recording of announcement or program without charge, additional copies 1.00 per minute, or per announcement.

**Closing Time**

All programs for guaranteed listing close 10 days in advance of broadcast.

**WENATCHEE (3 AM)**

Cheelan County—Map Location D-2  
See SRDS consumer market map and data at beginning of the State.

**KMEL**

(Established 1948)

Rates effective April 1, 1957.

Rates received March 8, 1957.

Owned and operated by Frontier Broadcasting Co. of Washington.

**Personnel**

President—John E. Goslin.

Vice-Pres. & Com'l Mgr.—Phillip E. Rather.

Sec'y-Treas.—Craig R. Lawrence, Jr.

**Representatives**

Devney Incorporated.

Seattle & Portland—Fred Seigner & Assoc.

**Mailing Instructions**

Business Office, Studio and Transmitter—P. O. Box 638, Wenatchee, Wash. Normandy 2-7135.

Transmitter—Wenatchee, Wash.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1340 kilocycles.  
Non-directional.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to midnight weekdays; 7:30 a.m. to midnight Sunday.

**Agency Commission**

15% to recognized agencies on station time charges only; no cash discount.

**General Advertising**

Accepts AAAA copyrighted contract.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min. or less
1 time.....	50.00	30.00	18.00	11.00	6.00
26 times.....	45.00	27.00	16.20	9.90	5.40
52 times.....	42.50	25.50	15.30	9.35	5.10
104 times.....	40.00	24.00	14.40	8.80	4.80
156 times.....	37.50	22.50	13.50	8.25	4.50
260 times.....	35.00	21.00	12.60	7.70	4.20
312 times.....	32.50	19.50	11.70	7.15	3.90

**WEEKLY SATURATION PLAN**

	1 wk.	13 wks.	26 wks.	52 wks.
10 announcements..	48.00	44.00	40.00	36.00
15 announcements..	70.50	65.50	60.50	55.50
20 announcements..	90.00	84.00	78.00	72.00
30 announcements..	126.00	119.00	112.00	105.00

**WASHINGTON**

**SPECIAL FEATURES**

News Service—AP. News service charge 20%.

**POLITICAL**

Regular rates apply; cash in advance.

**TRANSCRIPTIONS**

Library Service—Standard.

**Closing Time**

Material must be submitted for approval 24 hours before broadcast.

**KPQ**

(Established 1929)

**ABC Radio Network**

Rates effective September 1, 1958.

Rates received June 30, 1958.

Owned and operated by Westcoast Broadcasting Co.

**Personnel**

Pres. & Gen'l Mgr.—James W. Wallace.

Vice-Pres. & Nat'l Sales Mgr.—Pat O'Halloran.

**Representatives**

Forjoe & Company, Inc.

Seattle-Portland—Art Moore and Associates, Inc.

**Mailing Instructions**

Business Office & Studios—KPQ Radio Center Building, 32 N. Mission, Wenatchee, Wash. Normandy 3-5121. TWX WN 18.

Transmitter—Junction of Wenatchee and Columbia Rivers, Washington.

**Wave—Power—Time**

Operating power—5,000 watts.  
Frequency—560 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Pacific Time.

Daylight Saving Time not observed.

Operating schedule: Sundays 6:25 a.m. to 11:05 p.m.

Monday through Thursday: 5:25 a.m. to 11:35 p.m.

Friday and Saturday: 5:25 a.m. to 12:35 a.m.

**Agency Commission**

Agency commission 15% to recognized advertising agencies; accounts payable 15th of month following service. No cash discount.

**General Advertising**

For combination rates see ABC Radio. Affiliated with NBC Radio Network and KVOS, Bellingham.

Accepts AAAA copyrighted contract.

(6:30 a.m. to 10:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	51.00	38.00	24.00	15.00
26 times.....	48.00	36.00	24.00	14.00
52 times.....	45.00	34.00	22.00	12.00
260 times.....	40.00	30.00	20.00	10.00
312 times.....	37.00	28.00	18.00	8.00

**ONE MINUTE ANNOUNCEMENTS**

(Run-of-schedule)  
(6:30 a.m. to 9:00 p.m.)

Per wk.:	52 wks.	39 wks.	26 wks.	13 wks.	8 wks.
34 times.....	.....	.....	.....	2.75	3.00
72 times.....	.....	.....	.....	3.25	3.50
60 times.....	3.00	3.25	3.50	3.75	4.00
48 times.....	4.00	4.25	4.50	4.75	5.00
36 times.....	5.00				



# WASHINGTON

## Wenatchee—K U E N—Continued

**Wave—Power—Time**  
 Operating power—500 watts days.  
 Frequency—900 kilocycles.  
 Non-directional.  
 Licensed to operate daytime.  
 Operates on Pacific Standard Time.  
 Operating schedule: 5:55 a.m. to sunset.

**Agency Commission**  
 15% to recognized agencies on net time charge; no cash discount. Bills due and payable when rendered.

**General Advertising**  
 Accepts AAAA copyrighted contracts.

ANNOUNCEMENTS			
	5 min.	1 min.	30 sec.
1 time.....	8.50	6.00	5.00
25 times.....	8.00	5.50	4.50
50 times.....	7.50	5.05	4.05
150 times.....	7.00	4.80	3.80
250 times.....	6.50	4.55	3.55
350 times.....	6.00	4.30	3.30
700 times.....	5.50	4.05	3.05

ANNOUNCEMENT SATURATION PACKAGES			
	1 min.	30 sec.	10 sec.
To be used in 7 days:			
10 spots.....	40.40	33.50	20.25
15 spots.....	57.00	40.95	28.50
25 spots.....	89.25	71.40	44.60
35 spots.....	116.70	93.40	58.50
50 spots.....	155.00	124.00	77.51
70 spots.....	200.70	160.50	100.35
100 spots.....	257.40	205.90	128.70

ANNOUNCEMENTS ROUND-THE-CLOCK			
	1 min.	30 sec.	10 sec.
To be used in 30 days:			
6 spots per day.....	398.00	294.00	196.00
12 spots per day.....	585.00	438.00	293.00
18 spots per day.....	790.00	592.00	395.00

**PROGRAMS**  
 5 minutes..... 2 spots 1/2 hour..... 5 spots  
 1/4 hour..... 3 spots 1 hour..... 8 spots

**SPECIAL FEATURES**  
 News Service—AP. 5-minute news on the hour.  
 10-minute news—7:30 a.m. and noon, participating.  
 Farm News—12:15 p.m. All news participation and adjacencies require news rate. 5-minute news sponsorship requires 13-week contract.

**POLITICAL**  
 Time sold in conformity with policy of station.

**TRANSCRIPTIONS**  
 Library Service—Thesaurus.

**Closing Time**  
 Two weeks in advance of broadcast. Material must be received 3 days in advance.

## YAKIMA (4 AM)

Yakima County—Map Location D-4  
 See SRDS consumer market map and data at beginning of the State.

## KIMA

(Established 1944)



Rates effective October 1, 1958.  
 Rates received October 2, 1958.  
 Owned and operated by Cascade Broadcasting Co., Inc.

**Personnel**  
 President—Arch W. Talbot.  
 Vice-President—Thomas C. Bostic.  
 General Manager—William B. Hansen.

**Representatives**  
 Weed Radio Corporation.  
 Portland & Seattle—Art Moore and Associates, Inc.

**Mailing Instructions**  
 Business Office and Studio—KIMA Radio Center, Terrace Heights, Box 702, Yakima, Wash., GL 2-9111; TWX YA 39.

**Transmitter**—Terrace Heights Road, Yakima, Wash.

**Wave—Power—Time**  
 Operating power—5,000 watts.  
 Frequency—1460 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate unlimited time.  
 Operates on Pacific Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 6:00 a.m. to 12:00 midnight Sunday through Saturday.

**Agency Commission**  
 15% to recognized advertising agencies on station time only; statements payable monthly when rendered.

**General Advertising**  
 Affiliated with ABC, CBS and NBC Networks.

WEEKLY PACKAGE RATES						
	-1-minute-		-30-seconds-		-10-seconds-	
	Each	Total	Each	Total	Each	Total
5 times.....	5.50	27.50	3.85	19.25	2.75	13.75
10 times.....	5.30	53.00	3.70	37.00	2.65	26.50
15 times.....	5.10	76.50	3.60	54.00	2.55	38.25
20 times.....	4.90	98.00	3.50	70.00	2.45	49.00
25 times.....	4.70	117.50	3.35	83.75	2.35	58.75
30 times.....	4.50	135.00	3.20	96.00	2.25	67.50
40 times.....	4.30	172.00	3.10	124.00	2.15	86.00
50 times.....	4.10	205.00	3.00	150.00	2.05	102.50
60 times.....	3.90	234.00	2.80	168.00	1.90	114.00
70 times.....	3.70	259.00	2.60	182.00	1.80	126.00
80 times.....	3.50	280.00	2.45	196.00	1.70	136.00

Combination Rates  
 See Cascade Radio Group at beginning of the State.

**SPECIAL FEATURES**  
 News service—AP.

**Participating Programs**  
 "ABC News Around the World"—7:00 a.m. to 7:15 a.m. Monday through Saturday.  
 "CBS World News Roundup"—7:30 a.m. to 7:45 a.m. Monday through Saturday.  
 "NBC Participations"—Sunday through Saturday.  
 "The KIMA Farm Hour"—6:15 a.m. to 6:55 a.m. Monday through Saturday.  
 "Call-in Classified"—10:05 a.m. to 10:15 a.m. Monday through Friday.  
 "Northwest Music Festival"—10:30 p.m. to midnight Sunday through Saturday.

Above programs available at regular rates; minutes, chainbreaks or 10-seconds; live or transcribed.

**POLITICAL**  
 Regular rates apply. Cash in advance.  
**Closing Time**  
 Program material must be submitted for approval 24 hours before broadcast.

## KIT

(Established 1929)

Rates effective November 1, 1957. (Card No. 12.)  
 Rates received November 11, 1957.

Owned and operated by KIT, Inc.

**Personnel**  
 President—Carl E. Haymond.  
 Vice-Pres. & Gen. Mgr.—J. H. Goetz.

**Representatives**  
 The Brauham Company.  
 Seattle—Hugh Feitlis & Associates.  
 Portland—H. S. Jacobson.

**Mailing Instructions**  
 Business Office and Studio—414-1/2 E. Yakima Ave., P. O. Box 1222, Yakima, Wash. Glencourt 7-8115.  
 Transmitter—Union Gap, Washington.

**Wave—Power—Time**  
 Operating power—5,000 watts days; 1,000 watts nights.  
 Frequency—1280 kilocycles.  
 Non-directional.  
 Licensed to operate full time.  
 Operates on Pacific Standard Time.  
 Daylight Saving Time not observed.  
 Actual operating schedule: Daily 6:00 a.m. to 12:00 midnight.

**Agency Commission**  
 15% to recognized advertising agencies on net charges for station time, providing payment is made by 10th of month following service. No cash discount.

**General Advertising**  
 Rates guaranteed for one year from contract date. The following rates are for national advertising. Announcements cannot be combined with programs to determine rate earned.

	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time.....	24.00	19.20	15.00	12.00	9.00
13 times.....	22.80	18.24	14.25	11.40	8.55
26 times.....	21.60	17.28	13.50	10.80	8.10
52 times.....	20.40	16.32	12.75	10.20	7.65
156 times.....	19.20	15.36	12.00	9.60	7.20
260 times.....	18.00	14.40	11.25	9.00	6.75
312 times.....	16.80	13.44	10.50	8.40	6.30
500 times.....	14.40	11.52	9.00	7.20	6.00

WEEKLY SATURATION PLANS		
	1 min.	30 sec.
Per announcement:		
10 announcements per week.....	8.40	6.30
15 announcements per week.....	7.20	6.00
25 announcements per week.....	6.60	5.50
35 announcements per week.....	6.00	5.00
50 announcements per week.....	5.25	4.50

1-minute and 30-second Saturation Plans are combinable.

**SPECIAL FEATURES**  
 News Service—UPI.

**Participating Programs**  
 "The Terry Ellmore Show"—6:00 a.m. to 9:00 a.m. and noon to 3:00 p.m. Monday through Saturday.  
 "The Hal Simmons Show"—9:00 a.m. to noon and 3:00 p.m. to 6:00 p.m. Monday through Saturday.  
 "The Grant Mack Show"—6:00 p.m. to midnight Monday through Saturday.  
 "The Yakima Valley Farmer" with Grant McDaniel—6:30 a.m. to 6:45 a.m. Monday through Saturday. Talent rates on request.

**RELIGIOUS PROGRAMS**  
 Religious programs take the one time rates. Sunday mornings only.

**POLITICAL**  
 Regular rates apply.

**TRANSCRIPTIONS**  
 Library Service—Capitol.

**Closing Time**  
 Closing date one week in advance of service if program is to be included in general publicity releases. Final closing 24 hours.

## KLQQ

(Established 1947)

Rates effective December 1, 1958.  
 Card received December 3, 1958.  
 Owned and operated by Yakima Broadcasting Corp.

**Personnel**  
 Pres. & Gen'l Mgr.—Warren J. Durham.  
 Vice-Pres. & Sta. Mgr.—William E. Shela.

**Representatives**  
 Walker-Rawalt Company, Inc.  
 Pacific Coast—W. S. Grant Company, Inc.  
 Seattle—Fred Siegner & Associates.

**Mailing Instructions**  
 Business Office and Studio—Fair St. & Meade Ave., P. O. Box 172, Yakima, Wash., GL 2-7143.  
 General Office and Transmitter—Fair St. and Meade Ave., Yakima, Wash., telephone 2-7143.

**Wave—Power—Time**  
 Operating power—1,000 watts days; 500 watts nights.  
 Frequency—1390 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate full time.  
 Operates on Pacific Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 6:00 a.m. to 12:00 midnight daily.

**Agency Commission**  
 15% to recognized agencies on net charges for station time, providing payment is made by 10th of month following service. No cash discount.

**General Advertising**  
 For combination rates see listing of Don Lee Broadcasting System.  
 Accepts AAAA copyrighted contract.  
 The following rates are for national advertising.

PROGRAMS				
	1 hr.	1/2 hr.	15 min.	5 min.
1 time.....	45.00	30.00	19.50	9.00
13 times.....	42.75	27.75	18.00	8.05
52 times.....	40.50	25.50	16.50	8.25
156 times.....	37.50	22.50	15.00	7.50
260 times.....	30.00	18.75	13.50	6.75

ANNOUNCEMENTS			
	1 min.	30 sec.	10 sec.
Per year:			
1 time.....	8.00	6.00	5.00
25 times.....	7.50	5.75	4.50
50 times.....	7.25	5.50	4.25
150 times.....	7.00	5.25	4.00
250 times.....	6.75	5.00	3.75
500 times.....	6.50	4.75	3.50
750 times.....	6.25	4.50	3.25
1000 times.....	6.00	4.25	3.00
1500 times.....	5.75	4.00	2.75
2000 times.....	5.50	3.75	2.50

ANNOUNCEMENT PACKAGES			
(Weekly Busters)			
	1 min.	*30 sec.	*10 sec.
Per week:			
10 times.....	72.50	55.00	42.50
15 times.....	105.00	78.75	60.00
20 times.....	135.00	100.00	80.00
25 times.....	162.50	118.75	90.00
30 times.....	187.50	135.00	112.50
35 times.....	210.00	148.75	120.00
40 times.....	230.00	160.00	140.00
50 times.....	275.00	187.50	150.00
70 times.....	332.50	245.00	227.50
100 times.....	450.00	325.00	250.00

(\* ) May be combined with minutes to earn package rates.

30-day Busters			
	1 min.	30 sec.	10 sec.
Per month:			
40 times.....	280.00	210.00	170.00
60 times.....	405.00	300.00	240.00
80 times.....	520.00	380.00	320.00
100 times.....	625.00	450.00	360.00
120 times.....	720.00	510.00	450.00
140 times.....	805.00	560.00	480.00
160 times.....	880.00	600.00	560.00
200 times.....	950.00	700.00	600.00
280 times.....	1,260.00	910.00	840.00
400 times.....	1,700.00	1,200.00	1,000.00

**SPECIAL FEATURES**  
 Sports, news, weather and farm programs—15% additional.

NEWSCASTS					
	5 min.	1 min.	104 times.	5 min.	1 min.
1 time.....	15.00	10.00	104 times..	13.00	8.00
13 times.....	14.50	9.50	156 times..	12.50	7.50
26 times.....	14.00	9.00	260 times..	12.00	7.00
52 times.....	13.50	8.50	312 times..	11.50	6.50

**Closing Time**  
 Two weeks in advance of service if program is to be included in general publicity releases. Final closing one week.

## KUTI

(Established 1954)

Rates effective March 1, 1958.  
 Rev. (Blitz Pkgs.) rec'd March 25, 1958.

Owned and operated by Harrison A. Roddick.

**Personnel**  
 Pres. & Gen'l. Mgr.—Harrison A. Roddick.  
 Commercial Manager—Jack McMahan.  
 Production Manager—Kay Arnold.

**Representatives**  
 Forje & Company, Inc.  
 Seattle—Del Day.

**Mailing Instructions**  
 Business Office, Studio and Transmitter—316 Butterfield Rd., Yakima, Wash. Glencourt 2-6900, 3-6852.

**Wave—Power—Time**  
 Operating power—1,000 watts.  
 Frequency—980 kilocycles.  
 Non-directional.  
 Licensed to operate daytime only.  
 Operates on Pacific Standard Time.  
 Operating schedule: 5:00 a.m. 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.

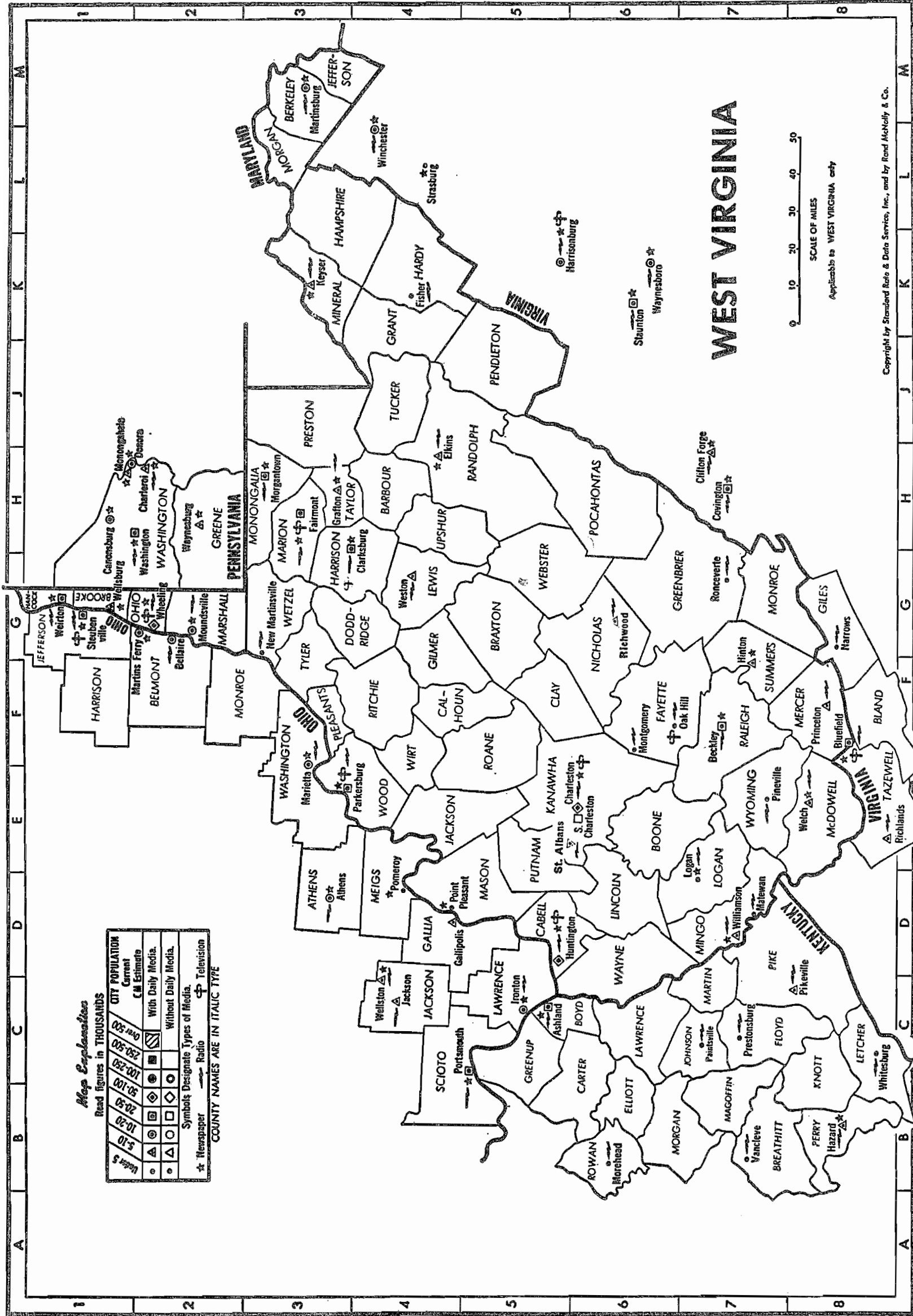
**General Advertising**  
 Rates include music copyright fees, ASCAP, BMI and SESAC licenses.  
 All rates guaranteed for one year from date of contract.

BLITZ SATURATION PACKAGES					
	1 min.	30 sec.	5 min.	10 min.	15 min.
1 time.....	9.60	7.20	19.20	30.75	37.50
13 times.....	8.90	6.65	17.75	28.45	35.25
26 times.....	8.25	6.15	16.40	26.35	32.40
52 times.....	7.65	5.70	15.15	24.40	30.00
104 times.....	7.10	5.25	14.00	22.55	27.80
156 times.....	6.55	4.85	12.90	20.80	25.80
260 times.....	6.05	4.45	11.95	19.25	23.80

**RELIGION AND TALKS**  
 No religion or talk programs accepted.

**Closing Time**  
 24 hours in advance of broadcast.





# WEST VIRGINIA



SCALE OF MILES  
Applicable to WEST VIRGINIA only

Copyright by Standard Rate & Data Service, Inc., and by Rand McNally & Co.

### Map Explanations

Read figures in THOUSANDS

City	CITY POPULATION	
	Current	C.M. Estimate
Over 250,000	⊙	⊙
250,000	⊙	⊙
100,000-250,000	⊙	⊙
50,000-100,000	⊙	⊙
25,000-50,000	⊙	⊙
10,000-25,000	⊙	⊙
5,000-10,000	⊙	⊙
Under 5,000	⊙	⊙

Symbols Designate Types of Media.

- ★ Newspaper
- ⊙ Radio
- ⊙ Television

COUNTY NAMES ARE IN ITALIC TYPE

SRDS Consumer Market Data

STATE, COUNTY, CITY, METROPOLITAN AREA DATA

CITIES AND COUNTIES

This list shows counties in which cities are located. Cities are first, counties next.

Beckley—Raleigh  
Bluefield—Mercer  
Charleston—Kanawha

Clarksburg—Harrison  
Fairmont—Marion

Huntington—Cabell  
Morgantown—Monongalia

Parkersburg—Wood  
South Charleston—Kanawha

Weirton—Hancock  
Wheeling—Ohio

ESTIMATES FOR:	POPULATION	HOUSEHOLDS	C.S.I.	C.S.I.	TOTAL	RETAIL SALES BY STORE TYPE				FOR THE YEAR 7/1/57 TO 7/1/58			FARM	GROSS
STATE			7/1/57	per	RETAIL SALES	General				Home			POPULATION	FARM
COUNTY—Map Loc.	7/1/58	7/1/58	to	House-	7/1/58	Food	Drug	Mdse.	Apparel	Furn.	Auto-	Filling	1/1/58	INCOME
City	(000)	(000)	7/1/58	hold	(000)	(000)	(000)	(000)	(000)	(000)	(000)	Station	(000)	(000)
Metropolitan Area			(\$000)	(\$)								(000)		
WEST VIRGINIA														
STATE TOTALS.....	1,986.9	526.03	2,570,215	4,886	1,636,559	433,798	45,390	247,337	90,272	78,624	292,784	135,774	349.8	121,852
BARBOUR H-4.....	18.3	4.88	18,004	3,689	7,323	2,300	195	900	115	310	1,536	1,053	7.0	1,759
BERKELEY M-3.....	29.4	8.52	37,309	4,379	31,188	8,664	1,204	2,390	2,081	1,071	5,242	2,995	4.6	10,673
BOONE E-6.....	34.9	8.33	35,998	4,321	18,051	6,140	251	2,212	1,195	648	3,524	1,694	3.3	270
BRAXTON G-5.....	14.1	3.57	9,709	2,720	10,128	2,377	193	1,605	193	541	2,184	1,087	9.1	1,422
BROOKE G-1.....	26.1	7.21	37,127	5,149	16,509	4,482	374	741	537	615	4,686	1,594	1.6	591
CABELL D-5.....	120.6	35.29	214,237	6,071	143,557	33,206	4,593	18,309	10,925	8,629	22,979	8,448	8.2	1,775
Huntington <sup>2</sup> .....	91.7	27.85	183,111	6,575	138,669	31,850	4,515	16,965	10,816	8,564	20,903	7,809	.....	.....
Huntington-Ashland Metro Area.....	270.3	75.72	418,782	5,531	262,324	69,057	7,704	32,369	16,595	14,889	47,480	19,874	.....	.....
CALHOUN F-4.....	8.1	1.98	7,740	3,909	3,344	798	195	1,055	129	62	512	143	6.1	777
CLAY F-5.....	13.7	3.17	11,107	3,504	4,110	1,449	47	1,276	71	58	226	692	5.6	443
DODDRIDGE G-4.....	7.1	1.94	7,336	3,781	3,407	1,125	105	148	66	164	1,021	314	4.3	819
FAYETTE F-6.....	89.3	22.36	89,867	4,019	42,402	13,998	1,057	6,579	1,757	2,006	7,979	3,938	9.2	822
GILMER G-4.....	7.6	1.93	6,568	3,403	3,203	839	89	920	68	55	433	368	4.9	1,025
GRANT K-4.....	8.4	2.14	9,980	4,664	5,997	1,222	214	618	62	151	1,443	843	3.9	6,699
GREENBRIER G-7.....	37.5	9.66	37,108	3,841	33,481	7,818	795	4,448	1,298	1,086	5,690	4,025	10.0	4,863
HAMPSHIRE L-3.....	11.5	3.01	12,015	3,992	7,360	1,523	143	338	184	70	2,228	427	5.1	7,349
HANCOCK G-1.....	34.5	9.45	74,930	7,929	29,360	6,508	1,025	2,237	2,305	2,107	3,348	2,870	1.7	769
Weirton <sup>3</sup> .....	36.6	9.94	79,655	8,014	26,179	4,990	759	1,891	2,088	2,195	4,389	2,183	.....	.....
HARDY K-4.....	9.0	2.29	10,694	4,670	7,407	1,040	105	917	117	108	1,376	367	5.3	9,481
HARRISON G-3.....	81.8	23.54	125,753	5,342	84,950	22,005	3,835	9,764	6,505	3,866	14,783	6,904	9.3	1,972
Clarksburg.....	35.2	11.17	76,389	6,839	63,263	15,243	3,139	8,180	6,230	3,405	9,876	3,520	.....	.....
JACKSON E-4.....	13.3	3.58	11,799	3,296	12,563	2,892	184	1,609	227	453	2,655	1,512	7.7	2,694
JEFFERSON M-3.....	16.2	4.43	21,758	4,912	14,833	3,772	318	2,034	548	475	2,359	1,425	4.0	10,725
KANAWHA E-5.....	256.1	70.09	439,794	6,275	291,539	75,477	8,406	46,182	16,303	13,342	58,479	20,385	10.1	1,348
Charleston.....	78.8	24.50	191,324	7,809	188,409	39,970	5,256	35,174	14,490	8,724	41,145	8,879	.....	.....
Charleston Metro Area.....	345.4	92.45	529,661	5,729	333,941	89,475	9,463	52,761	18,060	15,348	66,458	24,323	.....	.....
South Charleston.....	21.2	6.44	47,394	7,359	27,607	8,887	1,166	2,463	531	1,738	5,854	2,225	.....	.....
LEWIS G-4.....	18.7	4.85	21,617	4,457	12,107	3,315	426	1,251	844	673	2,279	1,058	6.2	2,130
LINCOLN D-6.....	20.7	4.71	21,782	4,625	8,385	2,052	79	2,549	66	216	1,588	1,086	10.7	1,180
LOGAN D-7.....	79.8	18.38	88,197	4,799	47,968	15,007	1,278	7,305	2,586	2,414	8,554	4,412	4.3	77
MCDOWELL E-8.....	95.8	22.22	103,103	4,640	47,959	15,284	820	12,314	1,550	1,979	7,890	3,783	5.1	124
MARION H-3.....	69.0	19.98	94,126	4,711	61,098	18,349	1,660	7,910	3,308	3,229	9,532	5,200	6.9	1,075
Fairmont.....	32.6	10.13	53,829	5,314	46,120	13,096	1,358	5,753	3,065	2,337	7,791	2,939	.....	.....
MARSHALL G-2.....	32.1	9.06	46,273	5,107	22,833	8,844	733	1,318	858	847	3,376	2,174	5.7	2,349
MASON D-5.....	23.3	6.04	28,884	4,782	14,585	4,693	427	1,105	835	616	2,255	1,093	7.6	4,392
MERCER F-8.....	75.4	19.42	89,232	4,595	65,271	16,594	1,901	8,294	4,664	3,186	11,814	6,768	11.5	1,134
Bluefield.....	22.1	5.99	33,183	5,540	43,524	10,512	1,499	7,006	3,605	2,785	7,376	3,058	.....	.....
MINERAL K-3.....	20.7	5.75	25,989	4,520	13,479	3,709	443	1,392	698	1,030	2,518	1,410	3.1	1,849
MINGO D-7.....	49.6	11.72	47,244	4,031	30,421	7,888	670	4,673	1,752	1,579	5,385	1,822	7.0	51
MONONGALIA H-3.....	61.0	16.32	83,242	5,101	56,358	15,755	1,838	7,523	4,129	2,402	9,443	5,072	8.2	1,404
Morgantown.....	31.2	8.48	49,962	5,892	46,793	12,645	1,661	6,422	3,934	2,172	8,597	3,622	.....	.....
MONROE G-7.....	12.0	3.07	11,114	3,620	5,265	1,037	133	465	104	189	2,139	512	8.1	3,482
MORGAN L-3.....	7.5	2.14	8,204	3,834	3,479	1,061	50	325	46	59	245	416	2.2	1,537
NICHOLAS G-6.....	29.0	7.03	25,130	3,575	20,682	6,199	299	3,609	1,031	954	3,416	2,400	9.5	897
OHIO G-2.....	77.1	23.42	156,889	6,699	119,301	21,901	3,013	27,185	9,809	8,355	15,585	5,686	2.1	1,856
Wheeling.....	65.6	20.53	136,915	6,669	113,898	20,786	2,770	23,639	9,673	7,712	14,665	4,383	.....	.....
Wheeling-Steubenville Metro Area.....	363.5	105.80	631,434	5,968	384,219	108,364	9,829	55,346	22,302	20,715	56,466	28,129	.....	.....
PENDLETON J-5.....	7.7	1.80	7,041	3,912	3,231	342	72	401	.....	145	1,367	308	6.5	8,431
PLEASANTS F-3.....	5.8	1.64	7,403	4,514	6,455	1,793	252	396	.....	167	1,363	592	1.8	374
POCAHONTAS H-6.....	10.6	2.71	10,728	3,959	7,198	1,896	39	1,254	95	330	1,142	942	5.0	2,089
PRESTON J-3.....	30.2	7.76	27,804	3,583	13,513	4,030	386	1,839	127	247	2,683	1,576	10.4	3,092
PUTNAM E-5.....	20.9	5.37	22,831	4,252	9,348	2,431	78	1,498	81	168	1,847	1,536	7.3	1,681
RALEIGH F-7.....	97.6	24.15	96,767	4,007	57,048	17,214	1,442	10,310	2,892	1,732	9,511	6,011	10.7	1,082
Beckley.....	21.4	6.29	29,714	4,724	40,237	12,460	1,278	6,399	2,837	1,317	7,845	2,476	.....	.....
RANDOLPH H-5.....	28.8	7.21	25,268	3,505	21,248	4,997	516	4,131	798	1,205	4,056	2,015	7.1	1,885
RITCHIE F-4.....	9.5	2.78	13,615	4,897	6,665	1,597	191	1,188	33	297	1,777	613	5.1	1,290
ROANE F-5.....	15.3	3.82	14,820	3,880	9,463	2,584	323	1,432	141	578	2,216	750	8.5	1,405
SUMMERS F-7.....	17.1	4.32	17,395	4,027	9,482	2,805	170	1,138	608	418	2,097	769	7.8	937
TAYLOR H-3.....	16.0	4.53	15,583	3,440	9,537	2,988	159	810	322	523	1,720	834	3.3	862
TUCKER J-4.....	8.1	2.13	6,366	2,989	4,800	1,641	159	309	156	148	1,501	424	2.6	818
TYLER G-3.....	8.4	2.49	9,099	3,654	7,742	3,039	182	889	246	265	1,239	826	3.6	922
UPSHUR H-4.....	18.8	5.09	28,685	5,636	14,320	3,749	386	1,220	654	587	3,454	1,972	7.3	1,493
WAYNE D-6.....	39.0	9.83	35,683	3,630	13,239	4,830	225	1,265	116	744	3,089	1,497	13.8	1,256
WEBSTER G-5.....	16.3	3.85	13,565	3,523	7,783	2,887	70	1,513	97	86	1,194	1,008	6.7	410
WETZEL G-3.....	17.2	4.90	21,584	4,405	18,528	5,042	396	1,470	792	755	4,601	1,499	6.1	813
WIRT F-4.....	3.8	1.04	3,446	3,313	1,358	35	56	617	.....	31	135	328	2.6	764
WOOD E-4.....	65.4	19.57	85,058	4,346	89,111	22,672								

# 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>526,030</b>	<b>509,750</b>	<b>1.0424</b>
Barbour	4,880	4,690	.0096
Berkley	8,520	8,280	.0169
Boone	8,330	8,100	.0166
Braxton	3,570	3,330	.0068
Brooke	7,210	7,010	.0143
Cabell	35,290	34,310	.0702
Calhoun	1,980	1,900	.0039
Clay	3,170	3,010	.0062
Doddridge	1,940	1,890	.0039
Fayette	22,360	21,740	.0445
Gilmer	1,930	1,880	.0038
Grant	2,140	2,040	.0042
Greenbrier	9,660	9,390	.0192
Hampshire	3,010	2,900	.0059
Hancock	9,450	9,190	.0188
Hardy	2,290	2,180	.0045
Harrison	23,540	22,880	.0468
Jackson	3,580	3,480	.0071
Jefferson	4,430	4,310	.0088
Kanawha	70,090	68,120	.1393
Lewis	4,850	4,710	.0096
Lincoln	4,710	4,540	.0093
Logan	18,380	17,680	.0362
McDowell	22,220	21,390	.0437
Marion	19,980	19,420	.0397
Marshall	9,060	8,810	.0180
Mason	6,040	5,810	.0119
Mercer	19,420	18,880	.0386
Mineral	5,750	5,590	.0114
Mingo	11,720	11,160	.0228
Monongalia	16,320	15,870	.0325
Monroe	3,070	2,960	.0061
Morgan	2,140	2,060	.0042
Nicholas	7,030	6,770	.0138
Ohio	23,420	23,000	.0470
Pendleton	1,800	1,720	.0035
Pleasants	1,640	1,580	.0032
Pocahontas	2,710	2,610	.0053
Preston	7,760	7,460	.0153
Putnam	5,370	5,220	.0107
Raleigh	24,150	23,480	.0480
Randolph	7,210	6,940	.0142
Ritchie	2,780	2,670	.0055
Roane	3,820	3,670	.0075
Summers	4,320	4,200	.0086
Taylor	4,530	4,400	.0090
Tucker	2,130	2,050	.0042
Tyler	2,490	2,430	.0050
Upshur	5,090	4,900	.0100
Wayne	9,830	9,460	.0193
Webster	3,850	3,700	.0076
Wetzel	4,900	4,760	.0097
Wirt	1,040	1,000	.0020
Wood	19,570	19,020	.0389
Wyoming	9,560	9,200	.0188

## WEST VIRGINIA

See SRDS consumer market map and data at beginning of the State.

### BECKLEY (2 AM; 1 FM)

Raleigh County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.

#### WBKW

—FM—  
(Established 1946)

Rates effective November 1, 1957.  
Rates received October 3, 1957.

#### Personnel

Manager—Joe L. Smith, Jr.

#### Mailing Instructions

Business Office and Studio—WJLS Bldg., Beckley, W. Va., Clifford 3-7311, TWX BC 20.  
Transmitter—Flat Top, W. Va.

#### Wave—Power—Time

Effective radiated power—34,000 watts.  
Frequency—99.5 megacycles; Class B.  
Antenna height—1,050 feet above average terrain.  
Licensed to operate full time.  
Operating schedule: 3:00 p.m. to midnight daily.

#### Agency Commission

15% to recognized advertising agencies; no cash discount.

#### General Advertising

Time is sold only by the calendar month and only in multiples of 1/4 hour 7 days per week, Monday through Sunday. Commercial copy restricted to 3 minutes per 1/4 hour divided between opening and closing commercial. No middle commercials permitted.

	1 mo.	3 mos.	6 mos.	12 mos.
1 quarter hour per day, per month	200.00	190.00	180.00	150.00
2 quarter hours per day, per month	390.00	370.00	350.00	295.00
3 quarter hours per day, per month	580.00	550.00	520.00	430.00
4 quarter hours per day, per month	770.00	730.00	690.00	570.00

#### ANNOUNCEMENTS

Per month:	1 mo.	3 mos.	6 mos.	12 mos.
1 time per day	60.00	50.00	40.00	30.00
3 times per day	150.00	130.00	100.00	80.00
5 times per day	200.00	170.00	140.00	110.00
10 times per day	300.00	260.00	220.00	180.00

Station breaks only, not to exceed 30-seconds. Straight copy or appropriate music. No jingles or dramatized copy acceptable. Sold only on calendar month basis, 7 days per week, Monday through Sunday. No further discounts.

## WJLS (Established 1939) CBS Radio Network



Rates effective February 19, 1957. (Card No. 8N.)  
Rates received January 31, 1957.  
Owned and operated by Joe L. Smith, Jr., Inc.

#### Personnel

Pres. & Gen'l Mgr.—Joe L. Smith, Jr.  
Station Manager—Kent Hackleman.  
Sales Manager—Ed Libby.

#### Representatives

Burn-Smith Company, Incorporated.

#### Mailing Instructions

Business Office and Studio—WJLS Bldg., Beckley, W. Va., Clifford 3-7311; TWX BC 20.  
Transmitter—Routes 19-21, 0.5 mile S. E. Beckley, W. Va.

#### Wave—Power—Time

Operating power—5,000 watts days; 500 watts nights.  
Frequency—560 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time on regional channel.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: Sundays 7:30 a.m. to 12:05 a.m.; week days 5:00 a.m. to 12:05 a.m.

#### Agency Commission

15% to recognized agencies on net charges for station time; no cash discount. Bills rendered monthly, unless specifically requested otherwise.

#### General Advertising

For combination rates see CBS Radio Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
BML, ASCAP and SESAC licenses.  
Advertising of alcoholic beverages, other than beer and wine, not accepted.  
Discounts allowed retroactively on the number of programs given within one year, under contract, not to exceed one year's duration.  
Length of commercial copy in accordance with NAB Standards.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	(*)	(†)
1 time	100.00	60.00	40.00	30.00	12.00	6.00
26 times	95.00	57.00	38.00	28.50	11.40	5.70
52 times	90.00	54.00	36.00	27.00	10.80	5.40
104 times	85.00	51.00	34.00	25.50	10.20	5.20
156 times	80.00	48.00	32.00	24.00	9.60	4.80
208 times	75.00	45.00	30.00	22.50	9.00	4.50
312 times	70.00	42.00	28.00	21.00	8.40	4.20

#### WEEKLY SPOT PACKAGES

12 spots per week, flat	125.00
20 spots per week, flat	175.00
25 spots per week, flat	200.00
30 spots per week, flat	225.00

#### SPECIAL FEATURES

News Service—UPI. Rates on request.

#### Closing Time

Commercial copy must be received not less than three days in advance.

## WWNR

(Established 1946)



Rates effective September 1, 1953. (Card No. 6.)

Rates received September 2, 1953.  
Revisions received September 3, 1957.

Owned and operated by Rahall Broadcasting Co., Inc.

#### Personnel

President—N. Joe Rahall.  
General Manager—Richard H. Booth.  
Sales Manager—Paul Harless.  
Program Director—William Dancy.

#### Representatives

Weed Radio Corporation.

#### Mailing Instructions

Business Office and Studio—1565 Harper Road, Beckley, W. Va., telephone Clifford 3-8307, 08, 09.

Transmitter—Cabell, W. Va.

#### Wave—Power—Time

Operating power—1,000 watts days; 500 watts nights.  
Frequency—620 kilocycles.  
Directional—nighttime only.  
Licensed to operate unlimited time.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: Week days 5:00 a.m. to 12:30

#### Agency Commission

15% to recognized agencies; no cash discount. Bills rendered monthly and payable within ten days.

#### General Advertising

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.

## WEST VIRGINIA

### ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.
1 time	75.00	45.00
13 times	71.25	42.75
26 times	67.50	40.50
52 times	63.75	38.25
104 times	60.00	36.00
156 times	56.25	33.75
260 times	52.50	31.50

#### SPOT ANNOUNCEMENTS

1 time	6.00	104 times	5.00
13 times	5.75	156 times	4.70
26 times	5.50	260 times	4.40
52 times	5.25	312 times	4.00

#### CONTRACT PACKAGE RATES

1/4 hour show, Monday through Saturday, 78.00 per week; 5 minute show, Monday through Saturday, 39.00 per week.

#### COMBINATION RATES

Discounts on above rates for national spot advertisers using Rahall stations: WKAP, Allentown, Pa.; WNAR, Norristown, Pa.; WTSP, St. Petersburg, Fla.; WWNR, 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

News Service—AP and local.

#### Participating Programs

"Orbit"—5:00 a.m. Saturday to 12 midnight Sunday.  
"Top of the Morning" with Bud Kurtz.  
"Gary's Get-Up" with Gary Dent.  
"Woman's Angle" with Hazel Phillips.  
"Luncheon Club" with Phil Vogel.  
"Hillbilly Jamboree" with Bud Kurtz.  
"Battin' the Breeze" with Bill Dancy.  
"Going Home Show"—with Gary Dent & Bill Dancy.  
"Your 'Phil' of Music"—with Phil Vogel.  
"The Night Special" with Bud Kurtz.

#### POLITICAL

Regular rates apply; payable in advance.

#### Closing Time

Closing date on all publicity, one week in advance. Spot commercial copy must be submitted 24 hours before broadcast.

## BERKLEY SPRINGS

Morgan County—Map Location E-15  
See SRDS consumer market map and data at beginning of the State.

(Call letters not received)

(C. P. 250 w. days; 1010 kc.)

Berkley Springs Radio Station Corp.  
Berkley Springs, W. Va.

## BLUEFIELD (2 AM)

Mercer County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.

## WHIS

(Established 1929)

Rates effective May 1, 1956. (Card No. 7.)

Card received May 3, 1956.

Owned and operated by Daily Telegraph Printing Company.

#### Personnel

Manager—M. F. Barnett.

#### Representatives

The Katz Agency, Inc.

#### Mailing Instructions

Business Office and Studio—Municipal Bldg., P. O. Box 10, Bluefield, W. Va., Bluefield Da. 7-7115, TWX Bluefield 30.

#### Wave—Power—Time

Operating power—5,000 watts.  
Frequency—1440 kilocycles.  
Directional—nighttime only.  
Operates on regional channel.  
Operates on Eastern Time.  
Daylight Saving Time not observed.  
Actual operating schedule: Sundays 8:00 a.m. to midnight. Week days 5:00 a.m. to midnight.

#### Agency Commission

15% to recognized advertising agencies on station time charges; no cash discount. All invoices due and payable when rendered.

#### General Advertising

For combination rates see NBC Radio Network.  
Accepts AAAA copyrighted contract.  
Rates are for national advertising and include music copyright fees.  
Announcements run adjacent to higher time classifications are charged at the rate of the higher classification.  
Announcements and programs cannot be combined to earn lower rate.  
Advertising of alcoholic beverages other than beer and wine not accepted.

	CLASS "A"				
	(7:00 a.m. to 10:00 p.m.)	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time	75.00	45.00	30.00	15.00	9.00
26 times	71.25	42.75	28.50	14.25	8.55
52 times	67.50	40.50	27.00	13.50	8.10
104 times	63.75	38.25	25.50	12.75	7.65
156 times	60.00	36.00	24.00	12.00	7.20
260 times	56.25	33.75	22.50	11.25	6.75

	CLASS "B"				
	(All other times)	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time	50.00	30.00	20.00	10.00	5.00
26 times	47.50	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	3.75

(This listing continued on next page)

# WEST VIRGINIA

## Bluefield—W H I S—Continued

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.

### Announcements

10 one-minute announcements, per week, flat... 65.00  
May be counted for frequency discount on other announcements. 10-second announcements: 50% of minute rate. May be combined with longer announcements for frequency discounts.

### SPECIAL FEATURES

News Service—AP.  
Leased wire service, local news, weather reports, time signals, sport features, participating programs and other services available. Rates on request.

### Participating Programs

"Good Yawning"—5:00 a.m. to 7:30 a.m.  
"O. C. Young Show"—7:30 a.m. to 10:30 a.m.  
"Hits at Noon"—noon to 1:00 p.m.  
"King Edward's Hoedown"—1:00 p.m. to 3:00 p.m.  
"The Bill Hickok Show"—4:00 p.m. to 7:00 p.m.

### TRANSCRIPTIONS

Library Service—Cole.

### Closing Time

48 hours in advance of broadcast.

## WKOY

(Established 1948)

Rates effective July 1, 1958.  
Rates received May 26, 1958.  
Owned and operated by WKOY, Inc.

### Personnel

Pres. & Gen'l Mgr.—J. Lindsey Alley.  
Program Director—Edward S. Erb.

### Representatives

New York and Chicago—Devney, Incorporated.  
Atlanta—Dora-Clayton Agency, Inc.

### Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box 800, WKOY Bldg., 2121 College Dr., Bluefield, W. Va. Davenport 7-6124.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1240 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Operating schedule: Week days 6:30 a.m. to midnight; Sundays 8:00 a.m. to midnight.

### Agency Commission

15% to recognized agencies on time and talent; no cash discount. Bills rendered 1st of month; payable within 10 days.

### General Advertising

For combination rates see Mutual Broadcasting System.  
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...	45.00	27.00	18.00	13.50	9.00	6.00	4.50
13 times...	42.75	25.65	17.10	12.82	8.55	5.70	4.27
26 times...	40.50	24.30	16.20	12.15	8.10	5.40	4.05
39 times...	38.25	22.95	15.30	11.47	7.65	5.10	3.82
52 times...	36.00	21.60	14.40	10.80	7.20	4.80	3.60
78 times...	33.75	20.25	13.50	10.12	6.75	4.50	3.37
104 times...	31.50	18.90	12.60	9.45	6.30	4.20	3.15
156 times...	29.25	17.55	11.70	8.77	5.85	3.90	2.92
260 times...	27.00	16.20	10.80	8.10	5.40	3.60	2.70

### PACKAGE RATES

(Run-of-schedule)

30 announcements within 1 week—156 time rate.  
60 announcements within 1 week—260 time rate.  
130 announcements within 1 month—260 time rate.

### SPECIAL FEATURES

News Service—UPI. Rates on request.  
Participating Programs  
"Breakfast With Ed"—6:30 a.m. to 8:30 a.m. Monday through Saturday.  
"Shopping With Marge"—8:35 a.m. to 9:00 a.m. Monday through Friday.  
"The Gordon Jennings Show"—9:00 a.m. to 11:00 a.m. Monday through Saturday.  
"The Saturday Teen-Age Party"—8:00 a.m. to noon Saturday.

### POLITICAL

Regular rates apply.

### TRANSCRIPTIONS

Library Service—Thesaurus.

### Closing Time

Two days in advance of broadcast.

## CHARLESTON (5 AM)

Kanawha County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

## WCAW

(Established 1946)

Rates effective May 15, 1956.  
Rates received May 21, 1956.  
Rev. (News Pkgs.) rec'd April 24, 1958.

Owned and operated by Capitol Broadcasting Co.

### Personnel

President—E. M. Johnson.  
Vice-Pres. & Nat'l Sales Mgr.—Elaine Johnson.  
General Manager—Bert Files.  
Program Director—Al Walker.

### Representatives

Bob Dore Associates.

### Mailing Instructions

Business Office and Studio—P. O. Box 2791, Charleston, W. Va., Dickens 3-7503.  
Transmitter—Bownmont Hill, Charleston, W. Va.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.  
Licensed to operate full time on local channel.  
Operates on Eastern Standard Time.  
Operating schedule: 24 hours daily.

### Agency Commission

15% to recognized agencies; no cash discount.

### General Advertising

BMI and ASCAP licenses. Rates include music copyright fees.

### ANNOUNCEMENTS

	1 min.	30 sec.	10 sec.
1 time.....	8.00	6.00	4.00
52 times.....	7.40	5.55	3.70
104 times.....	6.80	5.10	3.40
260 times.....	6.20	4.65	3.10
364 times.....	5.60	4.20	2.80

### SATURATION PLAN

	1-12 weeks	13-25 weeks	26-51 weeks	52 weeks
12 ann.....	6.00	5.75	5.50	5.25
18 ann.....	5.50	5.25	5.00	4.75
24 ann.....	5.00	4.75	4.50	4.25

30 seconds, 75% of one-minute rate; 10 seconds, 50% of minute rate.

### THREE MINUTE NEWS PACKAGE

1-minute commercial plus open and close ID:	1 wk.	25 wks.	52 wks.
6 times.....	50.00	45.00	40.00
12 times.....	90.00	80.00	70.00
18 times.....	120.00	105.00	90.00

### SPECIAL FEATURES

News Service—UPI.  
Participating Programs  
"Pancake Parade"—6:00 a.m. to 9:00 a.m.  
"Shop, Cook and Listen"—9:00 a.m. to 12:00 noon.  
"Mr. Matinee"—2:00 p.m. to 4:00 p.m.  
"Fred Scott"—4:00 p.m. to 5:30 p.m.  
"Tune Timetable"—5:30 p.m. to 6:30 p.m.

### POLITICAL

Regular rates apply.

### Closing Time

24 hours in advance of broadcast.

## WCHS

(Established 1927)

# CBS Radio Network



A Tierney Owned Station

Rates effective January 1, 1956.  
Rates received December 1, 1955.  
Owned and operated by The Tierney Co.

### Personnel

President—Hawthorne D. Battle.  
Vice-Pres. & Gen. Mgr.—John T. Gelder, Jr.  
Station Manager—R. M. Sinclair.  
Program Director—Joe Farris.

### Representatives

The Branham Company.

### Mailing Instructions

Business Office and Studio—1111 Virginia St., East, Charleston 1, W. Va.  
Transmitter—Charleston, West Virginia.

### Wave—Power—Time

Operating power—5,000 watts.  
Frequency—580 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time on cleared regional channel.  
Operates on Eastern Daylight Time.  
Operating schedule: 24 hours, seven days weekly.

### Agency Commission

Agency commission 15% on net station time only to recognized advertising agencies, provided payment is made on or before the 15th of the month following broadcast. No cash discount. Invoices mailed monthly unless otherwise specified. No discount or commission on talent or cost involved for remote control broadcasts unless otherwise specified.

### General Advertising

For combination rates see listing of CBS Radio Network.  
Accepts standard AAAA contract.  
The following rates are for national advertising. For local advertising rates consult station management.

### CLASS "A"

	1	1/2	1/4	10	5	1 min.
	hr.	hr.	hr.	min.	min.	or less
1 time....	181.50	108.90	72.60	54.45	36.30	21.00
13 times...	172.43	103.46	68.97	51.73	34.49	19.95
26 times...	163.35	98.01	65.34	49.00	32.67	18.90
52 times...	154.28	92.57	61.71	46.29	30.86	17.85
104 times...	145.20	87.12	58.08	43.56	29.04	16.80
208 times...	136.13	81.68	54.45	40.84	27.23	15.75
312 times...	127.05	76.23	50.82	38.12	25.41	14.70

### CLASS "B"

	1	1/2	1/4	10	5	1 min.
	hr.	hr.	hr.	min.	min.	or less
1 time....	150.00	90.00	60.00	45.00	30.00	19.00
13 times...	142.50	85.50	57.00	42.75	28.50	18.05
26 times...	135.00	81.00	54.00	40.50	27.00	17.10
52 times...	127.50	76.50	51.00	38.25	25.50	16.15
104 times...	120.00	72.00	48.00	36.00	24.00	15.20
208 times...	112.50	67.50	45.00	33.75	22.50	14.25
312 times...	105.00	63.00	42.00	31.50	21.00	13.30

### CLASS "C"

	1	1/2	1/4	10	5	1 min.
	hr.	hr.	hr.	min.	min.	or less
1 time....	75.00	45.00	30.00	22.50	15.00	9.50
13 times...	71.25	42.75	28.50	21.37	14.25	9.00
26 times...	67.50	40.50	27.00	20.25	13.50	8.50
52 times...	63.75	38.25	25.50	19.13	12.75	8.10
104 times...	60.00	36.00	24.00	18.00	12.00	7.60
208 times...	56.25	33.75	22.50	16.87	11.25	7.15
312 times...	52.50	31.50	21.00	15.75	10.50	6.65

### PACKAGE PLANS

(1 minute or less)

	Class "A"	Class "B"	Class "C"
Per week:			
10 times.....	168.00	152.00	76.00
15 times.....	220.50	199.50	99.75

10 per week—20% off the applicable one-time rate.  
15 per week—30% off the applicable one-time rate.  
Combination plans for the use of WPLH, Huntington and WCHS, Charleston are available to advertisers. 10% discount from the regular schedule will be allowed those who purchase equal time on both stations for a minimum of 1 week and 20% discount for a minimum of 13 weeks. Combination plans may be figured for all time segments so long as equal time is purchased on both stations.

### SPECIAL FEATURES

News Service—AP, UPI, local staff.  
Time, signals and weather reports offered at no extra charge (when available).

### Participating Programs

"Country Music"—5:00 a.m. to 6:00 a.m. Monday through Saturday.  
"The Clockwatcher"—6:00 a.m. to 9:55 a.m. Monday through Saturday.  
"The Dick Reid Show"—3:30 p.m. to 5:55 p.m. Monday through Friday.  
"Through the Night"—11:15 p.m. to 6:00 a.m. Tuesday through Sunday.  
"Jockey Club"—1:00 p.m. to 6:00 p.m. Saturdays.

### Closing Time

The closing date on all publicity is one week in advance. Spot commercial copy must be submitted not less than one week in advance.  
Written copy of talks must be submitted not less than 24 hours before broadcast.

## WHMS

(Established 1939)



Rates effective February 1, 1958. (Card No. 1.)  
Card received February 27, 1958.

Owned and operated by Charleston Broadcasting Co.

### Personnel

President—Joseph L. Brechner.  
Vice-Pres. & Gen'l Mgr.—Norman L. Posen.  
Sales Manager—Carl Marglin.  
Program Manager—Bill Miller.

### Representatives

Stars National, Inc.  
Southeast—James S. Ayres Company.

### Mailing Instructions

Business Office and Studio—Professional Bldg., Charleston 1, W. Va., Dickens 3-9544.  
Transmitter—Coal Branch Heights, Charleston, W. Va.

### 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 1:00 a.m.

### Agency Commission

15% to recognized agencies; no cash discount.

### General Advertising

Affiliated with ABC Radio.  
Per inquiry advertising is not acceptable.  
Commercials exceeding 60 seconds in length are not acceptable.

	1	1/2	1/4	10	5	(*)
	hr.	hr.	hr.	min.	min.	
1 time.....	55.00	33.00	22.00	16.50	11.00	7.00
26 times...	52.50	31.50	21.00	15.75	10.50	6.75
52 times...	50.00	30.00	20.00	15.00	10.00	6.50
156 times...	47.50	28.50	19.00	14.25	9.50	6.25
260 times...	45.00	27.00	18.00	13.50	9.00	6.00

### SATURATION PLAN ANNOUNCEMENTS

1-minute announcements:	Each	Per wk.
60 times per week.....	4.25	255.00
36 times per week.....	4.50	162.00
30 times per week.....	4.75	143.50
24 times per week.....	5.00	120.00
18 times per week.....	5.50	99.00
12 times per week.....	6.00	72.00

10-second "quickie" announcements—50% discount from above rates.

### Additional Discount

13 weeks.....	5%	52 weeks.....	15%
26 weeks.....	10%		

### SPECIAL FEATURES

Participating Programs  
"Downbeat" with "Charlie Coleman" Bill Miller, Ed Rabel, Al Sahley and "Miss Downbeat"—6:00 a.m. to 1:00 a.m. daily, except 8:00 a.m. to 9:45 a.m. Sunday.

### Closing Time

48 hours in advance of broadcast.

## WKAZ-WSAZ

(Established 1939)

# NBC Network



**Charleston—W K A Z—W S A Z—Continued**

**Mailing Instructions**  
 Business Office and Studio—210 Dickinson St.,  
 Charles 1, W. Va., Dickens 3-7541.

**Wave—Power—Time**  
 Operating power—5,000 watts days; 1,000 watts nights.  
 Frequency—950 kilocycles.  
 Directional—separate patterns day and night.  
 Licensed to operate unlimited time.  
 Operates on Eastern Standard Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 6:00 a.m. to 1:00 a.m.

**Agency Commission**  
 Agency commission 15% to authorized agencies. No cash discount. No discounts on talent. Bills rendered monthly, payable 10th of month prox.

**General Advertising**  
 For combination rates see NBC Radio Network.

The following rates are for WKAZ, Charleston, and WSAZ, Huntington in combination. For either station by itself, deduct 40%.

**WKAZ-WSAZ COMBINATION RATES**

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	10 sec.
1 tl.	160.00	100.00	72.00	54.00	36.00	20.00	10.00
26 tl.	152.00	95.00	68.40	51.30	34.20	19.00	9.50
52 tl.	144.00	90.00	64.80	48.60	32.40	18.00	9.00
104 tl.	136.00	85.00	61.20	45.90	30.60	17.00	8.50
156 tl.	128.00	80.00	57.60	43.20	28.80	16.00	8.00
260 tl.	120.00	75.00	54.00	40.50	27.00	15.00	7.50
312 tl.	112.00	70.00	50.40	37.80	25.20	14.00	7.00

**MULTI-SPOT PLAN**  
 (All announcements except between 7:00 a.m. and 9:00 a.m.)

	1 wk.	13 wks.	26 wks.
1-minute spots:	180.00	168.00	156.00
12 spots per week:	252.00	234.00	216.00
18 spots per week:	312.00	288.00	264.00
24 spots per week:			

Plan spots may be counted to help earn frequency discounts on non-plan spots. Non-plan spots may be counted to help make up the number of spots necessary to qualify for plan rates.

10-second spots—may not be counted to help earn frequency discounts on plan rates for longer spots, but longer spots may be counted to help earn frequency discounts and plan rates for 10-second spots.

**Continuing Discounts**

After the first year, an advertiser may continue either an announcement or program schedule into a second year with billing at the frequency discount rate applicable to a 52 week projection of the schedule in force at the cross-over date. Such continuing schedules, if interrupted, are not subject to short rate in the second year. However, any advertiser who avails himself of this privilege, must begin a new contract period for quantity discount purposes in event his cross-over schedule is reduced, or upon resumption of the schedule after interruption.

**SPECIAL FEATURES**

News Service—AP, local and regional news bureau.

**Participating Programs**  
 "Bob Barron Show"—5:30 a.m. to 9:45 a.m. Monday through Saturday.  
 "Nell Frazier Show"—9:45 a.m. to 10:00 a.m. Monday through Friday.  
 "Ted Wolfe Show"—noon to 2:00 p.m. Monday through Friday.  
 "Bob Turley Show"—2:00 p.m. to 6:00 p.m. Monday through Friday.  
 "Al Riggs Show"—6:00 p.m. to 7:30 p.m. Monday through Saturday.  
 "Al Riggs Show"—9:00 p.m. to 1:00 a.m. Monday through Saturday.  
 "Sunday Show"—7:00 a.m. to 8:00 a.m.; 10:00 a.m. to 11:00 a.m. Sunday and noon to 3:00 p.m. Sunday.  
 "The Velvet Touch"—10:30 p.m. to 1:00 a.m. Sunday.

**Closing Time**  
 Spot commercial continuity must be submitted not less than one week in advance of broadcast date.

**WTIP**

(Established 1946)



Rates effective May 1, 1951. (Card No. 3.)  
 Card received March 30, 1955.  
 Owned and operated by Chemical City Broadcasting Company.

**Personnel**  
 President—Gus Zaharis.  
 General Manager—Mel S. Burka.  
 Sales Manager—B. A. Burka.  
 Program Director—Fred Griffith.

**Representatives**  
 Rambeau, Vance, Hopple, Inc.  
 Southeastern—Dora-Clayton Agency, Inc.

**Mailing Instructions**  
 Business Office and Studio—P. O. Box 3032, Scott Bldg., Capitol and Life Sts., Charleston, W. Va. Dickens 2-3136.  
 Transmitter—Charleston, W. Va.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1240 kilocycles.  
 Non-directional.  
 Licensed to operate full time.  
 Operates on Eastern Standard Time.  
 Operating schedule: 5:45 a.m. to 1:00 a.m.

**Agency Commission**  
 15% to recognized advertising agencies on net charges for station time. No commission on program charges. No cash discount. Bills due and payable when rendered.

**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.	10 min.	5 min.	1 min.
1 time.....	65.00	40.00	25.00	20.00	12.00	9.00
13 times....	61.75	38.00	23.75	19.00	11.50	8.50
26 times....	58.50	36.00	22.50	18.00	11.00	8.25
52 times....	55.25	34.00	21.25	17.00	10.25	7.75
104 times....	52.00	32.00	20.00	16.00	9.50	7.25
156 times....	48.75	30.00	18.75	15.00	9.00	6.75
260 times....	45.50	28.00	17.50	14.00	8.50	6.25
312 times....	39.00	24.00	15.00	12.00	7.25	5.50

**PACKAGE RATES**

	1-13 wks.	14-26 wks.	more wks.
12 weekly.....	72.00	60.00	54.00
18 weekly.....	90.00	81.00	72.00
24 weekly.....	108.00	96.00	84.00

**SPECIAL FEATURES**

News Service—UPI and local news.  
 Complete on the scene mobile news service.  
 MBS news every half hour.  
 Weather every 15 minutes. Official U. S. reports 6 times daily.  
 Time signals every quarter hour.  
 Sports—local high school and college and MBS "Game of the Day" in season.

**Participating Programs**  
 "Magic Valley Jamboree" with Sleepy Jeffers—5:45 a.m. to 10:30 a.m. and 1:00 p.m. to 3:00 p.m. Monday through Saturday. Hillbilly DJ show.  
 "The Woman's Page"—11:05 a.m. to noon Monday through Friday. News, interviews, household hints and music.  
 "The Fred Griffith Show"—noon to 2:00 p.m. Monday through Friday.  
 "Highway Patrol"—2:00 p.m. to 6:00 p.m. Monday through Friday. Pop music, weather, news and road reports.  
 "Gal Who Came to Dinner"—6:15 p.m. to 7:00 p.m. Monday through Friday.  
 "Night Moods"—8:35 p.m. to 1:00 a.m. Monday through Saturday.  
 "Sunday Symphony"—4:00 p.m. to 6:30 p.m. Sunday.

**Closing Time**  
 Spot commercial copy must be submitted one week in advance of broadcast.

**CLARKSBURG (3 AM)**

Harrison County—Map Location G-3  
 See SRDS consumer market map and data at beginning of the State.

**WBOY**

(Established 1937)



A Friendly Group Station

Rates effective March 15, 1944.  
 Owned and operated by WSTV, Inc.

**Personnel**  
 General Manager—George Clinton.  
 Station Manager—Dick Husted.

**Representatives**  
 The Branham Company.

**Mailing Instructions**  
 Business Offices and Studios—912 W. Pike St., Clarksburg, W. Va.  
 Transmitter—Clarksburg, W. Va.

**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 12:05 a.m.; weekdays 6:00 a.m. to 12:05 a.m.

**Agency Commission**  
 Agency commission 15% on net station time only to recognized advertising agencies. No cash discount. Invoices mailed monthly unless otherwise specified. No discount or commission on talent unless otherwise specified.

**General Advertising**  
 For combination rates see NBC Radio Network.  
 The following rates are for national advertising. For local advertising rates consult station management.

**CLASS "A"**  
 (6:00 p.m. to 11:00 p.m. week days, 12:00 noon to 11:00 p.m. Sundays)

	1 hr.	3/4 hr.	1/2 hr.	1/4 hr.
1 time.....	75.00	60.00	45.00	30.00
26 times.....	67.50	54.00	40.50	27.00
52 times.....	60.00	48.00	36.00	24.00
104 times.....	56.25	45.00	33.75	22.50
260 times.....	45.00	36.00	27.00	18.00
312 times.....	41.25	33.00	24.75	16.50

**CLASS "B"**  
 (8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 12:00 noon Sundays and 11:00 p.m. to 12:00 midnight daily)

	1 hr.	3/4 hr.	1/2 hr.	1/4 hr.
1 time.....	45.00	37.50	30.00	20.00
26 times.....	40.50	33.75	27.00	18.00
52 times.....	36.00	30.00	24.00	16.00
104 times.....	33.75	29.19	22.50	15.00
260 times.....	27.00	22.50	18.00	12.00
312 times.....	24.75	20.62	16.50	11.00

**CLASS "C"**  
 (6:00 a.m. to 8:00 a.m.)  
 33% discount from Class "B" rates on programs 1/4 hour or more

**ANNOUNCEMENTS AND TALKS**  
 Five, ten and fifteen minute periods available by special arrangement only. Announcements are accepted subject to minor changes in time, which might be occasioned due to schedule changes on full time sponsored programs.

**CLASS "A"**  
 (6:00 p.m. to 11:00 p.m. week days, 12:00 noon to 11:00 p.m. Sundays)

	10 min.	5 min.	1 min.	35 wds.
1 time.....	22.50	15.00	8.00	7.00
26 times.....	20.25	13.50	7.20	6.30
52 times.....	18.00	12.00	6.40	5.60
104 times.....	16.87	11.25	6.00	5.25
260 times.....	13.50	9.00	4.80	4.20
312 times.....	12.87	8.25	4.40	3.85

(This listing continued on next page)

**WEST VIRGINIA**

*Another Way*

**MEDIA SERVICE-ADS  
 IN SRDS HELP YOU—**

**They Back Up Your  
 Media Recommendations  
 When Your Proposals  
 Are on the Spot!**

Wherever you may be in the process of media evaluation and selection, there comes a time when you are called upon to support your media recommendations. You must be a salesman with information about the media you have selected ready at your fingertips to justify your choices.

As the questions and challenges to your judgment come up, you reach for your tools . . . for the media data you have accumulated—for the market information you have screened—for the notes you have made after talking to media representatives. But first, you reach for Standard Rate.

Both the listed information in Standard Rate and the companion media Service-Ads that supplement the information in the listings are invaluable to you at this time of selection justification. In the listing for each medium, you find the basic cost and requirement data . . . in the Service-Ads you find a reiteration of the sales information that sold you on the selection of one medium over others.

Service-Ads give you, in black and white, the reasons why a medium was chosen. They remind you of these reasons, concisely and completely, at the time you need them most, when you are *selling* your selections.

Read . . . and use the Service-Ads in SRDS. You'll find they save you time, they save you work—what's more, they provide you new additional information. When you are buying media, or supplying your recommendations, Service-Ads in SRDS are a key working tool for you.

# WEST VIRGINIA

## Clarksburg—W B O Y—Continued

**CLASS "B"**  
(6:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 12:00 noon Sundays, and 6:00 a.m. to 8:00 a.m., 11:00 p.m. to 12:00 midnight daily)

	10 min.	5 min.	1 min.	35 wds.
1 time.....	15.00	10.00	6.00	5.00
25 times.....	13.50	9.00	5.40	4.50
52 times.....	12.00	8.00	4.80	4.00
104 times.....	11.25	7.50	4.50	3.75
260 times.....	9.00	6.00	3.60	3.00
312 times.....	8.25	5.50	3.30	2.75

**Sales Promotion Package**  
One minute or station break, run-of-schedule; rates commissionable.  
10 spots..... 50.00 30 spots..... 120.00  
20 spots..... 90.00 50 spots..... 175.00

**SPECIAL FEATURES**  
Time signals and weather reports—rates on request (based on number of signals or reports used). Schedules subject to time available.  
News Service—details on request.  
News every 1/2 hour on the hour.

**Participating Programs**  
"Cloud Seven"—1:05 p.m. to 2:00 p.m.  
"Night Watch"—7:05 p.m. to midnight daily.  
"Road Show" with Dick Husted—4:05 p.m. to 7:00 p.m. Monday through Friday.  
"Morning Watch"—6:00 a.m. to 9:00 a.m. Monday through Saturday.

**Closing Time**  
The closing date on all publicity is one week in advance. Spot commercial copy must be submitted not less than one week in advance. Written copy of talks must be submitted not later than 24 hours before broadcast.

## WHAR

(Established 1946)

Rates effective November 1, 1957. (Card No. 3.)  
Card received October 4, 1957.

Owned and operated by Harrison, Corp.

### Personnel

President—Charles A. Gaylord.  
Vice-Pres. & Gen'l Mgr.—Mason C. Deaver.  
Program Director—Paul Ellison.  
Sales Manager—Frank Gregg.

### Representatives

Burn-Smith Company, Incorporated.  
Southern—Dora-Clayton Agency, Inc.

### Mailing Instructions

Business Office and Studio—WHAR Bldg., Clarksburg, W. Va., Main 4-5525.

### 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 not observed.  
Operating schedule: 6:00 a.m. to midnight.

### Agency Commission

15% on time only; no cash discount. Bills due and payable when rendered.

### General Advertising

For combination rates see Mutual Broadcasting System. Accepts AAAA copyrighted contract. ASCAP and BMI licenses.

The following rates are for national advertising.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.	10 sec.
1 time....	45.00	27.00	10.00	9.00	4.80	3.50	2.40
52 times....	40.00	24.00	15.25	7.00	4.30	3.15	2.15
156 times....	35.00	21.00	12.75	6.00	3.80	2.80	1.90
260 times....	30.00	18.00	10.00	5.00	3.20	2.40	1.60
500 times....	.....	.....	.....	.....	2.80	2.20	1.40
1000 times....	.....	.....	.....	.....	2.40	1.85	1.20

Announcements and programs may not be combined for discounts. Announcements may be combined within each rate classification for discounts.

### PACKAGE PLANS

25 1-minute announcements per week, 4 week minimum, per week..... 65.00

### SPECIAL FEATURES

News Service—UPI.  
MBS Co-op 5-minute newscasts on the hour and 3-minute local newscasts on the half-hour. Regular rates plus 20%.

### Participating Programs

"Dick Strader Show"—6:30 a.m. to noon. Regular rates apply.  
"Carl Clovis Show"—noon to 5:30 p.m. Regular rates apply.  
"Lou Bennett Show"—5:30 p.m. to midnight. Regular rates apply.

### TRANSCRIPTIONS

Library Service—World.

### Closing Time

The closing time on all publicity is 24 hours in advance. Commercial copy must be submitted not less than 24 hours in advance.

## WPDX

(Established 1946)

Rates effective July 1, 1947. (Card No. 3.)  
Revisions received September 29, 1954.

Owned and operated by Clarksburg Broadcasting Corp.

### Personnel

Exec. Vice-Pres. & Treas.—R. C. Warden.  
General Manager—Joseph Larosa.

### Representatives

John E. Pearson Company.

### Mailing Instructions

Business Office and Studio—339 W. Main St., Clarksburg, W. Va., telephone Main 4-6425.  
Transmitter—Clarksburg, W. Va.

### Wave—Power—Time

Operating power—1,000 watts.  
Frequency—750 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: Sunrise to local sunset.

### Agency Commission

15% to recognized agencies on net charges for station time; no cash discount. No commission on talent, program, line or service charges. Bills rendered first of month; payable 10th of month.

### General Advertising

Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Length of commercial copy:  
5 minutes..... 1:00 minutes  
10 minutes..... 1:30 minutes  
15 minutes..... 2:00 minutes  
30 minutes..... 3:00 minutes  
55 minutes..... 6:00 minutes  
Programs and spot announcements can be combined to earn frequency discounts.

	1	13	26	52	104	156	260
	ti.	ti.	ti.	ti.	ti.	ti.	ti.
55 minutes	75.00	74.00	72.00	68.00	63.00	57.00	50.00
30 minutes	45.00	44.00	43.00	41.00	38.00	34.00	30.00
25 minutes	40.00	39.00	38.00	36.00	33.00	30.00	26.00
15 minutes	25.00	24.50	24.00	22.50	21.00	19.50	18.00
10 minutes	18.00	17.50	17.00	16.00	15.00	13.50	12.00
5 minutes	12.00	11.50	11.00	10.50	10.00	9.00	8.00
*1 minute..	7.50	7.25	7.00	6.75	6.25	5.75	5.25
*30 seconds..	6.00	5.75	5.50	5.25	5.00	4.75	4.25

(\* ) One minute transcription or 100 words.  
(†) 50 words or 30 second transcription.

### SPECIAL FEATURES

News Service—AP. Five minutes news every hour on the hour.  
Newscasts—regular rates plus 15%.  
Script and Platter Show—regular rates plus 15%.  
Farm and Rural program participations—rates on request.

### POLITICAL

Payable in advance.

### Closing Time

Talks and continuity should be submitted 24 hours in advance.

## ELKINS

Randolph County—Map Location H-5

See SRDS consumer market map and data at beginning of the State.

## WDNE

(Established 1948)



Rates effective April 1, 1956.  
Rates received December 16, 1955.

Owned and operated by Marja Broadcasting Corp.

### Personnel

Pres. & Gen'l Mgr.—Jack Carr.  
Vice-President—Howard A. Donahoe.  
Sales Manager—Grady Guye.  
Program Director—John O'Brien.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—Davis St. and Washington Ave., Elkins, W. Va., telephone 1300.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1240 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Eastern Time.  
Operating schedule: 6:00 a.m. to 11:15 p.m. week days; 7:00 a.m. to 11:15 p.m. Sundays.

### Agency Commission

15% to recognized agencies on station time only; no cash discount. Bills rendered monthly.

### General Advertising

Rates include music copyright fees. BMI, ASCAP and SESAC licenses. Announcements and programs can be combined to earn a lower rate. All programs and commercial copy subject to approval of station management. Maximum length of contract is 52 weeks.

	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time....	25.50	17.00	12.75	8.50	5.45
13 times..	24.20	16.15	12.10	8.05	5.25
26 times..	23.00	15.30	11.50	7.65	5.00
52 times..	21.70	14.45	10.85	7.20	4.75
104 times..	20.40	13.60	10.20	6.80	4.50
156 times..	19.10	12.75	9.55	6.35	4.25
260 times..	17.90	11.90	8.95	5.95	4.20
312 times..	15.30	10.20	7.65	5.10	4.00

### SPECIAL FEATURES

News Service—UPI and local news. Regular rates apply.

### POLITICAL

Announcements and/or programs sponsored by or on behalf of accredited candidates and/or referendums are acceptable at regular rates.

### TRANSCRIPTIONS

Library Service—World.

### Closing Time

Broadcast copy and program material must be received by the station 24 hours in advance of broadcast time and one week in advance to meet publicity release.

## FAIRMONT (2 AM)

Marion County—Map Location H-3  
See SRDS consumer market map and data at beginning of the State.

## WMMN

(Established 1928)

A Peoples Broadcasting Station



Rates effective December 1, 1957. (Card No. 12.)  
Card received October 31, 1957.

Owned and operated by Peoples Broadcasting Corp.

### Personnel

Vice-Pres. & Gen'l Mgr.—Herbert E. Evans (Corp.).  
Vice-Pres. & Gen'l Mgr.—A. Garen Ferrise (Station).

### Representatives

George P. Hollingbery Company.

### Mailing Instructions

Business Office and Studio—208 Adams St., Fairmont, W. Va., telephone 3100.  
Transmitter—Monogah, West Virginia.

### Wave—Power—Time

Operating power—5,000 watts.  
Frequency—920 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time on clear regional channel.  
Operates on Eastern Time.  
Daylight Saving Time not observed.  
Operating schedule: Sundays 7:55 a.m. to 11:30 p.m.; week days 5:00 a.m. to 11:30 p.m.

### Agency Commission

Agency commission 15% on station time only to recognized advertising agencies. No cash discount. On approval credit accounts payable 10th of month following broadcasts.

### General Advertising

For combination rates see CBS Radio Network (Basic Supplementary Group).  
ASCAP, BMI and SESAC licenses.  
Rates include music copyright fees.  
No contract accepted for longer than 1 year. Contracts are not subject to cancellation on less than 2 weeks written notice. Cancelled contracts subject to short rate.  
Announcements and programs may not be grouped for discount purposes. Announcements adjacent to highest classification are charged the rate of higher classification.  
6 months rate protection on continuous schedules. Station allows continuing discounts.

### CLASS "A"

(6:00 a.m. to 10:30 p.m.)

	1	26	52	104	156	260	520
	ti.	ti.	ti.	ti.	ti.	ti.	ti.
1 hour....	90.00	85.50	81.00	76.50	72.00	67.50	63.00
1/2 hour....	54.00	51.30	48.60	45.90	43.20	40.50	37.80
1/4 hour....	36.00	34.20	32.40	30.60	28.80	27.00	25.20
10 minutes	27.00	25.65	24.30	22.95	21.60	20.25	18.90
5 minutes	18.00	17.10	16.20	15.30	14.40	13.50	12.60
1 minute	.....	.....	.....	.....	.....	.....	.....
or less	12.00	11.40	10.80	10.20	9.60	9.00	8.40
*10 seconds	6.00	5.70	5.40	5.10	4.80	4.50	4.20

### CLASS "B"

(All other times)

1 hour....	60.00	57.00	54.00	51.00	48.00	45.00	42.00
1/2 hour....	36.00	34.20	32.40	30.60	28.80	27.00	25.20
1/4 hour....	24.00	22.80	21.60	20.40	19.20	18.00	16.80
10 minutes	18.00	17.10	16.20	15.30	14.40	13.50	12.60
5 minutes	12.00	11.40	10.80	10.20	9.60	9.00	8.40
1 minute	.....	.....	.....	.....	.....	.....	.....
or less	9.00	8.55	8.10	7.65	7.20	6.75	6.30
*10 seconds	4.50	4.28	4.05	3.83	3.60	3.38	3.15

(\* ) 50% of earned announcement rate. These announcements may not earn frequency discounts for longer announcements, but longer announcements may earn frequency discounts for 10-second announcements. Frequency Impact Plan may be applied to 10-second announcements on the basis of 50% of the applicable frequency Impact Plan announcement rate.

### FREQUENCY IMPACT PLAN

(9:00 a.m. to 10:30 p.m., fixed position but not guaranteed)

	Each	Per week
10 times per week.....	9.00	90.00
20 times per week.....	8.40	168.00
30 times per week.....	7.80	234.00

Announcements in 6:00 a.m. to 9:00 a.m. Monday through Friday, may be combined with other announcements to earn frequency for the other announcements in the frequency Impact Plan and for regular frequency. Impact Plans may be combined with Impact Plans for the same advertisers. Regular schedules combine with each other for the same advertisers to earn frequency Impact Plan rates. Impact Plan announcements count for frequency or regular schedules.

### WEEKEND FREQUENCY IMPACT PLAN

(Saturday and Sunday)

	Each	Per week
10 times per week.....	6.00	60.00
20 times per week.....	5.00	100.00

These announcements may be combined with all others to earn a frequency discount but must be used in 1 weekend.

### SPECIAL FEATURES

News Service—AP and local news. Rates and details on request.

### TRANSCRIPTIONS

Library Service—Standard.

### Closing Time

Spot commercial copy and publicity must be submitted not less than one week in advance.  
(Fairmont continued on next page)

**Fairmont—Continued**

**WTCS**

(Established 1947)

Rates effective November 1, 1953.  
Card received December 1, 1953.

Owned and operated by Fairmont Broadcasting Co., Inc.

**Personnel**

President—Paul Pitrolo.  
Vice-President—Nick Fantasia.  
Manager—Numa Fabre, Jr.

**Representatives**

Gill-Perna, Inc.

**Mailing Instructions**

Business Office, Studio and Transmitter—P. O. Box 1549, Fairmont, Va. Phone 5000.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1490 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:00 a.m. to 11:30 p.m. Monday through Saturday; 7:55 a.m. to 11:30 p.m. Sunday.

**Agency Commission**

15% to recognized advertising agencies; no cash discount. Commission does not apply on talent. Invoices mailed monthly. Service payable not later than 15th of following month.

**General Advertising**

For combination rates see ABC Radio and MBS. Affiliated with Keystone Network. No contract accepted for longer than one year. Program and spot announcements can be combined to earn frequency discounts. The following rates are for national advertising. BMI, ASCAP and SESAC licenses.

Length of commercial copy:

5 minutes.....	1:00 minutes
10 minutes.....	1:30 minutes
30 minutes.....	3:30 minutes
60 minutes.....	6:00 minutes

	1	1/2	1/4	10	5	1	30
	hr.	hr.	hr.	min.	min.	min.	sec.
1 time.....	30.00	18.00	12.00	9.00	6.00	3.70	3.45
26 times.....	28.50	17.10	11.40	8.55	5.70	3.55	3.35
52 times.....	27.00	16.20	10.80	8.10	5.40	3.40	3.20
104 times.....	25.50	15.30	10.20	7.65	5.10	3.25	3.05
156 times.....	24.00	14.40	9.60	7.20	4.80	3.15	2.90
260 times.....	22.50	13.50	9.00	6.75	4.50	3.00	2.75
312 times.....	21.00	12.60	8.40	6.30	4.20	2.85	2.60

**SPECIAL FEATURES**

News Service—AP and local news. Rates and details on request.

**TRANSCRIPTIONS**

Library Service—Standard, Sesac.

**Closing Time**

Continuity should be submitted 72 hours in advance

**FISHER**

Hardy County—Map Location K-4

See SRDS consumer market map and data at beginning of the State.

**WELD**

(Established 1956)

Rates effective \_\_\_\_\_  
Rates received November 4, 1958.

Owned and operated by Mrs. R. F. Lewis, Jr.

**Personnel**

General Manager—Kimberley Johnson.

**Representatives**

Forjoe & Company, Inc.  
Philadelphia—Morton Lowenstein.

**Mailing Instructions**

Office and Studio—Fisher, W. Va., Lehigh 8-6062.  
Transmitter—Fisher, W. Va.

**Wave—Power—Time**

Operating power—500 watts days.  
Frequency—690 kilocycles.  
Non-directional.  
Licensed to operate days.  
Operates on Eastern Standard Time.  
Operating schedule: local sunrise to local sunset.

**Agency Commission**

15%; no cash discount. Bills rendered 1st of month; payable when rendered.

**General Advertising**

Affiliated with Green Valley Groups.

	1 h.	27 ti.	53 ti.	105 ti.	313 ti.
1 hour.....	40.00	37.50	35.00	32.50	30.00
1/2 hour.....	25.00	23.75	22.50	21.25	20.00
1/4 hour.....	17.50	16.90	16.30	15.70	15.10
10 minutes.....	13.50	12.90	11.30	10.70	10.10
5 minutes.....	11.00	10.00	9.00	8.00	7.00
1 minute.....	5.50	5.00	4.50	4.00	3.50
Time signal....	2.75	2.50	2.35	2.15	2.00

**SPECIAL FEATURES**

News Service—AP and local. No extra charge.

**POLITICAL**

Regular rates apply.

**GRAFTON**

Taylor County—Map Location H-3  
See SRDS consumer market map and data at beginning of the State.

**WVWV**

(Established 1957)

Rates effective July 1, 1957. (Card No. 1.)  
Card received October 16, 1957.

Owned and operated by WVWV, Inc.  
Affiliated with Beacom Broadcasting Enterprises.

**Personnel**

President—J. Patrick Beacom.  
Vice-President—E. P. Beacom.  
Station Manager—R. B. Frazier.

**Representatives**

Gill-Perna, Inc.

**Mailing Instructions**

Business Office and Studio—Radio Center, 203 W. Main St., Grafton, W. Va.  
Other Studios—Broadcast House, Fairmont, W. Va. Fairmont 8000.  
Transmitter—Riverside Dr. at U.S. Route 50, Grafton, W. Va.

**Wave—Power—Time**

Operating power—1,000 watts.  
Frequency—1260 kilocycles.  
Operating schedule: Local sunrise to sunset.

**Agency Commission**

15%; no cash discount.

**General Advertising**

	1 hr.	1/4 hr.	5 min.	1 min.
1 time.....	60.00	20.00	10.00	8.00
26 times.....	59.00	19.00	9.00	7.75
52 times.....	45.00	18.00	8.00	7.50
104 times.....	40.00	17.00	7.50	7.00
156 times.....	38.00	16.00	7.25	6.50
208 times.....	36.00	15.00	7.00	6.00
260 times.....	34.00	14.00	6.75	5.50
312 times.....	32.00	13.00	6.50	5.00

**SPECIAL FEATURES**

News Service—UP and local.

**HUNTINGTON (W. Va.)—  
ASHLAND (Ky.)**

(5 AM; 2 FM)

Huntington, Cabell County, W. Va.—Map Location D-5.  
Ashland, Boyd County, Ky.—Map Location C-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.

**WCMI**

ASHLAND, KY.

(Established 1935)

WCMI, Radio, Inc., P. O. Box 949, WCMI Bldg., 120 20th St., Ashland, Ky. East 4-6111.

Other Offices and Studios: 1112-1/2 Fourth Ave., Huntington, W. Va. Jackson 5-5106.

**PERSONNEL**

President—Frederic Gregg, Jr.  
General Manager—Henry R. Grad.

**REPRESENTATIVES**

George P. Hollingbery Co.  
Regional—Kentucky Radio Sales.

**FACILITIES**

250 w.; 1340 kc. Nondirectional.  
Operating schedule: 6:00 a.m. to 1:05 a.m. weekdays; 7:00 a.m. to 1:05 a.m. Sundays. EST—DST not observed.  
Transmitter: 48th St. and Ohio River, Ashland, Ky.  
FM FACILITIES  
ERP 4.400 w.; 93.7 mc.  
Antenna ht.—405 ft. above average terrain.  
Transmitter: \_\_\_\_\_

**AGENCY COMMISSION**

15% on net time; no cash discount. Bills payable when rendered.

**GENERAL**

FM operated in conjunction with AM.  
Rates include music copyright fees.  
ASCAP, BMI, and SESAC licenses.  
Rates for periods longer than 1 hour are in exact proportion to the corresponding 1-hour rate.

**TIME RATES**

Rates effective September 1, 1957. (Card No. 12.)  
Rates received August 2, 1957.

**CLASS "A"**

(7:00 a.m. to 5:59 p.m. weekdays)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time.....	75.00	42.00	30.00	16.00	8.50
26 times.....	70.00	40.00	28.00	15.00	8.00
52 times.....	65.00	38.00	26.00	14.00	7.50
104 times.....	60.00	36.00	24.00	13.00	7.00
156 times.....	55.00	34.00	22.00	12.00	6.50
260 times.....	50.00	32.00	20.00	11.00	6.00

**CLASS "B"**

(All Other Times)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time.....	100.00	60.00	37.50	20.00	10.00
26 times.....	95.00	57.50	35.00	19.00	9.50
52 times.....	90.00	55.00	32.50	18.00	9.00
104 times.....	85.00	52.50	30.00	17.00	8.50
156 times.....	80.00	50.00	27.50	16.00	8.00
260 times.....	75.00	47.50	25.00	15.00	7.50

**WEST VIRGINIA**

**SATURATION RATES**

Per week:	Each	Per week:	Each
10 times.....	6.50	30 times.....	5.00
15 times.....	6.00	40 times.....	4.50
20 times.....	5.50		

10-second announcements—50% of earned announcement rate, including saturation. These announcements may not earn frequency for longer announcements but longer announcements may earn frequency discount for 10-second announcements. Saturation plans are combinable to earn lower rate for same advertisers. Saturation plan announcements not combinable with other announcement schedules for frequency.

Non-plan announcements not combinable to earn plan rates, nor with a plan unless for same product. Rate protection is guaranteed an advertiser for 6 months from effective date of new rates, on continuous schedules.

All announcements for same advertising are combinable during an advertiser's contractual year for frequency except ID's and package plan announcements.

**DISCOUNTS**

Continuous discounts are allowed advertisers, who have completed 52 weeks of uninterrupted program or announcement schedules, and who continue such schedules uninterrupted for 1 or more additional weeks. Advertisers who reduce number of announcements per week and are earning a continuous discount are allowed the anticipated earned rate during the second 52-week cycle, based on minimum schedule maintained during second cycle.

**COMBINATION RATES**

See CBS Radio Network (Basic Supplementary Group).

**SPECIAL FEATURES**

News—Leased wire service available.  
Weather Forecast, Temperature Reports, Market Quotations and Time Signals—rates on request.  
"Ken to Ten"—6:00 a.m. to 10:00 a.m. weekdays.  
"Jolly Cholly"—3:45 p.m. to 6:00 p.m. Monday through Friday.  
Religious or Political—regular rates apply.

**WHTN**

HUNTINGTON, W. VA.

(Established 1947)

**ABC Radio Network**



Rates effective August 1, 1957. (Card No. E.)

Rates received July 3, 1957.

Owned and operated by Cowles Broadcasting Company.  
(This listing continued on next page)



... for the "dollar-laden" new prosperity market of Huntington - Ashland

WCMI reaches the heart of the growing, thriving, profitable tri-state area in and around Huntington, Ashland and Ironton.

WCMI assures you of concentrated coverage where sales are made. Your best radio buy . . . is WCMI!

NATIONAL REPRESENTATIVE:  
GEORGE P. HOLLINGBERY CO.  
CHICAGO NEW YORK DETROIT

**WCMI**

© HUNTINGTON ASHLAND IRONTON

W. R. MARTIN, GENERAL MANAGER  
ASHLAND EAST 4-6111  
HUNTINGTON JACKSON 5-5106









# WEST VIRGINIA

## Logan--WLOG--Continued

Operating schedule: 6:00 a.m. to 10:30 p.m., week days; 7:30 a.m. to 9:00 p.m., Sundays.

### F M Facilities

Effective radiated power 2,100 watts.  
Frequency—103.3 megacycles on channel 277.  
Operating schedule: 6:00 a.m. to 10:30 p.m., week days; 7:30 a.m. to 9:00 p.m., Sundays.

### Agency Commission

15% to recognized agencies; no cash discount. Accounts payable on 10th of month following broadcast.

### General Advertising

Affiliated with Mutual Broadcasting System.  
AM duplicated over FM at no extra charge.

#### PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	20 sec.
1 time.....	34.50	23.00	11.50	5.75	2.88	1.73
13 times.....	33.35	21.85	10.95	5.46	2.76	1.61
26 times.....	32.20	20.90	10.35	5.18	2.65	1.56
52 times.....	31.05	19.55	9.78	4.89	2.53	1.50
104 times.....	29.90	18.40	9.20	4.60	2.42	1.44
156 times.....	29.75	17.25	8.63	4.31	2.30	1.38
208 times.....	27.60	16.10	8.05	4.03	2.19	1.32
260 times.....	26.45	14.95	7.48	3.74	2.07	1.27
312 times.....	25.30	13.80	6.90	3.45	1.96	1.21
365 times.....	24.15	12.65	6.33	3.16	1.84	1.15

Saturation or bulk packages—details on request.  
Rates are based on a continuous regular weekly schedule. Programs or announcements added to previously ordered schedules will earn lower rate only if entire schedule is used within a year of original starting date. No rebates or refunds allowed on previous billings, if as and when frequency schedules are increased for lower rates. Programs of five minutes or longer cannot be combined with spot announcements to earn lower rate.

#### SPECIAL FEATURES

News Service—AP and local.  
Time spot announcements, weather forecasts, temperature reports, news flashes and sports review when available.

## WVOW

(Established 1952)

Rates effective July 1, 1954.  
Card received June 10, 1954.

Owned and operated by The Logan Broadcasting Co.

### Personnel

General Manager—William P. Becker.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—Consolidated Bus Terminal Bldg., Logan, W. Va., telephones 2356, 2357.

Transmitter—Logan, W. Va.

### Wave—Power—Time

Operating power—5,000 watts days; 1,000 watts nights.

Frequency—1290 kilocycles.

Directional—separate patterns, day and night.

Licensed to operate unlimited time.

Operates on Eastern Standard Time.

Operating schedule: 6:00 a.m. to 10:00 p.m. week days; 6:00 a.m. to 10:00 p.m. Saturdays; 7:30 a.m. to 10:00 p.m. Sundays.

### Agency Commission

15% to recognized agencies; no cash discount. Accounts payable 10th of month following broadcast.

### General Advertising

	1 hr.	3/4 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 tl.	50.00	40.00	30.00	20.00	15.00	10.00	5.00	3.00
13 tl.	47.50	38.00	28.50	19.00	14.25	9.50	4.75	2.85
26 tl.	45.00	36.00	27.00	18.00	13.50	9.00	4.50	2.70
39 tl.	42.50	34.00	25.50	17.00	12.75	8.50	4.25	2.55
52 tl.	40.00	32.00	24.00	16.00	12.00	8.00	4.00	2.40
104 tl.	37.50	30.00	22.50	15.00	11.25	7.50	3.75	2.25
156 tl.	35.00	28.00	21.00	14.00	10.50	7.00	3.50	2.10
208 tl.	32.50	26.00	19.50	13.00	9.75	6.50	3.25	1.95
260 tl.	30.00	24.00	18.00	12.00	9.00	6.00	3.00	1.80
312 tl.	27.50	22.00	16.50	11.00	8.25	5.50	2.75	1.65
364 tl.	25.00	20.00	15.00	10.00	7.50	5.00	2.50	1.50

News Service—UPI. News available for 5 or 15 minute periods.  
Spot announcements, weather forecasts, temperature reports, news flashes and spots available.

#### POLITICAL AND RELIGIOUS

Regular rates apply.

## MARTINSBURG (1 AM; 1 FM)

Berkeley County—Map Location M-3  
See SRDS consumer market map and data at beginning of the State.

## WEPM

(Established 1946)

Rates effective January 1, 1956.  
Rates received January 13, 1956.

Owned and operated by Martinsburg Broadcasting Co.

### Personnel

General Manager—C. Leslie Golliday.

### Representatives

Devney, Incorporated.

### Mailing Instructions

Business Office and Studio—Peoples Trust Co. Bldg., Third Floor, Martinsburg, W. Va., Yukon 6-4330.

Transmitter—One mile west of square, West King Street Extension, Martinsburg, W. Va.

### 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: 5:00 a.m. to 11:00 p.m.

### F M Facilities

Effective radiated power—810 watts.

Frequency—94.3 megacycles on channel 232; Class A.

### Agency Commission

15% to recognized advertising agencies on station time only; no cash discount.

### General Advertising

AM duplicated over FM. Both stations sold in combination at rates indicated.

BMI, ASCAP and SESAC licenses.

Beer and light wine advertising accepted.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time....	60.00	36.00	24.00	17.75	12.00	7.50	5.25
13 times....	57.00	34.20	22.85	16.90	11.40	7.05	4.95
26 times....	54.15	32.50	21.70	16.05	10.85	6.65	4.65
52 times....	51.45	30.90	20.65	15.25	10.30	6.25	4.40
104 times....	48.90	29.35	19.60	14.50	9.75	5.90	4.15
156 times....	46.45	27.85	18.60	13.75	9.30	5.50	3.85
208 times....	44.15	26.50	17.65	13.05	8.85	5.20	3.65
260 times....	41.95	25.15	16.80	12.40	8.40	4.90	3.45
312 times....	39.80	23.90	15.95	11.80	7.95	4.60	3.20

Sold in combination with WCLG, Morgantown, 10% discount on applicable rates.

#### SPECIAL FEATURES

#### News Service—AP.

#### Participation Programs

"The Sherry Campbell Show"—6:05 a.m. to 8:45 a.m. Monday through Friday.

"Top O' The Morning"—10:30 a.m. to noon Monday through Friday.

"Farm & Home Show"—noon to 1:00 p.m. Monday through Friday.

"Money Matinees"—2:00 p.m. to 3:55 p.m. Monday through Friday.

"Music Taylor Made"—4:10 p.m. to 5:45 p.m. Monday through Friday.

"120-Tonite"—7:00 p.m. to 9:00 p.m. Monday through Friday.

"Tops for Teens"—9:00 p.m. to 10:45 p.m. Monday through Friday.

"Top Tunes"—all afternoon Saturday.

"Music On a Sunday Afternoon".

#### POLITICAL

Regular rates apply; cash in advance.

#### TRANSCRIPTIONS

Library Service—Thesaurus.

Closing Time  
Copy must be submitted one week in advance of first broadcast.

## MATEWAN

Mingo County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

## WHJC

(Established 1951)

Rates effective January 1952. (Card No. 2.)  
Rates received August 13, 1952.  
Revision received March 1, 1957.

Owned and operated by Three States Broadcasting Co.

### Personnel

President & Gen'l Manager—Fred Morningstar.

### Representatives

Continental Radio Sales.

### Mailing Instructions

Business Office, Studio and Transmitter—Matewan, W. Va., HI 2-4620.

### Wave—Power—Time

Operating power—1,000 watts days.

Frequency—1360 kilocycles.

Non-directional.

Licensed to operate daytime only.

Operates on Eastern Standard Time.

Operating schedule: 5:00 a.m. to local sunset.

Agency Commission  
15% to recognized agencies; no cash discount. Bills rendered first of month; payable when rendered.

### General Advertising

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

Maximum length of contract one year.

Actual time of broadcast is thirty seconds less than indicated.

Rates listed are for station time only and do not include use of talent other than regularly employed staff members.

Announcements and programs cannot be combined to earn additional discounts.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time....	40.00	22.50	15.00	10.00	6.50	3.00	2.00
13 times....	36.00	21.50	13.50	9.00	6.00	2.75	1.90
26 times....	34.00	20.00	12.00	8.00	5.50	2.50	1.80
52 times....	32.00	18.50	10.50	7.00	5.00	2.25	1.60
104 times....	30.00	15.00	9.00	6.00	4.50	2.00	1.40
208 times....	28.00	13.50	7.50	5.00	4.00	1.75	1.20
312 times....	26.00	10.50	5.00	3.50	2.50	1.50	1.00

SPECIAL FEATURES  
News Service—UPI. No extra charge.

#### POLITICAL

Regular rates apply; cash in advance.

#### TRANSCRIPTIONS

Library Service—Sesac, Standard.

Closing Time  
Political broadcasts 24 hours in advance.

## MONTGOMERY

Fayette County—Map Location F-6  
Kanawha County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

## WMON

(Established 1946)

Rates effective February 1, 1955.  
Rates received January 27, 1955.

Owned and operated by Fayette Associates, Inc.

### Personnel

General Manager—Andrew W. Vickers.

Station Manager—Robert L. Marsh.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—1028 First Ave., P. O. Box 750, Montgomery, W. Va. Hillsdale 2-4620.

Transmitter—Montgomery, W. Va.

### 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: Sundays 7:00 a.m. to 12:00 midnight; week days 6:15 a.m. to 12:00 midnight.

### Agency Commission

15% to recognized agencies on net charges for station time only. No commission on talent or production fees. Bills rendered monthly.

### General Advertising

For combination rates see Mutual Broadcasting System.

Accepts AAAA copyrighted contract.

Advertising of beer and light wine accepted.

Length of commercial copy: Programs News

5 minutes..... 1:45 min. 1:15 min.

10 minutes..... 2:00 min. 1:45 min.

15 minutes..... 2:30 min. 2:15 min.

30 minutes..... 3:00 min.

60 minutes..... 6:00 min.

(\*) One minute or 120 words live. Same rate applies to station breaks.

#### PACKAGE RATES

(Run-of-schedule)

Completion deadline within time intervals indicated.

50 in 100 in 400 in 1000 in

1 wk. 1 mo. 6 mos. 1 yr.

10 words..... 1.50 1.20 1.00 .75

1/2 minute..... 2.50 2.00 1.60 1.00

1 minute..... 3.00 2.50 2.00 1.50

#### SPECIAL FEATURES

News Service—AP. Rates on request.

Participating Programs

Available to non-competitive sponsors. Accepted only on daily participation basis, 5 days a week, minimum contract 13 weeks.

13 weeks..... 3.50 39 weeks..... 2.90

26 weeks..... 3.10 52 weeks..... 2.60

#### TRANSCRIPTIONS

Library Service—Thesaurus. Talent and production extra. Instantaneous reference recordings; five minute program, or larger, one recording for each 13 week series; no charge. Additional recordings; 5, 10 or 15 minute programs each, 5.00; 30 minute programs each 10.00.

## MORGANTOWN (

**Morgantown—W A J R—Continued**

25 announcements..... 110.00  
50 announcements..... 187.50

**SPECIAL FEATURES**  
News Service—UPI, and local news. Regular rates apply.  
**Participating Programs**  
"Room For Tennant"—6:00 a.m. to 9:00 a.m. weekdays.  
"Lunch with Nora"—12:15 to 1:00 p.m. weekdays.  
"Jim Snyder Show"—4:00 p.m. to 6:00 p.m. weekdays.  
"Moonlight"—10:15 p.m. to 11:55 p.m. weekdays.  
NBC "Monitor"—weekends.

**POLITICAL**  
Announcements and/or programs sponsored by or on behalf of accredited candidates and/or referendums are acceptable at regular rates.

**TRANSCRIPTIONS**  
Library Service—World and Thesaurus.  
**Closing Time**  
Broadcast copy and program material must be received by the station 24 hours in advance of broadcast time and one week in advance to meet publicity release.

**WCLG**

(Established 1954)

Rates effective February 1, 1955.  
Rates received February 7, 1955.  
Owned and operated by C. Leslie Golliday dba Morgantown Broadcasting Company.

**Personnel**  
Owner & Gen'l Mgr.—C. Leslie Golliday.  
Manager—Charlie Arnett.  
Program Director—James McEwuen.

**Representatives**  
Devney, Incorporated.

**Mailing Instructions**  
Business Office and Studio—343 High St., P. O. Box 885, Morgantown, W. Va., telephone 2-2222.  
Transmitter—Jackson St., outside of Westover, W. Va.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1300 kilocycles.  
Non-directional.

Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Operating schedule: local sunrise to local sunset.

**Agency Commission**  
15% to recognized agencies on station time only; no cash discount. Bills rendered monthly.

**General Advertising**

	1 ft.	26 ft.	52 ft.	156 ft.	260 ft.	365 ft.
1 hour.....	40.00	36.00	32.40	29.15	26.25	23.60
1/2 hour.....	24.00	21.60	19.45	17.50	15.75	14.15
1/4 hour.....	16.00	14.40	12.95	11.65	10.50	9.45
10 minutes.....	12.00	10.80	9.70	8.75	7.90	7.10
5 minutes.....	8.00	7.20	6.50	5.85	5.25	4.70
1 minute.....	5.00	4.75	4.50	4.30	4.10	3.90
30 seconds.....	4.00	3.80	3.60	3.45	3.25	3.10
10 seconds.....	3.00	2.85	2.70	2.55	2.45	2.30

**Combination Rates**  
Sold in combination with WEPM, Martinsburg, 10% discount on applicable rates.

**SPECIAL FEATURES**  
News Service—AP. Regular rates apply.  
**Participating Programs**  
"Morning Hayride"—6:00 a.m. to 7:00 a.m.  
"The Clockwatcher"—7:00 a.m. to 8:00 a.m.  
"What's Cookin'"—9:00 a.m. to 9:15 a.m.  
"Mixed up Turntables"—11:00 a.m. to noon.  
"Genie at Work"—1:00 a.m. to 2:00 p.m.  
"Plus 30 Club"—2:00 p.m. to 3:00 p.m.  
"On the Street Where You Live"—4:00 p.m. to 5:00 p.m.

**POLITICAL**  
Regular rates apply.  
**Closing Time**  
Broadcast copy and program material must be received 24 hours in advance of broadcast time.

**MOUNDSVILLE**

Marshall County—Map Location G-2  
See SRDS consumer market map and data at beginning of the State.

**WMOD**



(Established 1950)

Rates effective July 1, 1956.  
Rates received June 29, 1956.  
Owned and operated by Miracle Valley Broadcasting Co., Inc.

**Personnel**  
President & Gen'l Mgr.—John T. Taylor.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—505 Seventh St., Moundsville, W. Va., Tilden 5-1230, 5-1231.  
Transmitter—State Route 19, 2.2 miles southwest of Moundsville, W. Va.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1370 kilocycles.  
Non-directional.

Licensed to operate to local sunset.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: Local sunrise to sunset.

**Agency Commission**  
15% to recognized agencies on time and talent; no cash discount. Bills rendered 1st of month; payable on or before 15th of month following broadcasts.

**General Advertising**  
Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time.....	36.00	24.00	20.00	12.00	6.00	4.50
13 times.....	34.20	22.80	19.25	11.40	5.70	4.30
26 times.....	32.40	21.60	17.50	10.80	5.50	4.00
52 times.....	28.80	19.20	16.00	9.75	5.25	3.80
104 times.....	27.00	18.00	15.00	9.25	4.80	3.25
156 times.....	25.75	16.80	13.75	9.00	4.50	3.00
312 times.....	22.50	15.00	12.00	8.50	4.25	3.00

**SPECIAL FEATURES**

News Service—UPI and local news. Regular rates apply.  
News—5 minutes on the hour.  
15-minute national and local news summary, noon.  
**Participating Programs**  
"Rise N' Shine"—6:00 a.m. to 10:00 a.m.  
"Jim's Polka Party"—10:30 a.m. to 11:30 a.m.  
"Show Time"—12:15 p.m. to 5:00 p.m.  
"The Open Forum"—5:00 p.m. to 6:00 p.m.  
**POLITICAL**  
Rates and details on request.  
**Closing Time**  
24 hours in advance of broadcast.

**NEW MARTINSVILLE**

Wetzel County—Map Location G-3  
See SRDS consumer market map and data at beginning of the State.

**WETZ**

(Established 1952)



Rates effective April 1, 1955.  
Rates received March 31, 1955.  
Owned and operated by Magnolia Broadcasting Co., Inc.

**Personnel**  
Pres. & Gen'l Mgr.—Harry G. Bright.  
Vice-President—C. R. Bright.  
Commercial Manager—George K. Eubanks.

**Representatives**  
Elaine Johnson Associates  
Kanawha Hotel Building  
Charleston, W. Va.

**Mailing Instructions**  
Business Office and Studio—Radio Park, Third Street Extension, P. O. Box 391, New Martinsville, W. Va., Gladstone 5-3030.  
Transmitter—Third Street Extension, W. Va.

**Wave—Power—Time**  
Operating—1,000 watts days.  
Frequency—1330 kilocycles.  
Non-directional.

Licensed to operate daytime only.  
Operating schedule: Local sunrise to local sunset.  
Daylight Saving Time observed.

**Agency Commission**  
15% to recognized agencies. Commission does not apply to talent. Bills rendered monthly; payable not later than 10th of following month.

**General Advertising**  
ASCAP, BMI and SESAC licenses.  
No contract accepted for longer than one year.  
Program and spot announcements can be combined to earn frequency discounts.

**Length of commercial copy:**

5 minutes.....	1:25 min.	1:15 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.	5 min.	(*)
1 time.....	60.00	36.00	24.00	12.00	6.00
13 times.....	57.00	34.20	22.80	11.40	5.66
26 times.....	54.00	32.40	21.60	10.80	5.33
52 times.....	48.00	28.80	19.20	9.60	5.00
104 times.....	45.00	27.00	18.00	9.00	4.66
156 times.....	42.00	25.20	16.80	8.40	4.33
260 times.....	36.00	21.60	14.40	7.20	4.00
364 times.....	30.00	18.00	12.00	6.00	3.00

(\* One minute or less.  
Saturation rates for announcements available upon request.

**SPECIAL FEATURES**

News Service—AP. Local news.  
Time signals, weather reports and other package programs—rates on request.  
"Tempus Fugit"—6:00 a.m. to 8:00 a.m. daily.  
"Ohio Valley Gospel Time"—10:30 a.m. to 11:30 a.m. daily.  
"The Pied Piper"—1:00 p.m. to 6:00 p.m. daily.

**POLITICAL**  
One time rate applies to all political broadcasts.  
**Closing Time**  
Twelve hours in advance of broadcast.

**OAK HILL (1AM; 1FM)**

Fayette County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

**WOAY**

(Established 1946)



Rates effective February 1, 1947. (Card No. 1.)  
Owned and operated by Robert R. Thomas, Jr.

**Personnel**  
Owner & Gen'l Mgr.—Robert R. Thomas, Jr.

**Representatives**  
John E. Pearson Company.

**Mailing Instructions**  
Business Office and Studio—1-1/2 miles from center of Oak Hill, W. Va., Hobart 9-3361. TWX Oak Hill 78.  
Transmitter—1-1/2 miles from center of Oak Hill, W. Va.

**Wave—Power—Time**  
Operating power—10,000 watts days.  
Frequency—860 kilocycles.  
Non-directional.

Licensed to operate day time only.  
Operates on Eastern Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: local sunrise to sunset.

**WEST VIRGINIA**

**FM Facilities**  
Effective radiated power—20,000 watts.  
Frequency—94.1 megacycles on channel 231; Class B.  
Operates on Eastern Standard Time.  
Operating schedule: 6:30 a.m. to 11:00 p.m.

**Agency Commission**  
15% to recognized advertising agencies on time and talent; no cash discount. Bills rendered monthly unless otherwise requested.

**General Advertising**  
Accepts AAAA copyrighted contract.  
AM duplicated over FM at no additional charge. Individual FM rates (after AM sign-off) are 60% of AM rates.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Advertising of alcoholic beverages not accepted.

**Length of commercial copy:**

6 minutes.....	1:25 min.	1:15 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.	5 min.	(*)
1 time.....	60.00	36.00	24.00	12.00	6.00
13 times.....	57.00	34.20	22.80	11.40	5.66
26 times.....	54.00	32.40	21.60	10.80	5.33
52 times.....	48.00	28.80	19.20	9.60	5.00
104 times.....	45.00	27.00	18.00	9.00	4.66
156 times.....	42.00	25.20	16.80	8.40	4.33
260 times.....	36.00	21.60	14.40	7.20	4.00
364 times.....	30.00	18.00	12.00	6.00	3.00

(\* One minute or less.

**SPECIAL FEATURES**

News Service—AP.  
Time signals and weather reports—rates on request.

**POLITICAL**  
One time rates apply; payable in advance.

**TRANSCRIPTIONS**  
Library Service—Capitol, Thesaurus.

**Closing Time**  
Broadcast copy, transcriptions and program material must be received by station 48 hours in advance of broadcast time.

**PARKERSBURG (3AM; 1FM)**

Wood County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

**WCEF**

(Established 1954)



Rates effective August 1, 1957.  
Rates received September 12, 1957.

Owned and operated by Franklin Broadcasting Co., Inc.

**Personnel**  
General Manager—C. E. Franklin.  
Station Manager—Morris Leon.  
Program Director—Gary Brookhart.  
Commercial Manager—Edwin Lazear.  
Promotion Director—Bob Forrest.

**Representatives**  
Broadcast Time Sales.

**Mailing Instructions**  
Business Office and Studios—8th and Market Sts., Parkersburg, W. Va. Garfield 2-1844, Ga 2-2511.  
Transmitter—234 Ft. Boreman Ave., Parkersburg.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1050 kilocycles.  
Non-directional.

Licensed to operate daytime.  
Operates on Eastern Standard Time.  
Operating schedule: local sunrise to local sunset.

**Agency Commission**  
15% to recognized agencies; no cash discount. Bills rendered monthly.

**General Advertising**  
Affiliated with Keystone Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Maximum length of contract one year to earn frequency discounts.

Programs and announcements 1/2 hour or longer may be combined providing they fall in same time classification; programs and announcements less than 1/2 hour may not be combined for discount.

Program rates on request.

**ANNOUNCEMENTS**

**CLASS "A"**

(To be used within 1 year)

1 time.....	10.00	52 times.....	8.00
13 times.....	9.00	104 times.....	7.50
26 times.....	8.50	156 times.....	7.00

**PACKAGE PLANS**

12 times per week.....	6.75
18 times per week.....	6.50
24 times per week.....	6.00

**Additional Discounts**

13 weeks.....	5%	52 weeks.....	15%
26 weeks.....	10%		

**SPECIAL FEATURES**  
News Service—AP. Regular rates apply.  
5 minute newscasts hourly.  
Foreign language programs accepted; rates and details on request.

**POLITICAL**  
Rates and details on request.

**TRANSCRIPTIONS**  
Library Service—Standard, Major.  
**Closing Time**  
24 hours in advance of broadcast.

(Parkersburg continued on next page)



# WEST VIRGINIA

## Parkersburg—Continued

### WCOM

(Established 1947)



Rates effective November 1, 1958. (Card No. 3.)

Rates received October 8, 1958.

Rev. (Gen'l Rates) rec'd December 2, 1958.

Owned and operated by Valley Broadcasters, Inc.

#### Personnel

Manager—W. E. Collins.  
Nat'l Sales Mgr.—Aud N. Archer.

#### Representatives

Devney Incorporated.

#### Mailing Instructions

Business Office and Studio—317 Ninth St., Parkersburg, W. Va., Hudson 5-4491.  
Transmitter—

#### 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 1:00 a.m.

#### Agency Commission

15% to recognized agencies on station time only; no cash discount. Bills rendered monthly; payable on or before 15th of month following broadcasts.

#### General Advertising

For combination rates see ABC Radio.

ASCAP, BMI and SESAC blanket licenses.

	1		3/4		1/2		1/4		10		5	
	hr.	hr.	hr.	hr.	hr.	hr.	min.	min.	min.	min.	min.	min.
1 time.....	45.00	37.50	30.00	20.00	15.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00
26 times.....	40.50	33.75	27.00	18.00	13.50	9.00	9.00	9.00	9.00	9.00	9.00	9.00
52 times.....	36.00	30.00	24.00	15.00	12.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00
104 times.....	33.75	28.12	22.50	15.00	11.25	7.50	7.50	7.50	7.50	7.50	7.50	7.50
156 times.....	31.50	26.25	21.00	14.00	10.50	7.00	7.00	7.00	7.00	7.00	7.00	7.00
260 times.....	24.75	22.50	18.00	12.00	9.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00
312 times.....	27.00	20.62	16.50	11.00	8.25	5.50	5.50	5.50	5.50	5.50	5.50	5.50

#### ANNOUNCEMENTS

(1-minute or less)

	6:30 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday
6 weekly, staggered, one per day.....	5.60
Less than 6 staggered, one per day.....	6.30
Specified position, one per day.....	7.00
(9:00 a.m. to 4:00 p.m., after 7:00 p.m. and before 6:30 a.m.)	
6 weekly, 1 per day.....	4.90
Less than 6 per week.....	5.25

#### IMPACT PLANS

	(9:00 a.m. to 4:00 p.m. after 7:00 p.m. and before 6:30 a.m.)
Per week:	
12 times.....	4.55 48 times..... 3.80
18 times.....	4.30 96 times..... 3.55
24 times.....	4.05
10-second spots—50% of announcement rate.	
Additional Discounts	
13 weeks.....	5% 52 weeks..... 20%
26 weeks.....	10%

Portions of Impact Plan announcements may be scheduled between 6:30 a.m. and 9:00 a.m. and 4:00 p.m. and 7:00 p.m. Monday through Saturday at the applicable rates for those periods. Since the announcements may count toward Impact Plan frequency, the balance of the schedule will be sold at pro-rata the Impact Plan rate.

#### Combination Rates

For WCOM, Parkersburg and WMOV, Ravenswood in combination, a 25% discount from individual station rates.

#### DISCOUNTS

Announcements and program cannot be combined to earn larger discounts, however, an account controlled by the same person, firm or corporation, using a block of time in 1/2 hour or 1/4 hour contiguous periods may combine such periods within the Class "A" bracket or within the Class "B" bracket to earn the 1/2 hour, 3/4 hour or one hour rate, whichever applies.

Frequency discounts will be paid only as earned.

#### SPECIAL FEATURES

News Service—AP. Service charges on request. Time signals, weather reports—rates on request. Participation programs, rates and details on request.

#### POLITICAL

Announcements and/or programs sponsored by or on behalf of accredited candidates and/or referendums are acceptable at regular rates.

#### TRANSCRIPTIONS

Library Service—World.

### WPAR

(Established 1935)

#### A Friendly Group Station

Rates effective January 1, 1957.

Rates received December 31, 1956.

Owned and operated by WSTV, Inc.

#### Personnel

Station Manager—Bert I. Walter.

#### Representatives

The Branham Company.

#### Mailing Instructions

Business Office and Main Studio—211 Fifth St., Parkersburg, W. Va., Hu 5-5475.  
Transmitter—State Route No. 2, Parkersburg, W. Va.

#### Wave—Power—Time

Operating power—250 watts.

Frequency—1450 kilocycles.

Non-directional.

Licensed to operate unlimited time.

Operates on Eastern Time.

Daylight Saving Time not observed.

Operating schedule: 6:00 a.m. to 1:00 a.m.

#### FM Facilities—WAAM-FM

Effective radiated power—8,900 watts.

Frequency—106.5 megacycles; channel 293; Class B.

Antenna height—230 feet above average terrain.

Operating schedule: 5:30 p.m. to 11:30 p.m.

#### Agency Commission

15% commission allowed on net charges for station time to recognized agencies; no cash discount.

#### General Advertising

For combination rates see CBS Radio Network (Basic Supplementary Group).

FM operated in conjunction with AM.

All rates guaranteed for six months from date of first broadcast, with or without interruption.

#### SPONSORED PROGRAMS

	CLASS "A"				
	(6:00 p.m. to 11:00 p.m.)	1	3/4	1/2	1/4
1 time.....	75.00	60.00	45.00	30.00	22.50
26 times.....	67.50	54.00	40.50	27.00	20.25
52 times.....	60.00	48.00	36.00	24.00	18.00
104 times.....	56.25	45.00	33.75	22.50	16.87
156 times.....	52.50	42.00	31.50	21.00	15.75
260 times.....	45.00	36.00	27.00	18.00	13.50
312 times.....	41.25	33.00	24.75	16.50	12.37

(6:00 a.m. to 6:00 p.m. and 11:00 p.m. to midnight)

	CLASS "B"				
	1	3/4	1/2	1/4	5
1 time.....	45.00	37.50	30.00	20.00	15.00
26 times.....	40.50	33.75	27.00	18.00	13.50
52 times.....	36.00	30.00	24.00	16.00	12.00
104 times.....	33.75	28.12	22.50	15.00	11.25
156 times.....	31.50	26.25	21.00	14.00	10.50
260 times.....	27.00	22.50	18.00	12.00	9.00
312 times.....	24.75	20.62	16.50	11.00	8.25

#### ANNOUNCEMENTS

	CLASS "A"		1 min.	35 wds.
	1 min.	35 wds.		
1 time.....	8.00	7.00	156 times.....	5.60
26 times.....	7.20	6.30	260 times.....	4.80
52 times.....	6.40	5.60	312 times.....	4.40
104 times.....	6.00	5.25		3.85

#### CLASS "B"

1 time.....	6.00	5.00	156 times.....	4.20	3.50
26 times.....	5.40	4.50	260 times.....	3.60	3.00
52 times.....	4.80	4.00	312 times.....	3.30	2.75
104 times.....	4.50	3.75			

#### SALES PROMOTION PACKAGE

One minute or station break, run-of-schedule, commissionable.

Per week:

10 spots..... 50.00 30 spots..... 120.00

20 spots..... 90.00 50 spots..... 175.00

Discounts: Announcements and programs cannot be combined to earn larger discounts.

#### SPECIAL FEATURES

News Service—UPI.  
Time Signals—Rates on request. (Based on number of signals used.) Schedules subject to time available. Rates on request.

#### POLITICAL

Regular rates apply; details on request.

#### TRANSCRIPTIONS

Library Service—Thesaurus.

#### Closing Time

The closing date on all publicity is one week in advance. Spot commercial copy must be submitted not less than one week in advance. Written copy of talks must be submitted not less than 24 hours before broadcast.

## PINEVILLE

Wyoming County—Map Location E-7  
See SRDS consumer market map and data at beginning of the State.

### WWYO

(Established 1948)

Rates effective November 1, 1948.  
Owned and operated by Wyoming Broadcasting Co., Inc.

#### Personnel

Manager—Edward D. Hawley.

#### Representatives

None.

#### Mailing Instructions

Business Office and Studio—Pineville, W. Va.

Transmitter—Pineville, W. Va.

#### Wave—Power—Time

Operating power—1,000 watts days.

Frequency—970 kilocycles.

Non-directional.

Licensed to operate to local sunset.

Operates on Eastern Standard Time.

Operating schedule: Sunrise to sunset.

#### 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.

	1		1/2		1/4		10		5	
	hr.	hr.	hr.	hr.	min.	min.	min.	min.	min.	(*)
1 time.....	60.00	36.00	24.00	18.00	12.00	8.00	8.00	8.00	8.00	8.00
13 times.....	57.00	34.20	22.80	17.10	11.40	7.60	7.60	7.60	7.60	7.60
26 times.....	54.00	32.40	21.60	16.20	10.80	7.20	7.20	7.20	7.20	7.20
39 times.....	51.00	30.60	20.40	15.30	10.20	6.80	6.80	6.80	6.80	6.80
52 times.....	48.00	28.80	19.20	14.40	9.60	6.40	6.40	6.40	6.40	6.40
104 times.....	45.00	27.00	18.00	13.50	9.00	6.00	6.00	6.00	6.00	6.00
156 times.....	42.00	25.20	16.80	12.60	8.40	5.60	5.60	5.60	5.60	5.60
208 times.....	39.00	23.40	15.60	11.70	7.80	5.20	5.20	5.20	5.20	5.20
260 times.....	36.00	21.60	14.40	10.80	7.20	4.80	4.80	4.80	4.80	4.80
312 times.....	33.00	19.80	13.20	9.90	6.60	4.40	4.40	4.40	4.40	4.40
364 times.....	30.00	18.00	12.00	9.00	6.00	4.00	4.00	4.00	4.00	4.00

(\*) One minute or less.

#### SPECIAL FEATURES

News Service—UPI. Rates on request.

#### POLITICAL

One time rates apply. Payable in advance.

#### TRANSCRIPTIONS

Library Service—World.

#### Closing Time

48 hours in advance of broadcast.

## PRINCETON

Mercer County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.

### WLOH

(Established 1947)



Rates effective August 1, 1958. (Card No. 5.)

Card received October 9, 1958.

Owned and operated by Robert L. Harrison, dba.

Mountain Broadcasting Co.

#### Personnel

Manager—Robert L. Harrison.  
Sales Manager—William E. Waldorf.  
Program Director—Bob Woodburn.

#### Representatives

George T. Hopewell, Inc.

#### Mailing Instructions

Business Office and Studio—P. O. Box 1011, Princeton, W. Va., telephone 5-2151, 5-2152.  
Transmitter—Lilly Grove Addition, Princeton, W. Va.

#### Wave—Power—Time

Operating power—250 watts.

Frequency—1490 kilocycles.

Non-directional.

Licensed to operate unlimited time.

Operates on Eastern Time.



**Ravenswood—WMOV—Continued**

	1	3/4	1/2	1/4	10	5
	hr.	hr.	hr.	hr.	min.	min.
1 time.....	40.50	33.75	27.00	18.00	13.50	9.00
26 times.....	36.45	30.40	24.30	16.20	12.15	8.10
52 times.....	32.40	27.00	21.60	14.40	10.80	7.20
104 times.....	30.40	25.30	20.25	13.50	10.15	6.75
156 times.....	28.35	23.65	18.90	12.60	9.45	6.30
260 times.....	24.30	20.25	16.20	10.80	8.10	5.40
312 times.....	22.30	18.00	14.85	9.90	7.45	4.95

**ANNOUNCEMENTS**

(1-minute or less)  
 (6:30 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday)

6 weekly, staggered, one per day..... 4.80  
 Less than 6, staggered, one per day..... 5.40  
 Specified position, one per day..... 6.00  
 (9:00 a.m. to 4:00 p.m. and 7:00 p.m. to sign-off, Monday through Saturday, all day Sunday)

6 weekly, 1 per day..... 4.20  
 Less than 6 per week..... 4.50

**IMPACT PLANS**

(9:00 a.m. to 4:00 p.m.; after 7:00 p.m. and before 6:30 a.m.)

Per week:  
 12 times..... 3.90 48 times..... 3.30  
 18 times..... 3.70 96 times..... 3.20  
 24 times..... 3.50

10-second spots—50% of announcement rate.

**Additional Discounts**

13 weeks..... 5% 52 weeks..... 20%  
 26 weeks..... 10%

Portions of Impact Plan announcements may be scheduled between 6:30 a.m. and 9:00 a.m. and 4:00 p.m. and 7:00 p.m. Monday through Saturday at the applicable rate for those periods.  
 Since the announcements may count toward Impact Plan frequency, the balance of the schedule will be sold at pro-rata the Impact Plan rates.

**Combination Rates**

For WMOV, Ravenswood and WCOM, Parkersburg in combination a 25% discount from individual station rates.

**SPECIAL FEATURES**

News Service—UPI.  
 Time signals, weather reports—rates on request.

**POLITICAL**

Regular rates apply.

**TRANSCRIPTIONS**

Library Service—Thesaurus.

**RICHWOOD**

Nicholas County—Map Location G-6  
 See SRDS consumer market map and data at beginning of the State.

**WMNF**

(Established 1957)

Rates effective March 1, 1958.  
 Rates received February 24, 1958.  
 Owned and operated by Royal Broadcasting Co., Inc.

**Personnel**

President—Herman Dotson.  
 General Manager—Arthur L. Grunewald.

**Representatives**

Kentucky Radio Sales.

**Mailing Instructions**

Business Office, Studio and Transmitter—P. O. Box 608, Cemetery Rd., Richwood, W. Va. Viking 6-0411.

**Wave—Power—Time**

Operating power—1,000 watts days.  
 Frequency—1280 kilocycles.  
 Nondirectional.  
 Operates on Eastern Standard Time.  
 Operating schedule: 6:30 a.m. to local sunset weekdays; 7:00 a.m. to local sunset Sunday.

**Agency Commission**

15% on time only; no cash discount. Bills rendered 1st of month; due 10th.

**General Advertising**

Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.

	1	1/2	1/4	10	5	30
	hr.	hr.	hr.	min.	min.	sec.
1 time.....	50.50	41.25	15.50	12.25	9.50	4.00
13 times.....	49.25	40.25	15.10	11.95	9.25	3.90
26 times.....	48.00	39.20	14.75	11.65	9.00	3.80
52 times.....	45.45	37.15	13.95	11.05	8.55	3.60
104 times.....	42.95	35.05	13.20	10.40	8.10	3.40
156 times.....	40.40	33.00	12.40	9.80	7.60	3.20
260 times.....	37.90	30.95	11.60	9.20	7.10	3.00
312 times.....	35.35	28.90	10.85	8.55	6.65	2.80
624 times.....	32.85	26.80	10.10	7.95	6.15	2.60
728 times.....	30.30	24.75	9.30	7.35	5.70	2.40

10-seconds or 15 words, no minimum required..... 1.60  
 Automotive Spot Rate  
 1-minute ..... 4.00 30-seconds ..... 3.20

**Combination Rates**

Sold in combination with WCPM, Cumberland, Ky. WFTG, London, Ky. and WNRG, Grundy, Va. See Appalachian Network.

Discounts from earned frequency:  
 For the use of 2 stations..... 5%  
 For the use of 3 stations..... 10%  
 For the use of 4 stations..... 25%

**SPECIAL FEATURES**

News Service—UPI and local. No extra charge.

**POLITICAL**

Rates on request.

**TRANSCRIPTIONS**

Library Service—Thesaurus.

**Closing Time**

48 hours in advance for programs; 24 hours for announcements.

**RONCEVERTE**

Greenbrier County—Map Location G-7  
 See SRDS consumer market map and data at beginning of the State.

**WRON**

(Established 1947)

Rates effective April 1, 1956.  
 Card received February 29, 1956.  
 Owned and operated by Blake Broadcasting Co.

**Personnel**

Pres. & General Manager—Charles E. Springer.  
 Vice-Pres. & Ass't. Mgr.—Rosa Mae Springer.

**Representatives**

Joseph Hershey McGillvra, Inc.

**Mailing Instructions**

Business Office and Studio—Fairlea, Ronceverte, W. Va., Ronceverte 300.

Transmitter—Charlotte Heights, 1/2 mile N. W. of Ronceverte off Frankford Road.

**Wave—Power—Time**

Operating power—250 watts.  
 Frequency—1400 kilocycles.  
 Non-directional.  
 Licensed to operate full time on local channel.  
 Operates on Eastern Time.  
 Operating schedule: Sundays 7:45 a.m. to 11:15 p.m.; week days 6:00 a.m. to 11:15 p.m.

**Agency Commission**

15% to recognized advertising agencies on net time. No commission on talent fees. No cash discount. Bills due and payable when rendered.

**General Advertising**

Affiliated with Keystone Network.  
 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 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 include music copyright fees.  
 ASCAP, BMI and SESAC licenses.

	1	1/2	1/4	5	News
	min.	min.	min.	min.	min.
Length of commercial copy:					
5 minutes.....	1:45 min.				1:20 min.
10 minutes.....	2:00 min.				1:45 min.
15 minutes.....	2:30 min.				2:15 min.
20 minutes.....	2:45 min.				
30 minutes.....	3:00 min.				
60 minutes.....	6:00 min.				

	1	1/2	1/4	5	(*)	(†)
	hr.	hr.	hr.	min.		
1 time.....	35.00	22.00	12.00	8.00	3.00	2.00
13 times.....	34.12	21.45	11.70	7.80	2.92	1.95
26 times.....	33.25	20.90	11.40	7.60	2.85	1.90
52 times.....	31.50	19.80	10.80	7.20	2.70	1.80
78 times.....	29.75	18.70	10.20	6.80	2.55	1.70
156 times.....	26.25	16.50	9.00	6.00	2.25	1.50
312 times.....	21.00	13.20	7.20	4.80	1.80	1.20

(\*) One minute or station break.  
 (†) 30 seconds run-of-schedule.

**ANNOUNCEMENTS**

All 100 word announcements are accepted for scheduling in announcement period only. One minute transcribed announcements on basis of 100 words. Station break announcements are limited to 35 words and carry same rate as 100 word announcements.

**SPECIAL FEATURES**

News service: Associated Press full leased wire.

**POLITICAL**

Regular rates apply.

**ST. ALBANS**

Kanawha County—Map Location E-5  
 See SRDS consumer market map and data at beginning of the State.

**WKLC**

(Established 1956)

Rates effective October 1, 1956.  
 Rates received November 2, 1956.

Owned and operated by The Kandel Corporation.

**Personnel**

Owner & Gen'l Mgr.—Raymond I. Kandel.

**Representatives**

None.

**Mailing Instructions**

Business Office and Studio—109 Sixth Ave., St. Albans, W. Va., Parkway 7-1300.

Transmitter—One mile west of St. Albans, W. Va.

**Wave—Power—Time**

Operating power—1,000 watts.  
 Frequency—1300 kilocycles.  
 Licensed to operate to local sunset.  
 Operates on Eastern Standard Time.  
 Operating schedule: Sunrise to local sunset.

**Agency Commission**

15% to recognized agencies on time and talent; no cash discount. Bills rendered 5th of month; payable 10 days.

**General Advertising**

Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.

**PROGRAMS**

	1	1/2	1/4	5
	hr.	hr.	hr.	min.
1 time.....	48.00	29.45	16.50	7.20
13 times.....	45.60	27.25	14.15	6.84
52 times.....	40.80	22.45	11.85	6.48
156 times.....	31.20	15.60	8.58	5.40
260 times.....	26.40	14.40	7.26	4.68
312 times.....	24.00	12.00	6.60	3.96

**NATIONAL SPOT RATE**

One minute or 120 words live:		
1 time.....	5.75	104 times..... 3.35
13 times.....	5.20	156 times..... 2.90
26 times.....	4.50	260 times..... 2.40
52 times.....	3.70	312 times..... 2.20

**WEST VIRGINIA**

**STATION BREAK**

National spot rate applies.

**SPECIAL FEATURES**

News Service—AP. No extra charge.

**POLITICAL**

Regular rates and discounts apply.

**TRANSCRIPTIONS**

Library Service—Thesaurus.

**Closing Time**

48 hours in advance of broadcast.

**WEIRTON**

Hancock County—Map Location G-1  
 See SRDS consumer market map and data at beginning of the State.

**See Steubenville (Ohio)-  
 Weirton (W. Va.) under Ohio**

**WELCH (2 AM)**

McDowell County—Map Location E-8  
 See SRDS consumer market map and data at beginning of the State.

**WELC**

(Established 1950)



Rates received November 3, 1950.  
 Revised rates (addition of 312 time rates) received May 27, 1955.

Owned and operated by Pocahontas Broadcasting Co

**Personnel**

General Manager—Sam Sidote.  
 Commercial Manager—James A. French, Jr.

**Representatives**

Joseph Hershey McGillvra, Inc.

**Mailing Instructions**

Business Office and Studio—P. O. Box 1032, Welch, W. Va., telephone 1150.

Transmitter—Welch, W. Va.

**Wave—Power—Time**

Operating power—1,000 watts days.  
 Frequency—1150 kilocycles.  
 Non-directional.  
 Licensed to operate daytime.  
 Operates on Eastern Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 6:00 a.m. to local sunset.

**Agency Commission**

15% to recognized agencies; no cash discount.

**General Advertising**

Affiliated with Keystone Network.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Maximum length of contract one year.  
 Rates include talent fee for announcer on programs only. Extra talent must be paid by sponsor through station at fixed rate agreed by all parties at time of contract signing.  
 Beer and light wine announcements and programs accepted.

**PROGRAMS**

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	45.00	30.00	15.63	13.13	9.38
13 times.....	42.50	28.33	14.38	12.77	8.75
26 times.....	40.00	26.25	13.13	11.88	8.44
52 times.....	37.50	25.00	12.50	11.25	8.13
104 times.....	36.25	23.75	11.88	10.63	7.71
156 times.....	35.00	22.50	11.25	10.00	7.50
260 times.....	33.75	21.25	10.63	9.38	7.19
312 times.....	32.50	20.00	10.00	8.75	6.88

**ANNOUNCEMENTS**

	1 min.	60 wds.	(*)
1 time.....	4.69	3.75	3.44
13 times.....	4.39	3.50	3.31
26 times.....	4.16	3.31	3.19
52 times.....	3.88	3.12	3.00
104 times.....	3.75	3.00	2.88
156 times.....	3.63	2.88	2.75
260 times.....	3.50	2.81	2.69
312 times.....	3.35	2.74	2.60

(\*) Station break.

**WEEKLY FREQUENCY RATES**

	1 hour	2 wky	3 wky	5 wky
1 hour.....	36.25	35.00	33.75	
1/2 hour.....	23.75	22.50	21.25	
1/4 hour.....	11.88	11.25	10.63	
10 minutes.....	10.63	10.00	9.38	
5 minutes.....	7.71	7.50	7.19	
1 minute.....	3.75	3.63</		

# WEST VIRGINIA

Welch—Continued

## WOVE

(Established 1958)

Rates effective August 1, 1958. (Card No. 1A.)  
Rates received September 3, 1958.  
Owned and operated by Welch Broadcasters, Inc.

### Personnel

General Manager—Elvin Feltner.  
Sales Manager—Kyle Lilly.  
Program Director—Don Amon.

### Representatives

Weed Radio Corporation.

### Mailing Instructions

Business Office and Studio—Welch Broadcasters, Inc.,  
Welch, W. Va.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1340 kilocycles.  
Operating schedule: 6:00 a.m. to midnight Monday  
through Saturday; 7:00 a.m. to 11:00 p.m. Sunday.

### Agency Commission

15% on time only; no cash discount.

### General Advertising

Advertising for liquors not accepted.

	1	1/2	1/4	10	5	1	30
	hr.	hr.	hr.	min.	min.	min.	sec.
1 time....	50.00	30.00	20.00	15.00	10.00	5.00	3.00
13 times....	47.50	28.50	19.00	14.25	9.50	4.75	2.85
26 times....	45.00	27.00	18.00	13.50	9.00	4.50	2.70
52 times....	40.00	24.00	16.00	12.75	8.00	4.00	2.55
104 times....	37.50	22.50	15.00	11.25	7.50	3.75	2.25
156 times....	35.00	21.00	14.00	10.50	7.00	3.50	2.10
260 times....	30.00	18.00	12.00	9.00	6.00	3.00	1.80
312 times....	27.50	16.50	11.00	8.25	5.50	2.75	1.65

### Closing Time

Broadcast copy and program material due 48 hours  
in advance of broadcast, if unavoidable there are no  
time limits.

# WESTON

Lewis County—Map Location G-4

See SRDS consumer market map and data at begin-  
ning of the State.

## WHAW

(Established 1948)

Rates effective July 1, 1954.  
Card received August 27, 1954.  
Owned and operated by Central West Virginia Serv-  
ice Corp.

### Personnel

President—R. H. Ralston.  
Vice-President—Francis Andrew.

### Representatives

None.

### Mailing Instructions

Business Office, Studio and Transmitter—Harrison  
Ave., East Weston Hill, P. O. Box 431, Weston,  
W. Va., telephone 1555.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operating schedule: 7:00 a.m. to 10:15 p.m. Monday  
through Saturday and 8:30 a.m. to 7:00 p.m. Sunday.

### Agency Commission

15% to recognized advertising agencies; no cash dis-  
count.

### General Advertising

Affiliated with Mutual Broadcasting System and Key-  
stone Network.

Accepts AAAA copyrighted contract.

ASCAP, BMI and SESAC licenses.

Station reserves right to eliminate all parts of any  
program contrary to public interest without notice  
or consent. No time sold for resale. Alcoholic bev-  
erages accepted, none scheduled for Sunday.

Length of commercial copy: (day and evening)

5 minutes.....	150 words
10 minutes.....	250 words
15 minutes.....	300 words
30 minutes.....	425 words
60 minutes.....	850 words

### BASIC RATES

(Without Talent)

Rates are basic time costs and include use of all  
station's physical facilities, staff duty announcers and  
assistance of sales department in preparation of ad-  
vertising plans and copy. Special production costs  
must be added to rates. Programs may be cancelled  
at end of month on 30 days written notice. Rates  
herein are monthly, day and night.

	1	1/2	1/4	10	5	
	hr.	hr.	hr.	min.	min.	Spot
Single unit.....	36.00	21.60	16.20	12.60	9.00	3.60
1-a-wk.....	96.00	57.60	43.20	33.60	24.00	9.60
2-a-wk.....	187.20	112.30	84.25	65.50	46.80	18.75
3-a-wk.....	268.80	161.50	121.00	94.00	67.20	27.00
4-a-wk.....	346.50	190.65	150.60	121.30	86.75	34.60
5-a-wk.....	420.50	252.30	189.25	147.20	105.15	42.05
6-a-wk.....	490.50	294.35	220.75	171.70	122.65	49.10
7-a-wk.....	556.80	334.10	250.50	192.50	139.20	55.70
14-a-wk.....	960.00	576.00	432.00	336.00	240.00	96.00

### SPECIAL PACKAGE RATES

(Commissionable)

10 spots run in one day.....	18.00
50 spots run in one week.....	72.00
3 spots daily per month.....	120.00
4 spots daily per month.....	155.00
5 spots daily per month.....	190.00

### SPECIAL PRODUCTION COSTS

(Non-Commissionable)

Spot announcements, recorded, per cut.....	1.00
5 minutes, recorded, per cut.....	2.00
1/4 hour, recorded on tape.....	2.00
1/2 hour, recorded on tape.....	3.00
1 hour, recorded on tape.....	5.00

Special production costs and talent fees on Mutual  
Network and nationally distributed programs will be  
quoted for each specific program.

### SPECIAL FEATURES

News Service—UPI.  
Time signals, weather forecasts—rates on request.  
Mutual Broadcasting System Co-op show, including  
baseball, regular rates apply, plus Mutual talent  
charges.

Local sports, in season—rates on request.

### POLITICAL

Regular rates apply.

### TRANSCRIPTIONS

Library Service—World, Keystone.

# WHEELING (4 AM; 3 FM)

(including Bellaire, Ohio)

Wheeling, Ohio County, W. Va.—Map Location G-2.  
Bellaire, Belmont County, Ohio—May Location G-7.  
See SRDS consumer market map and data at begin-  
ning of the State.

Area stations contiguous to the major city are con-  
solidated under the major city heading. This is not  
to imply that all of the stations provide equal cov-  
erage 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.

## WHLL

(Established 1949)



# Independent

Rates effective August 1, 1958.

Rates received June 30, 1958.

Owned and operated by Wheeling Broadcasting Co.

### Personnel

President—Kenneth H. Forney.  
Vice-President—Glenn A. Forney.  
General Manager—Fred A. Grewe, Jr.  
Program Director—Donn Caldwell.

### Representatives

Gill-Perna, Inc.

### Mailing Instructions

Business Office and Studio—Glenwood Road, P. O.  
Box 989, Wheeling, W. Va., Ce 3-1300.  
Transmitter—Glenwood Heights, W. Va.

### Wave—Power—Time

Operating power—5,000 watts.  
Frequency—1600 kilocycles.

Non-directional.

Operates on Eastern Standard Time.

Licensed to operate daytime.

Operating schedule: 6:00 a.m. to local sunset.

### Agency Commission

15% on net time only; no cash discount.

### General Advertising

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Beer advertising accepted.  
No periods sold in bulk for resale. No contracts  
accepted for longer than 1 year. Failure to complete  
contract requires rebilling at the rate applying under  
number of times actually used. Current advertisers  
will receive 6 months' rate protection from the effec-  
tive date of any rate increase provided there has  
been no lapse in schedule. No double or triple spot-  
ting allowed.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	53.00	31.75	17.70	14.70
26 times.....	50.25	30.00	16.80	13.80
52 times.....	47.50	28.60	16.20	13.00
156 times.....	42.50	25.50	15.30	12.10
260 times.....	40.00	24.80	14.40	11.25

### ANNOUNCEMENTS

	1 min.	20 sec.	10 sec.
1 time.....	11.00	7.70	5.50
26 times.....	10.50	7.35	5.25
52 times.....	10.00	7.00	5.00
156 times.....	9.50	6.65	4.75
260 times.....	9.00	6.30	4.50

Addition of:

### IMPACT PLAN

Per week, each:			
12 times.....	9.00	6.75	4.50
18 times.....	8.00	6.00	4.00
24 times.....	7.00	5.25	3.50

### Weather Announcements

Every hour on the half hour. Minimum of 12 per  
week. Minimum contract, 4 consecutive weeks. In-  
cludes 15 second weather jingle, 15 seconds of weath-  
er and 30 seconds of commercial copy. Earned 20  
second rate applies. Impact Plan rates not applicable.

### Time Signal Announcements

At 20 after the hour. Headline news adjacency. Min-  
imum of 12 per week. Includes 10 seconds of time  
jingle, time and 10 seconds of commercial copy. Use  
10 second earned rate. Impact Plan rates do not  
apply.

### Jingle Announcements

Traffic, sports or bulletin board bulletins comprising  
15 seconds of lead in jingle, 15 second bulletins and  
30 seconds of commercial copy. Scheduled every hour  
at 10 of the hour. Minimum of 12 per week. Min-  
imum contract, 4 consecutive weeks. Earned 20 second  
rate applies. Impact Plan rates not applicable.

### Planned Merchandising

(Grocery Products)

108 Plan—108.00 per week for 6 weeks or 648.00 in  
less than 6 weeks. Includes 240 silk screened cards  
and shelf talkers to retailers and personal contact by  
merchandising manager to 55 leading outlets.  
168 Plan—168.00 per week for 13 weeks or 2,184.00  
in less than 13 weeks. Includes 240 silk screened  
cards and shelf talkers to retailers and merchandising  
managers personal contact to the 55 leading outlets.  
Guaranteed 1 week in-store displays in 17 A&P  
Stores and 8 By Rite Supermarkets for accepted  
products.

### SPECIAL FEATURES

News Service—AP. No extra charge.  
Newscasts—every hour on the hour.  
Headlines and weather—20 minutes before and 20  
minutes after each hour.

### Participating Programs

“Ed Ross Show”—6:00 a.m. to 9:00 a.m.  
“Del Taylor Show”—9:00 a.m. to 11:30 a.m.  
“From The Woman’s Viewpoint”—11:30 a.m. to noon.  
“Bill Nuzum Show”—12:15 p.m. to 3:00 p.m.  
“Donn Caldwell Show”—3:05 p.m. to sign-off.  
“Ed Ross Show”—6:00 a.m. to noon, Saturday.  
“Del Taylor Show”—12:10 p.m. to 6:00 p.m. Satur-  
day.  
“Donn Caldwell Show”—1:00 p.m. to 6:00 p.m. Sun-  
day.

(\* 2.00 net talent per spot required on this show.

### POLITICAL

Regular rates apply; cash in advance.

### TRANSCRIPTIONS

Library Service—Standard, Lang-Worth. No extra  
charge.

### Closing Time

48 hours before broadcast time.

# WKWK

(Established 1941)

Rates effective March 1, 1957. (Card No. 3.)

Card received May 15, 1957.

Owned and operated by Community Broadcasting, Inc.

### Personnel

Manager—John B. Reynolds.

### Representatives

Walker-Rawalt Company, Inc.

### Mailing Instructions

Business Office and Studio—16th and Market Sts.,  
Wheeling, W. Va., Cedar 2-2250, TWX 62.  
Transmitter—Glenwood Heights, Wheeling, W. Va.

### Wave—Power—Time

Operating power—250 watts.

Frequency—1400 kilocycles.

Non-directional.

Operates on Eastern Time.

Daylight Saving Time observed.

Licensed to operate full time.

Actual operating schedule: Sundays 8:00 a.m. to  
12:00 midnight. Week days 6:00 a.m. to 12:00 mid-  
night.

### FM Facilities

Effective radiated power—16,000 watts.  
Frequency—97.3 megacycles on channel 247; Class B.  
Antenna height—470 feet above average terrain.  
Licensed to operate unlimited time.

### Agency Commission

15% to recognized agencies on net charges for station  
time; no cash discount. Bills rendered monthly, un-  
less specifically requested otherwise.

### General Advertising

Affiliated with ABC Radio.  
Accepts AAAA copyrighted contract.  
FM duplicated over AM at no extra charge.  
For FM only rates, consult station management.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Beer and light wine programs and announcements ac-  
cepted.

### Length of commercial copy:

	Programs		News	
	(†)	(‡)	(†)	(‡)
60 min. 6:00 min. 9:00 min. ....	2:24 min.	3:36 min.	2:00 min.	2:36 min.
36 min. 3:00 min. 4:30 min. ....	2:00 min.	2:36 min.	1:52 min.	1:52 min.
15 min. 2:30 min. 3:15 min. ....	1:28 min.	1:52 min.	1:08 min.	1:08 min.
10 min. 1:50 min. 2:20 min. ....	:56 min.	1:08 min.		
5 min. 1:10 min. 1:25 min. ....				

(†) After 6:00 p.m. (‡) Before 6:00 p.m.

(\*) Maximum opening commercials: 25 seconds for  
five minute news programs, 40 seconds for 10  
minutes or longer news programs. No middle com-  
mercials permitted on news broadcasts of less than  
ten minutes.

AM programs duplicated over FM at no additional  
cost.

Rates for periods longer than one hour are in exact  
proportion to the corresponding one hour rate.

### PROGRAM RATES

	1	1/2	1/4	10	5	1	20
	hr.	hr.	hr.	min.	min.	min.	sec.
1 time....	60.00	36.00	24.00	18.00	15.00	10.00	8.00
26 times....	57.00	34.20	22.80	17.10	14.25	9.50	7.60
52 times....	54.00	32.40	21.60	16.20	13.50	9.00	7.20
104 times....	51.00	30.60	20.40	15.30	12.75	8.50	6.80
156 times....	48.00	28.80	19.20	14.40	12.00	8.00	6.40
260 times....	45.00	27.00	18.00	13.50	11.25	7.50	6.00

### SATURATION PLAN

(Run-of-schedule)

Per week:	
-----------	--

**Wheeling—W K W K—Continued**

"Rhythm & Blues"—6:30 p.m. to 6:55 p.m. Saturday.  
 "Platter Party"—7:00 p.m. to 8:00 p.m. Saturday.  
 "Teenage Hit Parade"—11:30 a.m. to 12:30 p.m. Saturday.  
 "Polish Program"—10:00 a.m. to 10:30 a.m. Sunday.  
 "All Request Show"—4:00 p.m. to 5:00 p.m. Sunday.  
 Foreign Language Programs  
 Polish and certain other foreign language programs are acceptable—rates and details on request.  
**POLITICAL**  
 Rates on request.  
**TRANSCRIPTIONS**  
 Instantaneous reference recordings: 15 minute unit, net each 9.00, plus shipping charge.  
**Closing Time**  
 Programs close one week in advance of broadcast.

**WTRX**  
**BELLAIRE, OHIO**  
 (Established 1947)



Rates effective March 1, 1958. (Card No. 8.)  
 Card received February 3, 1958.  
 Owned and operated by WTRX, Inc.  
**Personnel**  
 President—Walter Patterson.  
 Vice-President—Robert K. Richards.  
 Managing Director—William Greaver.  
**Representatives**  
 Burn-Smith Company, Inc.  
**Mailing Instructions**  
 Business Office and Other Studios—P. O. Box 448, McLure Hotel, Wheeling, W. Va.  
 Transmitter and Studio—Bellaire, Ohio, Orchard 6-5661.  
**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—1290 kilocycles.  
 Non-directional.  
 Licensed to operate daytime only.  
 Operates on Eastern Time.  
 Daylight Saving Time observed.  
 Operating schedule: 5:50 a.m. to local sunset.  
**FM Facilities**  
 Effective radiated power—10,000 watts.  
 Frequency—100.5 megacycles.  
 Antenna height—500 feet above average terrain.

**Agency Commission**  
 15% to recognized agencies on net charges for station time. No cash discounts. Bills rendered first of month.  
**General Advertising**  
 For combination rates see Mutual Broadcasting System.  

1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	75.00	45.00	30.00	14.00
26 times..	70.00	40.00	28.00	13.00
52 times..	65.00	38.00	25.00	12.00
156 times..	60.00	35.00	23.00	11.00
260 times..	55.00	30.00	20.00	10.00

 (\*) Announcements.  
 10-seconds or less (minimum 10 weekly)—50% of earned announcement rate. Not combinable with regular announcements for frequency discounts.  
**SPOT PACKAGES**  
 (1-minute or less, fixed positions, \*1-5 weeks)  

	Each	Per wk.
10 times per week.....	5.00	50.00
15 times per week.....	4.80	72.00
20 times per week.....	4.70	94.00
25 times per week.....	4.60	115.00
30 times per week.....	4.50	135.00
40 times per week.....	4.30	172.00
50 times per week.....	4.00	200.00

 \*Additional Discounts  
 6-12 weeks..... 10% 13 or more weeks.... 15%  
**SPECIAL FEATURES**  
 News Service—UPI wire. Full time news director. Mobile news unit and transmitter.  
 Participating Programs  
 "Earl Byrd Show"—6:00 a.m. to 9:00 a.m.  
 "Tompson's Round Table"—9:00 a.m. to noon.  
 "Steve Kirk Show"—12:15 p.m. to 3:00 p.m.  
 "Driving Time"—3:00 p.m. to 5:45 p.m.

**WWVA**  
 (Established 1926)  
**THE JOHN BLAIR STATION**  
**CBS Radio**  
 A Storer Station

Rates effective April 1, 1957.  
 Rates received March 29, 1957.  
 Owned and operated by Storer Broadcasting Company.  
**Personnel**  
 Managing Director—Paul J. Miller.  
 National Sales Mgr.—Howard W. Meagle.  
 National Sales Dir.—M. E. McMurray, 625 Madison Ave., New York 22, N. Y. Plaza 1-3940.  
 Midwest National Sales Mgr.—Floyd E. Beaton, 230 N. Michigan Ave., Chicago 1, Ill., Franklin 2-6498.  
**Representatives**  
 John Blair & Company.  
**Mailing Instructions**  
 Business Office and Studio—Hawley Bldg., Wheeling, W. Va., Cedar 2-1170.  
 Transmitter—Belmont County, Ohio, 7 miles west of Wheeling, W. Va.  
**Wave—Power—Time**  
 Operating power—50,000 watts.  
 Frequency—1170 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate full time.  
 Operates on Eastern Standard Time.  
 Operating schedule: 24 hours daily except 1:00 a.m. to 5:00 a.m. Monday.

**F M Facilities**  
 Effective radiated power—20,000 watts.  
 Frequency—98.7 megacycles on channel 254.  
 Licensed to operate full time.  
 Operating schedule: 3:00 p.m. to 11:00 p.m. daily.  
**Agency Commission**  
 15% to recognized advertising agencies on time charges; no cash discount. Bills due and payable when rendered.  
**General Advertising**  
 For combination rates see CBS Radio Network.  
 Accepts AAAA copyrighted contract.  
 All duplicated over F.M. from 3:00 p.m. to 11:00 p.m. daily.  
 Time rates include music copyright fees, BMI and ASCAP licenses.  
 Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.  
 No period sold in bulk for resale. Time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcast.  
 Rates are guaranteed for 6 months from the effective date of any increase in the rates providing advertising is actually being broadcast on the effective date of increase and runs continually thereafter.

**CLASS "B"**  
 (6:00 a.m. to 11:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	230.00	168.00	100.00	75.00	63.00
52 times	273.00	163.00	98.00	73.00	61.00
156 times	259.00	155.00	93.00	70.00	58.00
260 times	245.00	147.00	88.00	66.00	55.00
312 times	238.00	142.00	85.00	64.00	53.00
520 times	210.00	126.00	75.00	56.00	47.00

**CLASS "C"**  
 (11:00 p.m. to 6:00 a.m.)

1 time..	166.00	100.00	60.00	45.00	38.00
52 times	162.00	97.00	58.00	43.00	36.00
156 times	153.00	93.00	56.00	41.00	35.00
260 times	145.00	88.00	53.00	39.00	32.00
312 times	141.00	85.00	51.00	38.00	31.00
520 times	124.00	75.00	45.00	33.00	28.00

**ANNOUNCEMENTS**  
 1 minute or less  
 (6:00 a.m. to 9:00 a.m. Monday through Saturday, rotating)  
 6 spots per week (one per day) each, flat..... 27.00  
 Less than 6 per week, each, flat..... 30.00  
 Fixed position, each, flat..... 35.00  
 (9:00 a.m. to 8:00 p.m. Sunday through Friday and 9:00 a.m. to 7:30 p.m. Saturday).  
 1 time..... 35.00 156 times..... 28.00  
 52 times..... 33.00 260 times..... 27.00  
 (8:00 p.m. to 6:00 a.m. Sunday through Friday)  
 1 time..... 20.00 156 times..... 18.00  
 52 times..... 19.00 260 times..... 17.00

**"WWVA Jamboree"**  
 (7:30 p.m. to 10:30 p.m. Saturday)  
 1-minute spot, each, flat..... 50.00  
 (10:30 p.m. Saturday to 2:00 a.m. Sunday)  
 1-minute spot, each, flat..... 30.00  
**PACKAGE PLAN**  
**Impact Announcement Plans**  
 Day and night impact plan announcements may be purchased in any combination of day and night pro-rata the applicable unit cost so long as a minimum of 12 spots is used. Portions of plan announcements may be scheduled between 6:00 a.m. and 9:00 a.m. at the applicable rates for that time. The spot may be used to establish weekly frequency for the impact plans, and the balance of the schedule will be charged pro-rata the applicable plan rate.  
 1-minute spots:  
 (9:00 a.m. to 8:00 p.m. Sunday through Friday and 9:00 a.m. to 7:30 p.m. Saturday)  
 12 spots per week 252.00 24 spots per week 480.00  
 (8:00 p.m. to 6:00 a.m. Sunday through Friday)  
 12 spots per week 168.00 24 spots per week 312.00  
 8-second ID's:  
 50% of applicable 1-minute rate.

**DISCOUNTS**  
 All regular rate broadcasts placed with the station for the advertiser within one year from the date of first broadcast shall be combined for the purpose of calculating the total amount of frequency discount earned; providing, however, that announcements cannot be so combined with five-minute or longer programs and Impact Plan announcements may not be combined with regular rate announcements excepting as provided under the section headed "Impact Plans."  
**SPECIAL FEATURES**  
 News Service—AP and local.  
 News Service fee: 5 minutes—7.00; 10 minutes—10.50; 1/4 hour—14.00.  
 Participating Programs  
 "Good Morning Show"—6:00 a.m. to 9:00 a.m. Monday through Saturday.  
 Rates listed under General Advertising.  
 "Report to Women"—9:30 a.m. to 10:00 a.m. Monday through Friday. Women's program. Regular earned announcement rate or Impact Plan announcement rates apply.  
 "Tello-Test"—11:30 a.m. to noon Monday through Friday; telephone quiz show. Regular earned announcement rates or Impact Plan announcement rates apply.  
 "1170 Club"—3:30 p.m. to 6:00 p.m. Monday through Friday. Popular music. Regular Class "B" or impact plan rates apply.  
 "The Original WWVA Jamboree Show"—Saturday evening from Wheeling Theater. Rates quoted include talent.  
 1/2 hr. 1/4 hr.  
 8:30 p.m. to 10:30 p.m..... 325.00 190.00  
 After 10:30 p.m..... 205.00 120.00  
 Announcement rates listed under General Advertising.  
 "Midweek Jamboree Party"—11:15 p.m. to 5:30 a.m. Sunday through Friday. Hillbilly music. Regular Class "C" rates apply.

**Floating Announcements**  
 One minute and station break announcements scheduled at station's discretion, within specified time classification, 20% discount on earned rate.  
**Radio Shorts**  
 8 second transcriptions or 15 words live—50% of earned announcement rate. This service cannot be combined with other standard length announcements for frequency discounts.  
**POLITICAL**  
 General advertising rates apply; cash in advance. Copy must be in 48 hours in advance of broadcast. Time is sold prior to elections to all qualified political parties and candidates who appear on the ballot.

**WEST VIRGINIA**

subject to Federal Communication Commission rules pertaining to political broadcasting.  
**TRANSCRIPTIONS**  
 Library Service—15 minute programs each, 6.00; 30 minute programs, each, 12.00.  
 Instantaneous reference recordings: One recording for each 13 week series or one recording of program change during series, no charge. All other recordings 7.50 for 5 minutes, 10.00 for 15 minutes and 15.00 for 30 minute programs.

**WILLIAMSON**

Mingo County—Map Location D-7  
 See SRDS consumer market map and data at beginning of the State.

**WBTH**

(Established 1939)  
 Rates effective September 1, 1944.  
 Owned and operated by Williamson Broadcasting Corp

**Personnel**  
 Manager—John Blair.  
**Mailing Instructions**  
 Business Office and Studio—Mountaineer Hotel Block, P. O. Box 261, Williamson, W. Va., telephone 1241.  
 Transmitter—Williamson, W. Va.  
**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1400 kilocycles.  
 Non-directional.  
 Licensed to operate full time.  
 Operates on Eastern Standard Time.  
**Agency Commission**  
 Agency commission 15% to recognized advertising agencies on net time. No cash discount. Accounts due and payable upon presentation.  
**General Advertising**  
 For combination rates see Mutual Broadcasting System.

(6:00 a.m. to sign-off)

	1	15	26	52	104	208	312
1 hour.....	60.00	55.00	50.00	45.00	40.00	35.00	30.00
1/2 hour.....	36.00	33.00	30.00	27.00	24.00	21.00	18.00
1/4 hour.....	24.00	22.00	20.00	18.00	16.00	14.00	12.00
10 minutes	18.00	16.50	15.00	13.50	12.00	10.50	9.00
5 minutes	12.00	11.00	10.00	9.00	8.00	7.00	6.00

**ANNOUNCEMENTS**

1	26	52	104	156	260	312
One minute	ti.	ti.	ti.	ti.	ti.	ti.
or less.....	5.00	4.75	4.50	4.00	3.50	3.00

**SPECIAL FEATURES**  
 News Service: Sold in five and fifteen minute periods no service cost on news with minimum 13 week contract, six days weekly.  
 Weather reports and time signals—regular rates apply.

**ATTENTION:**

**Buyers and Sellers of AM Network Time**

National AM and TV network rates and data will be found in *Network Rates and Data*, a separate SRDS monthly publication.

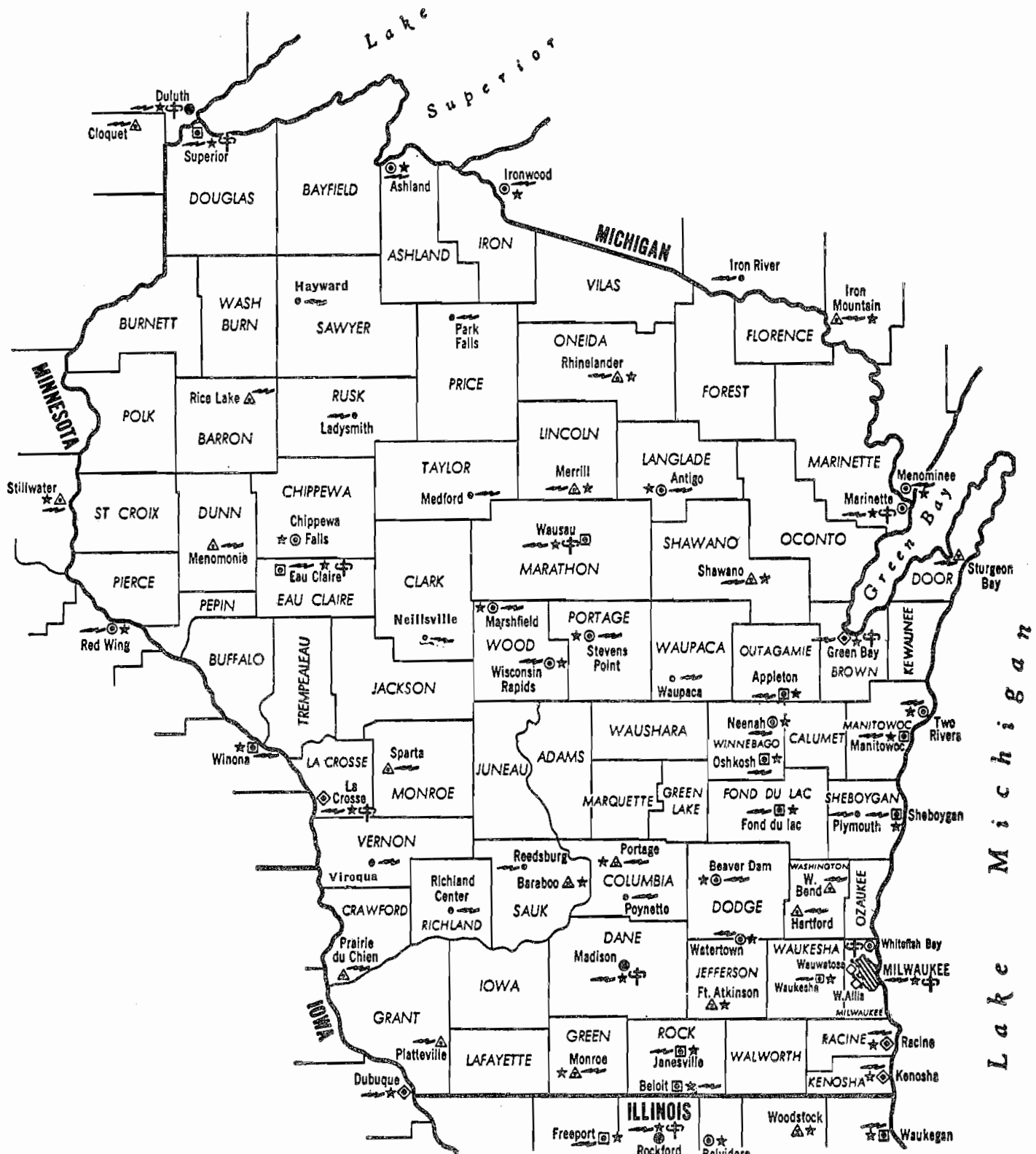
*Network Rates and Data* includes all changes in rates, ownership, affiliations, and program times that have been announced since the original rate cards were issued. Copies of this small, easy-to-handle, easy-to-use book can be distributed to individuals, to members of a conference group; can be conveniently filed, or kept within easy reach for use whenever radio and television network information is needed or desired.

For your subscription to *Network Rates and Data*—only \$5.00 per year—write today to Subscription Department.

R-123



# WISCONSIN



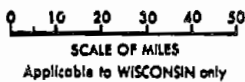
### Map Explanation

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



This map specially designed by Standard Rate & Data Service, Inc.

# 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.

Appleton—Outagamie  
Beloit—Rock  
Eau Claire—Eau Claire  
Fond du Lac—Fond du Lac

Green Bay—Brown  
Janesville—Rock  
Kenosha—Kenosha  
La Crosse—La Crosse

Madison—Dane  
Manitowoc—Manitowoc  
Milwaukee—Milwaukee  
Oshkosh—Winnebago

Racine—Racine  
Sheboygan—Sheboygan  
Superior—Douglas  
Waukesha—Waukesha

Wausau—Marathon  
Wauwatosa—Milwaukee  
West Allis—Milwaukee

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Popu- lation 7/1/58 (000)	House- holds 7/1/58 (000)	C.S.I.		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)	
			7/1/57 to 7/1/58 (\$000)	per House- hold (\$)		Food (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)				Auto- motive (\$000)
<b>WISCONSIN STATE</b>														
<b>TOTALS</b> .....	3,937.3	1,138.96	6,788,610	5,960	4,703,740	1,078,976	129,595	527,339	233,156	224,287	802,158	393,315	661.6	1,119,998
ADAMS E-7.....	7.8	2.40	9,533	3,972	6,242	1,131	142	803	126	.....	1,402	618	4.1	3,809
ASHLAND D-3.....	18.3	5.33	26,348	4,943	23,017	5,719	685	2,300	1,054	1,421	4,943	1,589	3.4	2,150
BARRON C-5.....	39.3	11.42	46,351	4,059	43,599	6,688	1,049	8,031	1,063	1,763	8,010	4,283	14.4	22,706
BAYFIELD C-3.....	12.8	3.77	14,238	3,777	8,133	2,022	264	1,908	106	109	844	640	5.3	3,723
BROWN G-7.....	115.5	31.61	194,743	6,161	151,284	33,891	3,760	20,510	9,860	8,949	23,873	9,003	12.4	17,530
Green Bay.....	63.1	18.42	116,772	6,339	115,463	24,796	3,144	19,306	9,049	7,970	16,465	6,340	.....	.....
Green Bay Metro Area.....	115.5	31.61	194,743	6,161	151,284	33,891	3,760	20,510	9,860	8,949	23,873	9,003	.....	.....
BUFFALO C-6.....	14.2	4.03	15,812	3,924	11,843	1,809	287	1,070	107	195	2,926	730	7.6	13,225
BURNETT B-4.....	9.8	3.02	10,521	3,484	7,178	1,892	146	809	62	261	972	766	4.3	3,606
CALUMET G-7.....	22.3	6.19	26,614	4,300	17,834	2,797	386	652	315	558	3,101	2,166	8.1	9,288
CHIPPEWA C-5.....	47.8	12.64	58,679	4,642	55,592	10,216	1,452	5,688	5,492	1,826	10,633	3,503	14.6	19,875
CLARK D-6.....	33.9	9.47	38,794	4,097	27,369	4,537	700	2,795	486	271	3,764	1,990	17.9	25,666
COLUMBIA F-8.....	37.9	11.32	57,839	5,109	52,281	9,772	1,518	4,150	1,394	1,872	9,942	4,821	11.4	26,171
CRAWFORD D-8.....	18.5	4.95	22,122	4,469	15,021	3,938	214	553	764	588	1,641	1,414	7.2	5,079
DANE E-9.....	195.7	54.35	405,073	7,453	268,097	55,903	11,225	25,249	17,903	13,306	46,070	20,118	22.7	69,941
Madison.....	124.0	34.54	302,378	8,754	197,050	39,620	9,694	22,884	16,690	11,167	36,098	13,884	.....	.....
Madison Metro Area..	195.7	54.35	405,073	7,453	268,097	55,903	11,225	25,249	17,903	13,306	46,070	20,118	.....	.....
DODGE F-8.....	64.9	18.49	96,040	5,194	60,260	12,708	1,314	4,070	2,138	3,113	9,536	5,326	17.6	32,529
DOOR H-6.....	24.0	6.87	30,620	4,457	29,772	6,539	597	2,531	842	757	5,244	2,149	8.3	1,343
DOUGLAS C-3.....	48.0	14.31	87,422	6,109	51,809	15,572	1,723	4,906	2,557	2,743	9,813	4,343	4.7	670
Superior.....	36.7	11.20	73,579	6,570	45,912	13,709	1,620	4,448	2,410	2,548	9,537	3,448	.....	.....
Duluth-Superior Metro Area.....	283.2	86.78	490,114	5,648	320,446	86,637	9,824	36,493	21,730	16,575	56,542	23,069	.....	.....
DUNN C-5.....	27.9	7.58	36,320	4,792	28,321	3,756	593	4,031	818	1,026	4,868	3,042	12.5	24,804
EAU CLAIRE C-6.....	63.0	18.40	109,806	5,968	71,861	14,390	1,601	12,475	4,539	3,603	11,585	7,868	8.1	6,239
Eau Claire.....	41.6	12.65	81,891	6,474	63,718	12,851	1,671	12,000	4,466	3,474	10,475	6,810	.....	.....
FLORENCE G-4.....	3.8	1.10	3,727	3,388	2,620	438	64	216	41	.....	353	403	1.3	2,202
FOND DU LAC G-8.....	76.3	21.77	126,545	5,813	92,721	20,605	2,732	7,240	4,973	4,339	17,587	7,551	14.6	43,050
Fond Du Lac.....	33.7	10.08	67,332	6,680	56,273	13,505	2,176	5,792	4,286	3,289	9,488	4,134	.....	.....
FOREST F-4.....	7.9	2.17	9,718	4,478	7,591	2,393	181	478	241	155	1,325	822	1.9	10,196
GRANT D-9.....	46.7	13.62	63,617	4,671	47,345	9,038	1,173	3,753	1,421	1,966	7,684	3,763	15.8	45,145
GREEN E-9.....	27.0	7.96	49,620	6,234	42,353	7,097	924	2,855	1,380	1,647	8,066	2,445	9.6	22,880
GREEN LAKE F-7.....	16.0	5.00	22,783	4,557	21,945	4,649	418	1,268	785	947	4,257	1,657	5.0	5,338
IOWA E-9.....	19.5	5.64	25,130	4,456	18,114	3,207	343	977	272	727	3,619	2,236	9.7	24,878
IRON E-3.....	7.9	2.35	12,063	5,133	8,591	2,808	222	404	378	199	316	640	1.2	6,979
JACKSON D-7.....	16.4	4.76	18,639	3,916	15,941	3,077	280	1,368	436	178	3,418	1,638	7.3	14,535
JEFFERSON F-9.....	50.7	15.24	75,081	4,927	64,886	14,361	1,559	4,430	2,303	2,755	12,485	4,913	11.0	28,326
JUNEAU E-7.....	19.8	5.70	25,733	4,515	21,766	3,895	449	827	551	608	5,464	2,404	7.1	2,404
KENOSHA G-10.....	89.6	26.77	169,855	6,345	105,290	29,539	3,411	6,829	6,587	5,603	16,621	8,727	6.4	13,419
Kenosha.....	62.8	19.10	136,141	7,128	90,958	26,067	3,146	5,897	6,377	5,506	15,723	7,548	.....	.....
Kenosha Metro Area..	89.6	26.77	169,855	6,345	105,290	29,539	3,411	6,829	6,587	5,603	16,621	8,727	.....	.....
KEWAUNEE H-6.....	19.2	5.19	23,081	4,447	15,960	2,890	335	1,452	429	855	2,797	1,019	7.7	10,289
LA CROSSE C-7.....	79.7	22.87	138,846	6,071	101,150	22,673	1,968	11,924	6,670	5,409	15,146	6,990	6.7	10,864
La Crosse.....	52.9	15.73	106,830	6,791	88,373	20,062	1,743	11,491	6,479	5,012	13,259	5,777	.....	.....
La Crosse Metro Area	79.7	22.87	138,846	6,071	101,150	22,673	1,968	11,924	6,670	5,409	15,146	6,990	.....	.....
LAFAYETTE D-9.....	19.1	5.35	22,766	4,255	18,460	3,365	213	856	243	263	3,817	1,484	8.8	28,935
LANGLADE F-5.....	22.9	6.12	31,876	5,208	23,458	6,353	445	2,747	879	970	3,439	2,431	6.4	6,440
LINCOLN E-8.....	23.7	6.70	31,912	4,763	26,399	6,873	755	1,631	646	695	5,468	2,764	6.2	4,445
MANITOWOC G-7.....	75.5	21.69	126,747	5,844	86,492	20,438	1,372	9,635	3,120	4,844	15,305	5,586	14.3	25,759
Manitowoc.....	30.8	9.40	63,839	6,791	48,347	12,570	682	6,823	2,360	3,636	9,115	2,845	.....	.....
MARATHON E-6.....	90.3	24.53	126,481	5,156	90,071	20,134	1,828	10,479	3,496	4,832	16,220	6,672	27.0	33,310
Wausau.....	33.3	9.95	64,367	6,469	58,662	12,581	1,481	9,318	3,332	4,344	11,686	3,405	.....	.....
MARINETTE G-5.....	38.0	10.61	50,300	4,741	39,799	10,286	560	6,548	1,574	1,242	6,216	3,493	8.5	745
MARQUETTE E-8.....	9.0	2.85	11,049	3,877	9,185	2,131	168	640	34	47	1,350	826	4.0	4,259
MILWAUKEE G-9.....	1,049.5	313.95	2,282,483	7,270	1,401,592	342,676	42,641	215,191	87,076	73,513	224,382	126,239	4.5	7,815
Milwaukee.....	782.8	237.23	1,594,846	6,723	1,119,738	265,332	33,954	204,832	76,612	68,982	185,780	68,335	.....	.....
Milwaukee Metro Area.....	1,163.1	345.85	2,459,274	7,111	1,521,166	373,207	46,250	219,820	91,540	77,812	249,862	137,040	.....	.....
Wauwatosa.....	56.2	14.16	160,662	11,346	47,231	15,019	2,058	549	2,829	1,095	8,156	4,290	.....	.....
West Allis.....	67.6	19.09	103,678	5,431	114,499	28,499	2,248	4,104	3,192	2,008	24,308	43,278	.....	.....
MONROE D-7.....	35.2	9.25	41,202	4,454	32,833	7,804	823	2,352	1,121	1,145	4,277	3,445	12.3	19,528
OCONTO G-6.....	27.5	7.47	31,391	4,202	24,040	4,746	412	1,925	841	935	4,083	2,527	10.9	11,372
ONEIDA E-4.....	23.9	6.98	32,205	4,614	32,756	9,188	951	2,877	2,116	1,738	5,513	3,357	1.7	879
OUTAGAMIE G-6.....	97.8	26.90	157,873	5,869	120,131	26,441	2,998	19,239	5,362	7,323	20,498	7,721	15.5	31,232
Appleton.....	48.8	14.61	91,589	6,269	80,772	17,987	1,931	17,323	4,712	6,317	12,126	3,829	.....	.....
Appleton Metro Area..	97.8	26.90	157,873	5,869	120,131	26,441	2,998	19,239	5,362	7,323	20,498	7,721	.....	.....
OZAUKEE G-8.....	28.9	8.13	48,137	5,921	34,424	6,902	797	1,340	583	1,422	7,720	3,980	5.3	

## 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)
RICHLAND D-8.....	19.8	5.57	24,822	4,456	22,261	4,382	477	1,794	524	832	4,372	1,899	9.3	13,316
ROCK F-9.....	109.2	32.80	206,220	6,287	145,319	30,982	3,850	13,958	8,389	8,056	26,056	9,897	13.5	41,012
Beloit.....	34.1	10.53	73,969	7,025	58,568	13,253	1,917	6,141	4,305	3,699	11,435	3,836	.....	.....
Janesville.....	31.5	9.69	72,378	7,469	60,090	13,353	1,517	7,075	3,571	3,850	10,457	4,223	.....	.....
RUSK C-5.....	16.6	4.65	22,095	4,752	13,475	2,651	302	1,951	174	453	2,451	974	7.9	452
ST. CROIX B-5.....	28.6	7.85	39,466	5,028	30,260	6,197	794	1,534	627	482	5,145	1,990	11.5	24,514
SAUK E-8.....	44.9	13.21	61,549	4,659	49,270	10,853	1,077	3,712	1,258	2,031	9,264	3,752	12.8	23,016
SAWYER C-4.....	9.6	2.86	11,433	3,998	10,776	3,035	301	1,123	148	274	1,910	840	2.8	4,540
SHAWANO F-6.....	37.8	10.35	46,507	4,493	32,859	6,782	605	4,415	780	1,251	5,518	2,165	13.5	24,484
SHEBOYGAN G-8.....	92.5	27.73	163,144	5,883	105,608	25,271	2,547	17,620	3,421	4,519	15,210	8,594	12.3	18,698
Sheboygan.....	45.4	14.17	97,139	6,855	73,804	18,094	1,981	15,615	3,087	3,326	10,047	6,198	.....	.....
Sheboygan Metro Area	92.5	27.73	163,144	5,883	105,608	25,271	2,547	17,620	3,421	4,519	15,210	8,594	.....	.....
TAYLOR D-5.....	17.7	4.84	20,672	4,271	14,606	3,371	276	591	577	542	2,501	1,472	10.8	6,438
TREMPEALEAU C-7.....	25.1	6.94	26,307	3,791	24,726	4,422	464	2,297	332	1,010	3,833	2,275	11.2	19,164
VERNON D-8.....	28.3	8.02	33,871	4,223	22,913	5,314	664	1,348	1,136	827	2,783	2,431	14.3	22,628
VILAS E-4.....	10.0	3.07	10,698	3,485	15,051	4,373	282	964	411	291	2,230	1,311	.6	7,083
WALWORTH F-9.....	51.9	15.85	78,374	4,945	72,085	15,888	1,885	3,663	2,163	2,093	15,476	6,256	9.4	40,506
WASHBURN C-4.....	11.6	3.48	14,459	4,155	14,566	2,670	356	1,348	316	365	4,147	1,635	4.0	4,437
WASHINGTON G-8.....	41.0	11.63	60,876	5,234	47,072	11,221	784	3,635	1,402	2,566	6,135	4,047	9.5	18,338
WAUKESHA G-9.....	113.6	31.90	176,791	5,542	119,574	30,531	3,609	4,629	4,464	4,299	25,480	10,801	11.9	21,496
Waukesha.....	25.1	6.98	51,486	7,376	46,762	12,457	1,380	3,200	2,744	1,984	11,312	3,275	.....	.....
Waupaca F-6.....	38.1	11.21	50,697	4,522	42,994	8,762	1,023	2,598	1,729	1,856	8,159	3,902	12.5	16,161
Wausara F-7.....	14.3	4.41	14,718	3,337	16,618	2,725	291	1,100	327	572	4,602	1,673	7.2	8,630
WINNEBAGO F-7.....	105.6	30.93	186,761	6,038	129,620	31,200	3,266	10,426	5,786	7,600	17,645	9,020	9.4	15,724
Oshkosh.....	45.9	13.78	91,261	6,623	79,859	18,062	2,109	8,043	4,089	4,558	11,872	4,857	.....	.....
Oshkosh Metro Area.....	105.6	30.93	186,761	6,038	129,620	31,200	3,266	10,426	5,786	7,600	17,645	9,020	.....	.....
Wood E-6.....	59.4	16.40	86,931	5,301	68,965	15,868	2,026	7,083	2,380	3,538	12,745	6,241	10.8	11,712

## 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
Door .....	6,870	6,680	.0137	Outagamie .....	26,900	26,410	.0540
Douglas .....	14,310	13,910	.0284	Ozaukee .....	8,130	7,980	.0163
Dunn .....	7,580	7,360	.0151	Pepin .....	2,050	1,970	.0040
Eau Claire .....	18,400	17,890	.0366	Pierce .....	6,600	6,410	.0131
Florence .....	1,100	1,060	.0022	Polk .....	7,450	7,250	.0148
Fond du Lac .....	21,770	21,160	.0433	Portage .....	9,890	9,610	.0197
Forest .....	2,170	2,020	.0041	Price .....	4,530	4,310	.0088
Grant .....	13,620	13,240	.0271	Racine .....	37,920	37,230	.0761
Green .....	7,960	7,740	.0158	Richland .....	5,570	5,410	.0111
Green Lake .....	5,000	4,860	.0099	Rock .....	32,800	32,210	.0659
Iowa .....	5,640	5,480	.0112	Rusk .....	4,650	4,480	.0092
Iron .....	2,350	2,260	.0046	St. Croix .....	7,850	7,630	.0156
Jackson .....	4,760	4,580	.0094	Sauk .....	13,210	12,840	.0263
Jefferson .....	15,240	14,820	.0303	Sawyer .....	2,860	2,720	.0056
Juneau .....	5,700	5,430	.0111	Shawano .....	10,350	10,060	.0206
Kenosha .....	26,770	26,290	.0538	Sheboygan .....	27,730	27,230	.0557
Kewaunee .....	5,190	5,050	.0103	Taylor .....	4,840	4,610	.0094
La Crosse .....	22,870	22,230	.0455	Trempealeau .....	6,940	6,680	.0137
Lafayette .....	5,350	5,200	.0106	Vernon .....	8,020	7,800	.0160
Langlade .....	6,120	5,950	.0122	Vilas .....	3,070	2,960	.0061
Lincoln .....	6,700	6,510	.0133	Walworth .....	15,850	15,560	.0318
Manitowoc .....	21,690	21,300	.0436	Washburn .....	3,480	3,320	.0068
Marathon .....	24,530	24,090	.0493	Washington .....	11,630	11,420	.0234
Marquette .....	10,610	10,210	.0209	Waukesha .....	31,900	31,320	.0641
Marquette .....	2,850	2,740	.0056	Waupaca .....	11,210	10,900	.0223
Milwaukee .....	313,950	308,220	.6304	Wausara .....	4,410	4,240	.0087
Monroe .....	9,250	8,990	.0184	Winnebago .....	30,930	30,070	.0615
Oconto .....	7,470	7,190	.0147	Wood .....	16,400	15,950	.0326
Oneida .....	6,980	6,720	.0137				

## METROPOLITAN AREAS

Complete 7-1-58 SRDS estimates of consumer markets are shown for all Standard Metropolitan Areas defined by the Bureau of the Budget. Additional Standard Metropolitan Areas (those qualifying under official government criteria) are listed as determined by SRDS estimates.

Both Standard and Additional Metropolitan Areas are ranked in ranking tables (see contents page) and are also included in the state market data pages.

All Standard Metro Areas are full counties except 18 New England Metropolitan Areas, which by definition are on a town basis.

3-RTVN-46



# WISCONSIN

See SRDS consumer market map and data at beginning of the State.

## STATE NETWORK

### Wisconsin Network, Inc.

Rates effective August 1, 1958.  
Rates received July 28, 1958.

Executive Offices—Wisconsin Rapids, Wis.

#### Personnel

Managing Director—Geo. T. Frechette.  
General Manager—W. F. Helms.

#### Representatives

Devney, Incorporated.  
Comprised of:  
WRJN—Racine, Wis. WJPG—Green Bay, Wis.  
WCLO—Janesville, Wis. KFIZ—Fond du Lac, Wis.  
WBW—Madison, Wis.  
Poynette, Wis. WGEZ—Beloit, Wis.  
WHBL—Sheboygan, Wis. WWCF—Baraboo, Wis.  
WHBY—Appleton, Wis. WSAU—Wausau, Wis.  
WFHR—Wisconsin Rapids, Wis. WRDB—Reedsburg, Wis.

#### Agency Commission

Agency commission 15%; no cash discount.

#### General Advertising

Accepts AAAA copyrighted contract.

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time....	350.00	267.31	176.18	132.18	91.81	63.33
13 times....	332.50	253.96	167.41	125.55	87.26	60.16
26 times....	315.87	240.62	158.57	118.91	82.66	56.99
52 times....	300.08	227.26	149.87	112.35	78.04	53.83
78 times....	285.08	213.84	140.94	105.71	73.44	50.65
156 times....	270.83	207.14	136.60	102.45	71.15	49.11
260 times....	257.29	200.50	132.18	99.14	68.91	47.51
312 times....	224.43	194.42	127.75	95.81	66.60	45.96

#### PACKAGE PLAN

15 spots per week, 1 or more weeks, per announcement, 45.00.

### ANTIGO

Langlade County—Map Location F-5

See SRDS consumer market map and data at beginning of the State.

## WATK

(Established 1947)

Rates effective \_\_\_\_\_

Rates received February 28, 1949.

Owned and operated by Antigo Broadcasting Co.

#### Personnel

President—A. F. Berner.  
General Manager—W. F. Helms.

#### Representatives

Noue.

#### Mailing Instructions

Business Office—Antigo Journal Bldg., Antigo, Wis., telephone 90.

Studio and Transmitter—Highway 45, one mile south of Antigo, Wis.

#### Wave—Power—Time

Operating power—250 watts days.

Frequency—900 kilocycles.

Non-directional.

Licensed to operate daytime.

Operating schedule: \_\_\_\_\_

#### Agency Commission

15% to recognized agencies on net station time; no cash discount.

#### General Advertising

No contract shall exceed one year's duration.

(Before noon and after 1:00 p.m.)

	1	1/2	1/4	10	5	Ann.
	hr.	hr.	hr.	min.	min.	
1 time....	35.00	20.00	12.00	8.50	5.50	3.25
13 times....	33.25	19.00	11.40	8.10	5.25	3.10
26 times....	31.50	18.00	10.80	7.65	4.95	2.95
52 times....	29.75	17.00	10.20	7.25	4.65	2.75
104 times....	28.00	16.00	9.60	6.80	4.40	2.60
156 times....	26.25	15.00	9.00	6.35	4.10	2.45
260 times....	24.50	14.00	8.40	6.00	3.85	2.30

(12:00 noon to 1:00 p.m.)

Broadcasts during noon hour, 25% extra.

#### POLITICAL

Rates on request.

### APPLETON (3 AM)

(including Neenah)

Appleton, Outagamie County—Map Location G-6.  
Neenah, Winnebago County—Map Location F-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.

## WAPL

APPLETON

(Established 1952)



Rates effective October 1, 1957.

Card received August 22, 1957.

Owned and operated by WAPL-RADIO, Inc.

#### Personnel

Pres. & Gen'l Mgr.—Connie Forster.  
Ass't Mgr. & Prg. Dir.—Val Sherman.

Prom. & Mdse. Dir.—Jerry Luedtke.  
News Editor—Bill Day.

#### Representatives

Walker-Rawalt Company, Inc.

#### Mailing Instructions

Business Office and Studio—Balliet Hotel, 124 W. Washington St., Appleton, Wis. Regent 4-9226, Regent 3-0483.

Transmitter—Menasha, Wis.

#### Wave—Power—Time

Operating power—1,000 watts days.

Frequency—1570 kilocycles.

Non-directional.

Operates on Central Time.

Daylight Saving Time observed.

Licensed to operate daytime only.

Operating schedule: Local sunrise to local sunset.

#### Agency Commission

15% to recognized agencies on gross billings less applicable discounts; no cash discount. Bills due and payable when rendered.

#### General Advertising

Rates are for national advertising and include music copyright fees.

ASCAP, BMI and SESAC licenses.

Contracts accepted for maximum period of one year.

In the event of a rate increase, advertisers on the air at the time of the increase will be given six months rate protection from the effective date of the increase.

#### CLASS "AA"

(Sign-on to 9:00 a.m. and 4:00 p.m. to 6:00 p.m.)

	1 min.	30 sec.	20 sec.	10 sec.
1 time.....	8.25	5.85	4.95	4.15
26 times....	7.75	5.50	4.65	3.85
52 times....	7.50	5.30	4.50	3.70
104 times....	7.25	5.10	4.35	3.60
156 times....	7.00	4.90	4.20	3.45
260 times....	6.50	4.60	3.90	3.20
312 times....	6.25	4.40	3.75	3.10
624 times....	5.75	4.05	3.45	2.85

#### CLASS "A"

(9:00 a.m. to 4:00 p.m. and 6:00 p.m. to sign-off.)

	1 min.	30 sec.	20 sec.	10 sec.
1 time.....	7.25	5.10	4.35	3.60
26 times....	6.75	4.75	4.05	3.40
52 times....	6.50	4.55	3.90	3.25
104 times....	6.25	4.35	3.75	3.15
156 times....	6.00	4.15	3.60	3.00
260 times....	5.50	3.85	3.30	2.75
312 times....	5.25	3.65	3.15	2.65
624 times....	4.75	3.30	2.85	2.40

#### WEEKLY SATURATION PLANS

One minute announcements:

Per week:	1 wk.	13 wks.	26 wks.	52 wks.
14 times.....	70.00	67.50	65.00	60.00
21 times.....	92.50	90.00	87.50	82.50
28 times.....	115.00	112.50	110.00	105.00
35 times.....	137.50	135.00	132.50	127.50
49 times.....	182.50	180.00	177.50	172.50

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.

Run-of-schedule rates on request.

#### SPECIAL FEATURES

News Service—UPI and local. Five minutes of news every hour from sign-on to sign-off seven days per week.

#### NEWSCASTS

5 minutes:	Class "AA"	Class "A"	Class "AA"	Class "A"
1 time....	13.20	11.75	156 times..	9.95 8.45
26 times..	12.25	10.75	260 times..	9.20 7.70
52 times..	11.25	9.75	312 times..	8.45 6.95
104 times..	10.60	9.10	624 times..	7.35 5.85

Local news—7:55 a.m., 9:55 a.m., noon, 1:55 p.m., and 3:55 p.m.  
Sportscasts—7:30 a.m. and 4:30 p.m.  
Weather—Every 30 minutes from sign-on, daily.  
Temperature & Time—every 15 minutes.  
News and music variety format adhered to throughout broadcast day, headed by disc jockey personalities and news editor.  
"Trading Post"—9:30 a.m., 1:30 p.m. and 3:30 p.m., five minutes, Monday through Saturday.

#### POLITICAL

Regular rates apply; cash in advance.

#### Closing Time

Copy must be in 24 hours in advance of broadcast. Transcriptions 4 days before broadcast.

## WHBY

APPLETON

(Established 1925)



Rates effective July 1, 1958.

Rates received June 30, 1958.

Owned and operated by WHBY, Inc.

#### Personnel

Gen'l & Com'l Mgr.—Lewis J. Process.  
Program Manager—Ray Brock.

#### Representatives

Burn-Smith Company, Incorporated.

#### Mailing Instructions

Business Office and Studio—600 S. Lawe St., Appleton, Wis., telephone 3-6639.  
Transmitter—Appleton, Wis.

#### Wave—Power—Time

Operating power—250 watts

Frequency—1230 kilocycles.

Non-directional.

Licensed to operate full time.

Operates on Central Standard Time.

Operating schedule: 5:00 a.m. to 12:00 midnight.

# WISCONSIN

#### Agency Commission

15% to recognized agencies on net charges for station time only. No cash discount. Bills payable by the 10th of month following service.

#### General Advertising

For combination rates see Mutual Broadcasting System. Affiliated with the Wisconsin Network. Rates include music copyright fees.

#### CLASS "AA"

(7:00 a.m. to 8:00 a.m. and noon to 1:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	55.00	48.00	22.00	16.00
13 times....	53.00	45.00	21.00	15.00
26 times....	50.00	43.00	20.00	14.00
52 times....	48.00	40.00	18.00	13.00
104 times....	46.00	38.00	16.00	12.00
156 times....	44.00	36.00	14.00	11.00
260 times....	40.00	33.00	12.00	10.00
312 times....	35.00	30.00	10.00	8.00

#### CLASS "A"

(6:00 a.m. to 7:00 a.m.; 8:00 a.m. to noon and 1:00 p.m. to 3:00 p.m.)

	50.00	40.00	20.00	13.00
1 time.....	50.00	40.00	20.00	13.00
13 times....	48.00	38.00	19.00	12.50
26 times....	46.00	36.00	18.00	12.00
52 times....	44.00	34.00	17.00	11.50
104 times....	40.00	30.00	15.00	11.00
156 times....	36.00	27.00	13.00	9.00
260 times....	32.00	25.00	11.00	8.00
312 times....	25.00	20.00	9.00	6.00

#### CLASS "B"

(5:00 a.m. to 6:00 a.m. and 8:00 p.m. to midnight)

	40.00	25.00	16.00	9.00
1 time.....	40.00	25.00	16.00	9.00
13 times....	38.00	24.00	15.00	8.50
26 times....	36.00	22.00	14.00	8.00
52 times....	34.00	21.00	13.00	7.50
104 times....	32.00	20.00	11.00	7.00
156 times....	30.00	19.00	9.00	6.00
260 times....	28.00	17.00	7.00	5.00
312 times....	20.00	15.00	6.00	4.00

#### ANNOUNCEMENTS

#### CLASS "AA"

	1 min.	30 sec.	20 sec.	10 sec.
1 time.....	8.00	5.65	4.85	4.10
13 times....	7.75	5.50	4.65	3.90
26 times....	7.50	5.30	4.55	3.80
52 times....	7.25	5.10	4.40	3.65
104 times....	7.00	4.90	4.25	3.55
156 times....	6.75	4.70	4.10	3.40
260 times....	6.25	4.40	3.80	3.15
312 times....	6.00	4.20	3.65	3.00

(This listing continued on next page)

# WISCONSIN

## Appleton—W H B Y—Continued

	CLASS "A"			
	1 min.	30 sec.	20 sec.	10 sec.
1 time.....	7.00	4.90	4.25	3.55
13 times.....	6.75	4.75	4.15	3.45
26 times.....	6.50	4.55	3.95	3.35
52 times.....	6.25	4.35	3.80	3.20
104 times.....	6.00	4.15	3.65	3.10
156 times.....	5.75	3.90	3.50	2.95
260 times.....	5.25	3.65	3.20	2.70
312 times.....	5.00	3.45	3.00	2.65

	CLASS "B"			
	1 min.	30 sec.	20 sec.	10 sec.
1 time.....	6.00	4.50	3.50	3.00
13 times.....	5.75	4.25	3.30	2.90
26 times.....	5.50	4.00	3.10	2.80
52 times.....	5.25	3.75	2.90	2.70
104 times.....	5.00	3.50	2.70	2.60
156 times.....	4.75	3.25	2.50	2.50
260 times.....	4.50	3.00	2.30	2.40
312 times.....	4.00	2.75	2.10	2.20

**PACKAGE RATES**

1-minute:	Each	Per pkg.
10 announcements.....	5.00	50.00
15 announcements.....	4.50	67.50
20 announcements.....	4.25	84.00
25 announcements.....	4.00	100.00
30 announcements.....	3.75	112.00
50 announcements.....	3.25	162.50
75 announcements.....	3.00	225.00
100 announcements.....	2.50	250.00

**SPECIAL FEATURES**  
 News Service—AP. Market reports, local news, sports-casts, time signals, weather and temperature reports and special features—rates on request.

**Closing Time**  
 Recorded programs and announcements one week in advance of broadcast. Political speech manuscripts must be submitted 48 hours in advance of broadcast.

# W N A M

NEENAH  
 (Established 1947)



Rates effective March 1, 1956. (Card No. 4.)  
 Card received February 3, 1956.  
 Owned and operated by Neenah-Menasha Broadcasting Company.

**Personnel**  
 General Manager—Don C. Wirth.

**Representatives**  
 Everett-McKinney, Inc.

**Mailing Instructions**  
 Business Office and Studio—Radio Park, Neenah, Wis., Parkway 2-6471.  
 Transmitter—Neenah, Wis.

**Wave—Power—Time**  
 Operating power—1,000 watts.  
 Frequency—1280 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate full time.  
 Operates on Central Time.  
 Operating schedule: Sundays 6:30 a.m. to 11:00 p.m., week days 5:00 a.m. to midnight.

**Agency Commission**  
 15% to recognized agencies on net charges for station time; no cash discount. Bills payable by the 15th of the month following billing.

**General Advertising**  
 Accepts AAAA copyrighted contract.  
 Advertising of alcoholic beverages, except wine and beer, not accepted.

Rates are guaranteed for a period of one year from date of first broadcast, with or without interruption. No contract accepted for a longer period than one year.

	(7:00 a.m. to 10:30 p.m. daily)				(*)
	1/2 hr.	1/4 hr.	5 min.		
1 time.....	36.00	24.00	12.00	6.00	
13 times.....	33.50	22.00	11.50	5.75	
26 times.....	31.00	20.00	11.00	5.50	
52 times.....	28.50	18.00	10.50	5.25	
104 times.....	26.00	16.00	10.00	5.00	
156 times.....	23.50	14.00	9.50	4.75	
312 times.....	21.00	12.50	9.00	4.50	

	(6:00 a.m. to 7:00 a.m. and 10:30 p.m. to 11:00 p.m.)			
	1/2 hr.	1/4 hr.	5 min.	
1 time.....	27.00	18.00	9.00	4.00
13 times.....	25.00	16.50	8.75	3.75
26 times.....	23.00	15.00	8.25	3.50
52 times.....	21.00	13.50	8.00	3.25
104 times.....	19.50	12.00	7.50	3.00
156 times.....	18.00	10.50	7.00	2.75
312 times.....	15.75	9.50	6.75	2.50

(\*) One minute or less.  
**Sales Promotion Packages**  
 10 announcements per week..... 50.00  
 15 announcements per week..... 67.50  
 20 or more announcements per week..... 80.00

**Shortlines**  
 8- to 10-second spots, 50% of applicable earned frequency.

**SPECIAL FEATURES**  
 News Service—UPI. Regular rates apply.  
 Sports—rates and details on request.

**POLITICAL**  
 Regular rates apply. Payment in advance.

**Closing Time**  
 Twenty-four hours before broadcast. Transcriptions should be delivered ten days in advance to permit checking and shipment of replacements.

## ASHLAND

Ashland County—Map Location D-3  
 See SRDS consumer market map and data at beginning of the State.

### WATW

(Established 1940)

Rates effective July, 1956.  
 Rates received September 20, 1956.  
 Owned and operated by WATW, Inc.

**Personnel**  
 President and General Manager—Gene Halker.

**Representatives**  
 Thomas F. Clark Company, Inc.

**Mailing Instructions**  
 Business Office and Studio — Northern State Bank Bldg., Ashland, Wis., telephone 1680.  
 Transmitter—Highway 13 and 24th St., Ashland, Wis.

**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 observed.  
 Operating schedule: 6:00 a.m. to 10:00 p.m.

**Agency Commission**  
 15% to recognized agencies; no cash discount.  
 Invoices mailed first of the month; payable the 10th of month. Political broadcasts, cash with order.

**General Advertising**  
 Rates include music copyright fees.

	PROGRAMS				
	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min. 20 sec.
1 time.....	60.00	36.00	24.00	12.00	6.00 3.60
13 times.....	56.00	33.60	22.40	11.20	5.60 3.40
26 times.....	52.00	31.20	20.80	10.40	5.20 3.15
52 times.....	48.00	28.80	19.20	9.60	4.80 2.90
104 times.....	44.00	26.40	17.60	8.80	4.40 2.65
156 times.....	40.00	24.00	16.00	8.00	4.00 2.40
260 times.....	36.00	21.60	14.40	7.20	3.60 2.20
520 times.....	32.00	19.20	12.80	6.40	3.20 1.95

**PROMOTION RATES**  
 One-minute announcements; must be used in an uninterrupted 10-day period.  
 10 announcements 55.00 50 announcements 200.00  
 20 announcements 95.00 75 announcements 275.00  
 30 announcements 130.00 100 announcements 350.00

**SPECIAL FEATURES**  
 Leased wire services, sportscasts, local sports events, time signals; road, weather and temperature reports; lodge, club and lake fishing bulletins; remote broadcasts; participating programs.

**POLITICAL AND RELIGIOUS**  
 Regular rates apply.

**Closing Time**  
 24 hours before broadcast. Transcriptions at least one week in advance of broadcast.

## BEAVER DAM

Dodge County—Map Location F-8  
 See SRDS consumer market map and data at beginning of the State.

### WBEV

(Established 1951)



Rates effective July 1, 1957.  
 Rates rec'd May 31, 1957.  
 Owned and operated by Beaver Dam Broadcasting Co., Inc.

**Personnel**  
 General Manager—Charles R. Dickoff.  
 Ass't Gen'l Mgr.—Tom Falle.

(This listing continued on next page)

# For More and Better Buying Information

Standard Rate & Data Service is complimented by numerous letters from subscribers applauding (as some in effect call it) "the SRDS campaign to foster factual media promotion."

While, in a sense, the effort to inject greater usefulness into media-promotion advertising might be called "the SRDS campaign," it should, more rightfully, be known as "the SRDS subscribers' campaign." SRDS has acted, and will continue to act, merely as a clearing house of media-buying needs, with a modicum of guidance on plan and method necessary to put subscribers' needs and desires into practical, everyday workable form.

But it is the enlightened, far-seeking cooperation of the users of SRDS publications that is, by every means of measure, the biggest factor in the success so far achieved.

And it is the subscriber who continues to encourage this factually-informative advertising technique by every influence-channel short of a black-jack who will get the greatest good out of the job... whose voice will be heard the loudest... and who finally, and justly, will be entitled to the acclamation of both beneficiaries—advertisers and advertising media alike.

**Beaver Dam—W B E V—Continued**

**Representatives**  
Hal Holmar Company.

**Mailing Instructions**  
Business Office and Studio—109-1/2 Front St., Beaver Dam, Wis. Turner 5-4442, 3.  
Transmitter—Radio Park, South Beaver Dam, Wis. Turner 5-9131.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1430 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Central Standard Time. Daylight Saving Time observed.  
Operating schedule: 5:00 a.m. to local sunset weekdays; 6:00 a.m. to local sunset Sundays.

**Agency Commission**  
15% to recognized agencies; no cash discount. Commission applies on talent unless otherwise specified. Invoices mailed 1st of month; payable 10th of month.

**General Advertising**  
Accepts AAAA copyrighted contract. ASCAP, BMI and SESAC licenses.  
The following rates are for national advertising and include music copyright fees.

1 hour.....	45.00	10 minutes.....	15.50
1/2 hour.....	27.00	5 minutes.....	10.50
1/4 hour.....	18.00	1 minute.....	5.00

**PACKAGE PLANS**

One minute or less:  
25 times per week 72.75 25 times per week 112.50  
20 times per week 95.00 30 times per week 127.50

**SPECIAL FEATURES**

News Service—UPI.  
Sports—Flasher featuring Chuck Nelmas, official sports-caster for the University of Wisconsin.  
Participating Programs  
Program Director—Duane Wendt.  
"Central Wisconsin Farm Report"—5:00 a.m. to 7:00 a.m.  
"Good Morning Music"—7:00 a.m. to 9:00 a.m.  
"Party Line"—9:00 a.m. to 11:00 a.m.  
"Noon News Edition"—12:15 p.m. to 12:45 p.m.

**TRANSCRIPTIONS**

Library Service—Thesaurus.  
**POLITICAL AND RELIGIOUS**  
Regular rates apply.  
**Closing Time**  
24 hours before broadcast. Transcriptions should be delivered at least ten days in advance to permit checking and shipment of replacements.

**BELOIT (2 AM)**

Rock County—Map Location F-9  
See SRDS consumer market map and data at beginning of the State.

**WBEL**

(Established 1948)



Rates effective August 1, 1958. (Card No. 6.)  
Card received July 3, 1958.  
Owned and operated by Beloit Broadcasters, Inc.

**Personnel**  
General Manager—Robert O. Moran.

**Representatives**  
Gill-Perna, Inc.

**Mailing Instructions**  
Business Office and Studio—430 State St., Beloit, Wis.  
Transmitter—Rockton, Ill.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—1380 kilocycles.  
Directional antenna.  
Licensed to operate full time.  
Operates on Central Standard Time.  
Operating schedule: 5:30 a.m. to midnight weekdays; 6:45 a.m. to 10:00 p.m. Sundays.

**Agency Commission**  
15% to recognized agencies on time and other allowed charges; no cash discount. Bills rendered weekly or monthly.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Certain types of alcoholic beverages unacceptable.  
"Per Inquiry" advertising not accepted.  
Rates guaranteed for one year from date of first broadcast, with or without interruption.  
All program matter and commercial copy is subject to the approval of the station management. Station reserves the right to change or cancel program or announcement time to accommodate special events or public services.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	50.00	30.00	20.00	15.00	11.50
13 times.....	48.00	28.50	21.00	14.50	11.00
26 times.....	46.00	27.00	20.00	14.00	10.50
52 times.....	44.00	25.50	19.00	13.50	10.00
104 times.....	42.00	24.00	18.00	12.50	9.00
156 times.....	40.00	22.50	17.00	12.00	8.50
260 times.....	38.00	21.00	16.00	11.50	8.00
312 times.....	36.00	19.50	15.00	11.00	7.50

**ANNOUNCEMENTS**

	1 min.	30 sec.	10 sec.
1 time.....	9.00	5.85	3.75
13 times.....	8.50	5.50	3.55
26 times.....	8.00	5.20	3.35
52 times.....	7.50	4.85	3.15
104 times.....	7.00	4.50	3.00
156 times.....	6.50	4.20	2.90
260 times.....	6.00	3.90	2.80
312 times.....	5.50	3.50	2.70

**PACKAGE RATES**  
(1 or more weeks)

Per week:	1 min.	20 sec.
5 announcements.....	40.00	26.00
10 announcements.....	75.00	48.80
15 announcements.....	105.00	68.50
20 announcements.....	130.00	85.00
40 or more announcements per week, each.....	3.75	

Regular announcements and package rate spots cannot be combined for frequency discounts.

**SPECIAL FEATURES**

News Service—UPI.  
Sports events—play-by-play description from field available in season; local, high school and college football and basketball:  
University of Wisconsin—football and basketball.  
Green Bay Packers—pro-football.  
Milwaukee Braves—baseball.  
Rates and full sponsorship, spot participation and adjacencies available on request.

**POLITICAL**

Regular rates apply. Cash in advance, commissionable. Station reserves the right to limit amount of time to be sold. Copy to be submitted 24 hours in advance.

**Closing Time**

Copy must be submitted 24 hours in advance of broadcast.

**WGEZ**

(Established 1948)

Rates effective \_\_\_\_\_  
Rates received July 9, 1956.  
Owned and operated by Beloit Broadcasting Co.

**Personnel**

Pres. & Owner—Sidney H. Bliss.  
General Manager—Vern Williams.  
Sales Manager—Bill Bessire.  
Station Manager—Tom Anderson.

**Representatives**

Everett-McKinney, Inc.

**Mailing Instructions**

Business Office and Studio—Hotel Hilton, Beloit, Wis., Emerson 5-8865.  
Transmitter—Junction U. S. Highway 51 and Wisconsin-Illinois State Line, Beloit, Wis.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1490 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Central Standard Time.  
Operating schedule: 5:30 a.m. to 12:00 midnight.

**Agency Commission**

15% to recognized agencies on station time only; no cash discount.

**General Advertising**

For combination rates see Mutual Broadcasting System and Wisconsin Network.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	60.00	36.00	24.00	12.00	4.80
13 times.....	58.50	35.10	23.40	11.70	4.60
26 times.....	57.00	34.20	22.80	11.40	4.50
52 times.....	54.00	32.40	21.60	10.80	4.32
104 times.....	51.00	30.60	20.40	10.20	4.08
156 times.....	48.00	28.80	19.20	9.60	3.84
260 times.....	45.00	27.00	18.00	9.00	3.60

(\*) One minute or less.

**COMBINATION RATES**

15% discount allowed on combination of WGEZ and WCLO, Janesville, Wis.

**SPECIAL FEATURES**

News Service—AP.  
Participation Features: Mutual Co-op Show, Disc Jockey Shows, Homemaker's Program, News Broadcasts and Sports Broadcasts—rates and details on request.

**POLITICAL**

Regular rates apply.  
**Closing Time**  
Contracts should be closed two weeks in advance to enable proper merchandising. Transcriptions and recordings must be delivered to studios one week in advance.

**BLACK RIVER FALLS**

Jackson County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

**WWIS**

(Established 1958)

Rates effective September 1, 1958. (Card No. 1.)  
Rates received September 18, 1958.  
Owned and operated by Clarkwood Broadcasting Corp

**Personnel**

President—Hartley L. Samuels.  
General Manager—Walter Boller.

**Representatives**

Grant Webb & Company.

**Mailing Instructions**

Business Office and Studio: P. O. Box 32, Black River Falls, Wis. Phone 4645.  
Transmitter \_\_\_\_\_

**Wave—Power—Time**

Operating power—1,000 watt days.  
Frequency—1260 kilocycles.  
Operating schedule: 6:00 a.m. to local sunset.

**Agency Commission**

15% on time only; no cash discount.

**WISCONSIN**

**General Advertising**

Affiliated with Keystone Network.

	1/2 hr.	1/4 hr.	5 min.
1 time.....	20.00	12.00	6.00
13 times.....	19.00	11.00	5.50
26 times.....	18.00	10.00	5.00
52 times.....	16.00	9.00	4.50
156 times.....	14.00	8.00	4.00
260 times.....	12.50	7.00	3.50
312 times.....	10.00	6.00	3.00

**ANNOUNCEMENTS**

	1 min.	20 sec.	1 min.	20 sec.
1 time.....	5.00	3.00	260 times..	3.40 2.00
13 times.....	4.80	2.90	312 times..	3.00 1.80
26 times.....	4.60	2.75	500 times..	2.75 1.65
52 times.....	4.20	2.50	1000 times..	2.50 1.50
156 times.....	3.80	2.25		

**Combination Rates**

10% discount on above rates when purchased in combination with WDLB, Marshfield, Wisconsin.

**CHIPPEWA FALLS**

Chippewa County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

**WCHF**

The call letters of this station have been changed to:

**WAXX**

See Eau Claire-Chippewa Falls

**EAU CLAIRE—CHIPPEWA FALLS**

(4 AM)

Eau Claire—Eau Claire County—Map Location C-6  
Chippewa Falls—Chippewa County—Map Location C-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.

**WAXX**

(formerly WCHF)

**CHIPPEWA FALLS**

(Established 1954)



Rates effective August 11, 1958.  
Rates received August 27, 1958.

Owned and operated by Radio Chippewa.

**Personnel**

Managing Partner—Stephen P. Bellinger.  
General Manager—Keith Coleman.  
Commercial Manager—Paul A. Jones.

**Representatives**

John E. Pearson Company.

**Mailing Instructions**

Business Offices and Studio—P. O. Box 41, 108 Bridge St., Chippewa Falls, Wis., Park 3-2241.  
Transmitter—Highway 53 at State St., Chippewa Falls.

**Wave—Power—Time**

Operating power—5,000 watts, days.  
Frequency—1150 kilocycles.  
Operating schedule: 6:00 a.m. to local sunset Monday through Saturday; 7:00 a.m. to local sunset Sunday.  
CST—DST observed.

**Agency Commission**

15% on time only; no cash discount.

**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. or less
1 time.....	44.00	30.80	19.80	15.40	11.00	6.50
13 times.....	42.00	29.80	19.30	14.90	10.50	6.25
26 times.....	40.00	28.80	18.80	14.40	10.00	6.00
52 times.....	38.00	27.80	18.30	13.90	9.50	5.50
104 times.....	36.00	26.80	17.80	13.40	9.00	5.00
156 times.....	34.00	25.80	17.30	12.90	8.50	4.50
260 times.....	32.00	24.80	16.80	12.40	8.00	4.00

**R.O.S. PACKAGE PLAN**

Per week:	5 spots.....	27.50	20 spots.....	82.50
	10 spots.....	49.50	25 spots.....	96.25
	15 spots.....	66.00		

Run-of-schedule rates are flat and the frequency nor other discount plans apply.

**COMBINATION RATES**

Sold with group discounts in combination with WIZZ Streator, Ill., WRAM, Monmouth, Ill.; and WVMC, Mount Carmel, Ill.:

2 stations.....	5%	4 stations.....	15%
3 stations.....	10%		

**SPECIAL FEATURES**

Merchandising service and local mailing services available.

**POLITICAL**

Regular rates apply.

(Eau Claire-Chippewa Falls continued on next page)



# WISCONSIN

## Eau Claire—Chippewa Falls—Continued

**WBIZ**  
EAU CLAIRE  
(Established 1947)



Rates effective October 1, 1955. (Card No. 8.)  
Card received September 12, 1955.  
Owned and operated by WBIZ, Inc.

### Personnel

Pres. & Gen'l Mgr.—Howard G. Bill.  
Program Director—Harold A. Jahnke.  
Commercial Mgr.—Jack Kelly.

### Representatives

John E. Pearson Company.

### Mailing Instructions

Business Office and Studio—609 Cameron St., Eau Claire, Wis., Temple 5-5111.  
Transmitter—Eau Claire, Wis.

### 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 observed.  
Operating schedule: Week days 6:00 a.m. to 12:00 midnight; Sundays 7:00 a.m. to 12:00 midnight.

### Agency Commission

15% to recognized agencies on net station time; no cash discount. Bills payable by 15th of month following service.

### General Advertising

ASCAP, BMI and SESAC licenses.  
For combination rates see Mutual Broadcasting System.  
Accepts AAAA copyrighted contract.  
Maximum length of contract one year.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	40.00	25.00	16.00	12.00	8.00	5.00
26 times.....	38.00	23.75	15.20	11.40	7.60	4.75
52 times.....	36.00	22.50	14.40	10.80	7.20	4.50
104 times.....	34.00	21.25	13.60	10.20	6.80	4.25
156 times.....	32.00	20.00	12.80	9.60	6.40	4.00
260 times.....	30.00	18.75	12.00	9.00	6.00	3.75
312 times.....	28.00	17.50	11.20	8.40	5.60	3.50

(\*) One minute or less.

### SPECIAL FEATURES

News Service—UPI and local.  
Sports—National and local baseball, basketball and football.  
Time and Weather announcements.  
Mutual co-op programs.

### Participating Programs

"Watch the Clock"—6:00 a.m. to 8:00 a.m.  
"Kelly at the Crossroads"—8:15 a.m. to 9:15 a.m. Monday through Friday.  
"You Tell Me"—10:35 a.m. to 11:00 a.m. Monday through Friday.  
"Parade of Music"—12:30 p.m. to 5:00 p.m.  
"Speak Low"—10:15 p.m. to 12:00 midnight.  
Ten second announcements—one-half of 1-minute rate. These spots may not be combined with regular spots for greater frequency.

### POLITICAL

Regular rates apply. Cash in advance.

**WEAU**  
EAU CLAIRE

(Established 1937)

## NBC - Arrowhead



Rates effective October 1, 1957. (Card No. 5.)  
Rates received November 1, 1956.

Owned and operated by the Central Broadcasting Co.

### Personnel

President—W. C. Bridges.  
General Manager—Leo Howard.

### Representatives

George P. Hollingbery Company.  
Minneapolis—Bill Hurley.

### Mailing Instructions

Business Office and Studio—2415 Hastings Way, Eau Claire, Wis., telephone 2-3474.  
Transmitter—Altoona Lake Drive, Eau Claire, Wis.

### Wave—Power—Time

Operating power—5,000 watts.  
Frequency—790 kilocycles.  
Directional—nighttime only.  
Licensed to operate unlimited time.  
Operates on Central Time.  
Operating schedule: ————.

### Agency Commission

15% to recognized agencies on net time and talent charges; no cash discount. Bills due and payable when rendered.

### General Advertising

For combination rates see listing of NBC Radio Network and Arrowhead Network.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Discounts allowed retroactively on the number of broadcasts within a year.  
Announcements and programs cannot be combined to earn larger discounts.  
All rates guaranteed for 6 months from date of first broadcast with or without interruption and are subject to change without notice.  
Length of commercial copy: Day and Evening Programs

5 minutes.....	1:45 minutes
10 minutes.....	2:00 minutes
15 minutes.....	2:30 minutes
25 minutes.....	2:45 minutes
30 minutes.....	3:00 minutes
60 minutes.....	6:00 minutes

### CLASS "A"

(6:00 a.m. to 10:30 p.m. daily)

	1/2 hr.	1/4 hr.	10 min.	5 min.	Ann.
1 time.....	70.00	35.00	25.00	16.50	10.00
52 times.....	66.50	33.10	23.90	15.70	9.50
156 times.....	65.00	32.00	23.10	15.25	9.25
260 times.....	63.00	31.50	22.50	14.85	9.00

### CLASS "B"

(All other times)

1 time.....	35.00	18.00	13.00	8.75	5.25
52 times.....	33.10	17.20	12.60	8.30	5.00
156 times.....	32.15	16.60	12.00	8.10	4.85
260 times.....	31.50	16.20	11.70	7.85	4.75

1 hour, when available, any time..... 45.00

### SPECIAL FEATURES

News Service—UPI.

### TRANSCRIPTIONS

Library Service—Thesaurus.  
Instantaneous reference recordings: Five minutes 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 each 5.00; 30 minute program each 10.00.

## WECL

EAU CLAIRE

(Established 1943)

Rates effective February 1, 1958. (Card No. 1.)

Card received February 14, 1958.  
Owned and operated by Chippewa Valley Radio & Television Corp.

### Personnel

President—Harry S. Hyett.  
Vice-President—G. LaVerne Flambo.  
Secretary—John Grandy.  
Treasurer—Odin Ramsland.  
General Manager—Robert E. Nelson.

### Representatives

Avery-Knodel, Inc.  
Minneapolis—Harry S. Hyett.

### Mailing Instructions

Business Office and Studio—Rudolph Road, P. O. Box 23, Eau Claire, Wis., telephone 2-1620, 2-1629.  
Transmitter—Rudolph Road, Eau Claire, Wis.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1050 kilocycles.  
Non-directional.

Licensed to operate sunrise to sunset on clear channel.  
Operates on Central Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 5:30 a.m. to sunset.

### Agency Commission

15% to recognized agencies on station time only; no cash discount. Bills rendered monthly, due when rendered.

### General Advertising

Accepts AAAA copyrighted contract.  
The following rates are for national advertising and include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Frequency discounts—all periods must be used within a year.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	40.00	24.00	15.00	11.50	8.75
26 times.....	37.00	22.00	14.25	10.75	8.25
52 times.....	34.00	20.50	13.75	10.00	7.50
156 times.....	33.00	18.50	13.00	9.25	6.75
260 times.....	31.00	16.50	12.25	8.50	6.25
312 times.....	29.00	15.50	11.50	8.00	5.75

### ANNOUNCEMENTS

	"A"	"B"	"A"	"B"
1 time.....	6.00	5.00	260 times.....	5.00
26 times.....	5.75	4.75	312 times.....	4.75
52 times.....	5.50	4.50	520 times.....	4.25
156 times.....	5.25	4.25		

### WEEKLY SATURATION RATES

10-14 spots.....	4.75	30-39 spots.....	4.00
15-19 spots.....	4.50	40 or more spots.....	3.75
20-29 spots.....	4.25		

### SPECIAL FEATURES

News Service—AP.

Regular rates apply; payable in advance.

### TRANSCRIPTIONS

Library Service—Standard. Capitol.

### Closing Time

Contracts close two weeks in advance of first broadcast. Announcement copy, transcriptions and talks close 24 hours in advance.

## FOND DU LAC

Fond du Lac County—Map Location G-8

See SRDS consumer market map and data at beginning of the State.

## KFIZ

(Established 1922)



Rates effective July 1, 1958. (Card No. 21.)  
Card received June 10, 1958.

Owned and operated by KFIZ Broadcasting Co.

### Personnel

Executive Vice-President—Emery W. Martin.

### Representatives

Hal Holman Company.

### Mailing Instructions

Business Office—18 West First St., P. O. Box 350, Fond du Lac, Wis. Walnut 1-3770.  
Studio—Lange Bldg., Fond du Lac, Wisconsin.  
Transmitter—Route 1, County Trunk 000, Fond du Lac, Wis.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.

Licensed to operate on local channel, unlimited time.  
Operates on Central Time.  
Operating schedule: 6:00 a.m. to 11:00 p.m. daily.

### Agency Commission

15% to recognized advertising agencies. Cash discount 2%—10 days from date of invoice.

### General Advertising

For combination rates see Mutual Broadcasting System. Affiliated with Wisconsin Network.  
No contract accepted for longer than one year.

	1 tl.	13 tl.	26 tl.	52 tl.	156 tl.	260 tl.
1 hour.....	70.00	66.50	63.00	59.50	56.00	52.50
1/2 hour.....	42.00	39.90	37.80	35.70	33.60	31.50
1/4 hour.....	28.00	26.60	25.20	23.80	22.40	21.00
10 minutes.....	21.00	19.95	18.90	17.85	16.80	15.75
5 minutes.....	14.00	13.30	12.60	11.90	11.20	10.50
1 minute.....	7.00	6.65	6.30	5.95	5.60	5.25

Class "A" 30 second rates have been withdrawn.  
Class "B" rates have been withdrawn. Class "A" rates now apply to all times.

### WEEKLY PACKAGE RATES

1-minute or less, per week:	
10 times, each.....	5.50
15 times, each.....	5.25
20 times, each.....	5.00
10-second ID's—50% of earned minute rate.	

### FREQUENCY DISCOUNTS

All periods must be used within a year.

### SPECIAL FEATURES

News Service—UPI.  
Football, baseball, sports reviews, newscasts, time signals. Rates on request.

### Closing Time

Closing date for programs one week in advance. For announcements, talks, speeches, etc., the day previous.

# WEAU PERFORMANCE OUTRATES THEM ALL

Highest Hooper of all local and area stations.

HOOPER city zone index July-Aug. '58

## MORNING

7 A.M. - Noon  
Mon. thru Fri.

WEAU . . . 49.7

sets in use 12.6

Noon - 6 P.M.

## AFTERNOON

Mon. thru Fri.

WEAU . . . 44.4

sets in use 13.8

HOOPER city zone index Jan.-Feb. '57

## EVENING

6 P.M. - 10 P.M.

WEAU . . . 79.7

Mon. thru Fri.

sets in use 8.1

# WEAU

Eau Claire,  
Wisconsin

George P. Hollingbery Co.

# GREEN BAY (3 AM)

Brown County—Map Location G-7  
See SRDS consumer market map and data at beginning of this State.

## WBAY

(Established 1922)

### CBS Radio Network

Rates effective February 1, 1955. (Card No. 8.)  
Rates received December 9, 1954.  
Revisions (Sat. Plan) rec'd March 5, 1957.  
Owned and operated by Norbertine Fathers.

#### Personnel

General Manager—Haydn R. Evans.  
Station Manager—Rog Mueller.  
Sales Manager—Joe DeYoung.  
Promotion Manager—Robert Meister.

#### Representatives

Weed Radio Corporation.  
Minneapolis—Harry Hyett.

#### Mailing Instructions

Business Office and Studio—115 S. Jefferson, Green Bay, Wis., Hemlock 2-3333. TWX GB 8366.  
Transmitter—West De Pere, Wis.

#### Wave—Power—Time

Operating power—5,000 watts.  
Frequency—1360 kilocycles.  
Directional—nighttime only.  
Licensed to operate unlimited time.  
Operates on Central Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 5:00 a.m. to midnight.

#### Agency Commission

15% on time only; no cash discount. Bills payable 10th. Contracts for less than 25.00—cash in advance.

#### General Advertising

For combination rates see CBS Radio Network (Northwestern Group).

CLASS "A"				
(11:30 a.m. to 1:00 p.m.)				
	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	120.00	72.00	43.20	25.92
13 times.....	114.00	68.40	41.04	24.62
26 times.....	108.00	64.80	38.88	23.32
52 times.....	102.00	61.20	36.72	22.02
100 times.....	96.00	57.60	34.56	20.72
200 times.....	90.00	54.00	32.40	19.42

CLASS "B"				
(All other times)				
	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	80.00	48.00	28.80	17.28
13 times.....	76.00	45.60	27.36	16.42
26 times.....	72.00	43.20	25.92	15.56
52 times.....	68.00	40.80	24.48	14.70
100 times.....	64.00	38.40	23.04	13.84
200 times.....	60.00	36.00	21.60	12.98

ANNOUNCEMENTS					
CLASS "A"					
(11:30 a.m. to 1:00 p.m.)					
	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.
One minute.....	12.00	11.40	10.80	10.20	9.60
Station break.....	10.00	9.50	9.00	8.50	8.00

## CLASS "B"

(All other times)

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.
One minute.....	11.00	10.45	9.90	9.35	8.80
Station break.....	9.00	8.55	8.10	7.65	7.20

Starting time of announcements determines rate classification.  
**SATURATION PLAN**  
Within 7-day period:  
20 announcements, additional discount..... 20%  
10 announcements, additional discount..... 10%

**SPECIAL FEATURES**  
Participating features for announcements only:  
"Farm & Home Hour"—11:30 a.m. to 1:00 p.m.  
"Farm Time"—5:15 a.m. to 7:00 a.m.  
"Housewives' Party Line"—8:15 a.m. to 9:00 a.m.  
"Koffee Klatsch"—9:00 a.m. to 9:30 a.m.

**POLITICAL**  
Regular rates apply.  
**Closing Time**  
At least one week in advance to secure program listings in daily and weekly newspapers.

## WDUZ

(Established 1947)  
A Laird Group Station

Rates effective March 1, 1956.  
Rates received February 1, 1956.  
Combination rates received January 2, 1957.  
Owned and operated by Green Bay Broadcasting Co.

**Personnel**  
Pres. & Gen'l Mgr.—Ben A. Laird.  
Vice-Pres. & Station Mgr.—Allen H. Embury.  
News Director—Don Vander Kelen.  
Program Director—Bob Sanders.

**Representatives**  
McGavren-Quinn Co.  
**Mailing Instructions**  
Business Office and Studios—Nicolet Bldg., Green Bay, Wis., Hemlock 5-5331.  
Transmitter—Cass St., town of Preble, Wis.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.  
Operates on full time on local channel.  
Operates on Central Time.  
Operating schedule: Sundays 6:30 a.m. to 12:00 midnight; week days 24 hours.

**Agency Commission**  
15% on net charges for station time to recognized agencies; no cash discount. No commission on program charges and charges incidental to the construction and production of programs. Bills rendered monthly.

**General Advertising**  
For combination rates see ABC Radio.  
The following rates are for national advertising and include music copyright fees.

	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	35.00	21.00	10.50	7.00	3.50
13 times.....	31.50	19.80	9.90	.....	.....
26 times.....	29.75	18.60	9.30	6.50	3.25
52 times.....	27.80	17.40	8.70	6.00	3.00
104 times.....	25.90	16.20	8.10	5.50	2.75
156 times.....	24.00	15.00	7.50	5.00	2.50
260 times.....	22.10	13.80	6.90	4.50	2.25

(\*) One minute or station break, live or transcribed.  
(†) 10-second station identification adjacencies.  
Only above rates are subject to earned frequency discounts.

**SATURATION PACKAGE RATES**  
(One minute spots)  
Per week: 1 wk 13 wks 26 wks 52 wks  
10 announcements 40.00 38.00 36.00 34.00  
15 announcements 57.00 54.15 51.30 48.45  
20 announcements 72.00 68.40 64.80 61.20  
25 announcements 85.00 80.75 76.50 72.25  
30-second announcements—70% of one-minute package rates.  
15-second announcements—50% of one-minute package rates.  
May be purchased on combination rate with WDUZ, Waupaca. Discount quoted by representative.

**BULK SPOT RATES**  
Not retroactive, must be ordered as package. To be used within one year or less:  
520 1 minute announcements, each..... 3.70  
1040 1 minute announcements, each..... 3.20  
2080 1 minute announcements, each..... 2.70

**COMBINATION RATES**  
The following rates apply to WDUZ, Green Bay, Wis. and WDUZ, Waupaca, Wis.:

	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	63.00	37.00	19.00	12.50	6.25
13 times.....	58.75	35.75	17.75	.....	.....
26 times.....	53.75	33.50	16.75	11.75	5.75
52 times.....	50.00	31.25	15.75	10.75	5.50
104 times.....	46.75	29.25	14.50	10.00	5.00
156 times.....	43.25	27.00	13.50	9.00	4.50
260 times.....	39.75	24.75	12.50	8.00	4.00

(\*) One minute or station break, live or transcribed.  
(†) 10-second station identification adjacencies.  
Only above rates are subject to earned frequency discounts.

**SATURATION PACKAGE RATES**  
(One minute spots)  
Per week: 1 wk 13 wks 26 wks 52 wks  
10 announcements 72.00 68.50 65.00 61.25  
15 announcements 102.50 97.50 92.25 88.00  
20 announcements 129.50 123.00 116.75 110.00  
25 announcements 153.00 145.00 137.75 130.75

**SPECIAL FEATURES**  
News Service—UPI and local news. News every hour on the hour.  
Participating Programs  
"Lucky Hogan"—6:00 a.m. to 1:00 p.m.  
"Bob Castle Show"—1:00 p.m. to 6:00 p.m.  
"Bill Walters Show"—6:00 p.m. to midnight and 6:30 a.m. to 1:00 p.m. Sunday.  
Special rates apply on all segments of Lucky Hogan Shows and Bill Walters Show Sunday 6:30 a.m. to 1:00 p.m.

**POLITICAL**  
Regular rates apply.

# WISCONSIN

## WJPG

(Established 1947)

Rates effective August 1, 1950. (Card No. 3.)  
Card received August 30, 1950.  
Owned and operated by Green Bay Newspaper Co.

**Personnel**  
General Manager—Joseph Horner, Jr.  
Station Manager—John M. Walter.  
Commercial Manager—Glen R. Holznecht.  
Program Director—Clair Stone.

**Representatives**  
Gill-Perna, Inc.  
**Mailing Instructions**  
Business Office and Studio—428 Cherry St., Green Bay, Wis., Hemlock 5-7575.  
Transmitter—On Bellevue Road, south of Green Bay, Wis.

**Wave—Power—Time**  
Operating power—5,000 watts days; 500 watts nights.  
Frequency—1440 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate unlimited time.  
Operates on Central Time.  
Daylight Saving Time observed.  
Operating schedule: 6:00 a.m. to 12:00 midnight.

**Agency Commission**  
15% to recognized agencies on station time only; no cash discount. Bills rendered monthly.  
**General Advertising**  
Affiliated with Wisconsin Network.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Advertising of alcoholic beverages other than beer and wine not accepted. Beer and wine advertising subject to station approval.

**GENERAL BROADCAST ADVERTISING**  
CLASS "A"  
(7:00 a.m. to 8:00 a.m.; noon to 1:00 p.m. daily; noon to 6:00 p.m. Sunday)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	90.00	54.00	36.00	18.00
13 times.....	86.00	51.60	34.40	17.20
26 times.....	82.00	49.20	32.80	16.40
52 times.....	78.00	46.80	31.20	15.60
104 times.....	74.00	44.40	29.60	14.80
156 times.....	70.00	42.00	28.00	14.00
260 times.....	66.00	39.60	26.40	13.20

**CLASS "B"**  
(All other times)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	60.00	36.00	24.00	12.00
13 times.....	57.00	34.20	22.80	11.40
26 times.....	54.00	32.40	21.60	10.80
52 times.....	51.00	30.60	20.40	10.20
104 times.....	48.00	28.80	19.20	9.60
156 times.....	45.00	27.00	18.00	9.00
260 times.....	42.00	25.20	16.80	8.40

**ANNOUNCEMENTS**

	Class "A"	Class "B"
1 time.....	10.00	8.00
13 times.....	9.50	7.60
26 times.....	9.00	7.20
52 times.....	8.50	6.80
104 times.....	8.00	6.40
156 times.....	7.00	5.60
260 times.....	6.00	4.80

(Announcements one minute transcribed or 125 words live.)

**Package Plan Announcements**  
(Run-of-schedule)  
10 one minute announcements per week..... 48.00  
15 one minute announcements per week..... 68.00  
20 one minute announcements per week..... 85.00  
Package Plan announcements are at flat weekly rate and may not be combined with other announcements frequency discount.

**SPECIAL FEATURES**  
News Service—AP, and local news; regular rates apply.

**POLITICAL**  
Regular rates apply.

**TRANSCRIPTIONS**  
Library Service—Standard, World.  
**Closing Time**  
Programs close one week in advance of broadcast time; commercial copy 48 hours.

## HARTFORD

Washington County—Map Location G-8  
See SRDS consumer market map and data at beginning of this State.

## WTKM

(Established 1954)

Rates effective January 1, 1957. (Card No. 7.)  
Rates received January 4, 1957.  
Card received February 24, 1955.  
Owned and operated by the Times Press Radio, Inc.

**Personnel**  
President—John J. Shinnors.  
Station Manager—George A. Dodge.  
Sales Manager—Robert Art.

**Representatives**  
None.  
**Mailing Instructions**  
Business Office, Studio and Transmitter—P. O. Box 176, Hartford, Wis.  
Other Studios—Oconomowoc and Menominee Falls, Wis.

**Wave—Power—Time**  
Operating power—500 watts days.  
Frequency—1540 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Central Standard Time.  
Operating schedule: Local sunrise to local sunset.  
(This listing continued on next page)

THIS IS THE LAND OF



**MILK AND MONEY**

**GREEN**

**WBAY**

**5000 WATTS**

CBS FOR 18 RICH COUNTIES  
SINCE 1922  
Haydn R. Evans, Gen. Mgr. WEED & Co.

# WISCONSIN

## Hartford—W T K M—Continued

**Agency Commission**  
15% to recognized agencies on station time only; no cash discount. Terms net 10 days.

**General Advertising**  
Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Rates guaranteed advertiser for a period of one year from date of first broadcast, provided broadcasts are uninterrupted.

The following rates are for station time only.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	55.00	30.00	16.00	9.50	5.50	4.50
13 times.....	53.60	29.25	15.60	9.25	5.35	4.40
26 times.....	52.25	28.50	15.20	9.00	5.20	4.25
39 times.....	50.90	27.75	14.80	8.80	5.10	4.15
52 times.....	49.50	27.00	14.40	8.55	4.95	4.05
104 times.....	44.00	24.00	12.80	7.60	4.40	3.60
156 times.....	38.50	21.00	11.20	6.65	3.85	3.15
260 times.....	33.00	18.00	9.60	5.70	3.30	2.70

### YEAR PACKAGE PLANS

500 spots in 1 year.....	780.00
780 spots in 1 year.....	1,028.00
1,000 spots in 1 year.....	1,200.00

### SPECIAL FEATURES

News Service—UPI. Local and regional news gathering facilities.  
Sports and special events coverage—rates on request.  
Foreign Language Programs  
"German Hour"—Monday through Saturday 30-minute program each day. Music from South German Radio Network.

### POLITICAL

Regular rates apply; cash in advance.

## HAYWARD

Sawyer County—Map Location C-4

See SRDS consumer market map and data at beginning of the State.

## W H S M

(Established 1957)

Rates effective December 1, 1957.  
Rates received February 10, 1958.  
Owned and operated by WJMC, Inc.

### Personnel

President—Walter C. Bridges.  
General Manager—Russel J. Brown.  
Station Manager—George W. Palo.

### Representatives

George P. Hollingbery Company.  
Regional—W. E. McClenahan Company.  
Minneapolis—W. L. Hurley.

### Mailing Instructions

Business Office and Studio—Route 3, Hayward, Wis.  
Phone 303.  
Transmitter—Hwy. 63, Hayward, Wis.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—910 kilocycles.  
Nondirectional.

Licensed to operate daytime.  
Operates on Central Standard Time.  
Operating schedule: 6:00 a.m. to local sunset.

### Agency Commission

15% on time and talent; no cash discount. Bills due and payable when rendered.

### General Advertising

Affiliated with MBS and Arrowhead Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Rates guaranteed for 1 year from date of 1st broadcast, with or without interruption. At station's option cancellation of contracts cannot become effective until 2 weeks after contractual starting date.

Length of commercial copy:	Day & Evening
5 minutes.....	1:45 minutes
10 minutes.....	2:00 minutes
15 minutes.....	2:30 minutes
25 minutes.....	2:45 minutes
30 minutes.....	3:00 minutes
60 minutes.....	6:00 minutes

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	Ann.
1 time.....	48.00	26.40	14.40	12.00	7.20	4.30
26 times.....	45.60	25.10	13.70	11.40	6.85	4.10
52 times.....	44.40	24.45	13.35	11.10	6.70	3.95
65 times.....	43.20	23.80	13.00	10.80	6.50	3.85
130 times.....	42.00	23.10	12.60	10.50	6.30	3.70
156 times.....	40.80	22.45	12.25	10.20	6.15	3.55
260 times.....	38.40	21.15	11.55	9.60	5.80	3.35
312 times.....	37.20	20.50	11.20	9.30	5.60	3.25
624 times.....	33.60	18.50	10.10	8.40	5.05	2.95

### SATURATION PACKAGE

(Must be run in 2 days)

	8 tl.	16 tl.	32 tl.	64 tl.
1 per year, each.....	2.50	2.45	2.35	2.10
12 per year, each.....	2.40	2.35	2.10	2.00
52 per year, each.....	2.20	2.10	2.00	1.90

### DISCOUNTS

Discounts from time costs based on number of broadcasts per year. Discounts allowed retroactively on the number of broadcasts within a year. Announcements and programs cannot be combined to earn larger discounts. 10% combination discount allowed on schedules for WHSM, Hayward and WJMC, Rice Lake, Wis.

### POLITICAL

Regular rates apply; payable in advance.

## JANESVILLE (1 AM; 1 FM)

Rock County—Map Location F-9  
See SRDS consumer market map and data at beginning of the State.

## W C L O

(Established 1930)

Rates effective \_\_\_\_\_

Rates received July 9, 1958.  
Owned and operated by Southern Wisconsin Radio, Inc.

### Personnel

President—Sidney H. Bliss.  
Station Manager—Vern W. Williams.  
Sales Manager—Bill Bessire.  
Program Director—Bill Gargano.

### Representatives

Everett-McKinney, Inc.

### Mailing Instructions

Business Office and Mail Studio—200-204 E. Milwaukee St., Janesville, Wis., Janesville PI 4-3316.  
Transmitter—1426 S. Oakhill Ave., Janesville, Wis.

### 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 observed.  
Operating schedule: 5:30 a.m. to 12:00 midnight.

### FM Facilities W C L O-FM

Effective radiated power—15,000 watts.  
Frequency—99.9 megacycles on channel 260.  
Antenna height—360 feet above average terrain.

### Agency Commission

15% to recognized agencies on station time only; no cash discount.

### General Advertising

For combination rates see Mutual Broadcasting System. Affiliated with the Wisconsin Network.  
15% discount allowed on combination of WCLO and WGEZ, Beloit, Wis. WCLO-FM bonus with WCLO.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	70.00	42.00	28.00	14.00	5.60
13 times.....	68.25	40.95	27.30	13.65	5.46
26 times.....	66.50	39.90	26.60	13.30	5.32
52 times.....	63.00	37.80	25.20	12.60	5.04
104 times.....	59.50	35.70	23.80	11.90	4.76
156 times.....	56.00	33.60	22.40	11.20	4.48
260 times.....	52.50	31.50	21.00	10.50	4.20

(\*) One minute or less.

### SPECIAL FEATURES

News Service—AP.  
Participation Features: Rural Roundup, News, Homemakers Program, Mutual co-op Shows, Disc Shows—rates and details on request.

### POLITICAL

Regular rates apply.

### Closing Time

Contracts should be closed two weeks in advance to enable proper merchandising. Transcriptions and recordings must be delivered to studios one week in advance.

## KENOSHA

Kenosha County—Map Location G-10  
See SRDS consumer market map and data at beginning of the State.

## W L I P

(Established 1947)



Rates effective April 1, 1958. (Card No. 4.)

Card received June 26, 1958.  
Owned and operated by the Kenosha Broadcasting Inc.

### Personnel

Pres. and Gen'l Mgr.—William L. Lipman.  
Vice-Pres. & Sta. Mgr.—Hugh L. Gately.

### Representatives

Everett-McKinney, Inc.

### Mailing Instructions

Business Office and Studio—Kenosha National Bank Bldg., Kenosha, Wis., Olympic 7-6162.

Transmitter—Kenosha National Bank Bldg., Kenosha, Wis.

### Wave—Power—Time

Operating power—250 watts days.

Frequency—1050 kilocycles.

Non-directional.

Licensed to operate daytime only.

Operates on Central Standard Time.

Daylight Saving Time observed.

Operating schedule: \_\_\_\_\_.

### Agency Commission

15% to recognized agencies; 2% cash discount if paid by 20th of following month.

### General Advertising

Accepts AAAA copyrighted contract.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	50.00	37.00	19.00	10.00
13 times.....	49.00	36.50	18.50	9.50
26 times.....	48.50	36.00	18.00	9.00
52 times.....	48.00	35.50	17.75	8.50
156 times.....	47.00	33.00	16.50	8.00
260 times.....	45.00	30.00	15.00	7.50
364 times.....	40.00	25.00	13.50	7.00

### ANNOUNCEMENTS

One minute:	52 times.....	7.40
1 time.....	8.75	7.40
13 times.....	8.30	7.10
26 times.....	7.90	6.60

Package Specials	1 min.	30 sec.
10 spots per week.....	6.75	5.25
15 spots per week.....	6.50	5.00
20 spots per week.....	6.25	4.75
30 spots per week.....	6.00	4.50

### PACKAGE RATES

Per week:	1 min.	30 sec.	1 min.	30 sec.
10 times.....	6.75	5.25	6.25	4.75
15 times.....	6.50	5.00	6.00	4.50

### SPECIAL FEATURES

News Service—AP. Local and regional news sources.  
Morning Show—Weather, temperatures. Available in 15 minute strips six times weekly. Rates on request.  
Time signals, weather reports—rates on request.

### POLITICAL

Regular rates apply. Written copy of speech to be submitted to station no less than 24 hours prior to broadcast. Station reserves the right to make such changes in speech as may appear necessary to avoid violation of laws of libel and slander.

## LA CROSSE (3 AM)

La Crosse County—Map Location C-7  
See SRDS consumer market map and data at beginning of the State.

## W K B H

(Established 1922)



Rates effective December 1, 1958. (Card No. 12.)  
Card received October 10, 1958.

Owned and operated by WBKH, Incorporated.

### Personnel

Manager—Howard Dahl.  
Sales Manager—Robert Morrison.

### Representatives

H-R Representatives, Inc.  
Minneapolis—Harry S. Hyett.

### Mailing Instructions

Business Office and Studios—141 So. 6th St., La Crosse, Wis., Phone 2-4678.

Transmitter—Gillette St. Road, La Crosse, Wis.

### Wave—Power—Time

Operating Power—5,000 watts.

Frequency—1410 kilocycles.

Directional—nighttime only.

(This listing continued on next page)

# DO YOU WANT A MONOPOLY? . . . DO WE HAVE A MONOPOLY?

Well! In a way, Yes. Kenosha, Gateway to Wisconsin, Kenosha County with 88,900 people\*, interested in Kenosha news first, receive it all day every hour over WLIP only. A full, complete news department, with on-the-spot reporters, gathers local news for our people.

This makes for a monopoly because our people can't satisfy this need of local news all day through any other source. In Kenosha County and City, there is only WLIP. Survey proves you reach more Kenoshans more often on WLIP than with all 21 radio stations in Chicago and Milwaukee combined.

\*Ranks 85th in the nation Consumer Spendable Income Per Household

A CLEAR CHANNEL STATION **WLIP** 1050 KC KENOSHA, WISCONSIN



**La Crosse—W K B H—Continued**

Licensed to operate full time on cleared regional channel.  
Operates on Central Time.  
Daylight Saving Time observed.  
Operating schedule: 6:00 a.m. to 12:00 midnight.  
**Agency Commission**  
15% to recognized advertising agencies by station management on time only; no cash discount. Bills are rendered monthly.

**General Advertising**  
For combination rates see NBC Radio Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Length of commercial copy:  
5 minutes..... 1:15 min.  
10 minutes..... 2:10 min.  
15 minutes..... 3:00 min.  
30 minutes..... 4:15 min.  
60 minutes..... 7:00 min.

**CLASS "A"**  
(6:30 a.m. to 9:00 a.m. Monday through Saturday and 11:59 a.m. to 1:05 p.m. Monday through Sunday)

	1	1/2	1/4	5	1	30
	hr.	hr.	hr.	min.	min.	sec.
1 time.....	75.00	45.00	24.00	15.00	12.00	9.00
26 times.....	71.25	42.75	23.00	14.25	11.50	8.50
52 times.....	67.50	40.50	22.00	13.50	11.00	8.00
104 times.....	63.75	38.25	21.00	12.75	10.50	7.50
156 times.....	60.00	36.00	20.00	12.00	10.00	7.00
260 times.....	56.25	33.75	19.00	11.25	9.50	6.50
312 times.....	52.50	31.50	18.00	10.50	9.00	6.00

**CLASS "B"**  
(All other times)

	1	1/2	1/4	5	1	30
	hr.	hr.	hr.	min.	min.	sec.
1 time.....	45.00	27.00	18.00	11.25	9.00	6.60
26 times.....	42.75	25.65	17.10	10.50	8.55	6.30
52 times.....	40.50	24.30	16.20	10.00	8.10	6.00
104 times.....	38.25	22.95	15.30	9.25	7.65	5.70
156 times.....	36.00	21.60	14.40	8.75	7.20	5.40
260 times.....	33.75	20.25	13.50	8.00	6.75	5.10
312 times.....	31.50	18.90	12.60	7.50	6.30	4.80

**PACKAGE RATES**  
(Run-of-schedule)

Per week:	1 min.	30 sec.	Per week	1 min.	30 sec.
10 spots.....	50.00	40.00	35 spots.....	135.00	100.00
15 spots.....	70.00	55.00	49 spots.....	180.00	130.00
21 spots.....	90.00	70.00			

**SPECIAL FEATURES**  
News Service—AP and local news. Regular rates apply.

**POLITICAL**  
Commercial political broadcasts in behalf of legally qualified candidates are acceptable at regular rates.

**TRANSCRIPTIONS**  
Instantaneous reference recordings: Two reference recordings will be made without extra charge for announcement and/or program advertisements. Charges for additional recordings, 15 minutes or less, each 5.00; 30 minutes, each 8.50; 45 minutes, each 10.00.

**WKTY**  
(Established 1947)



Rates effective November 1, 1955.  
Revisions (eff. date) received September 26, 1955.  
Owned and operated by Lee & Associates, Inc.

**Personnel**  
Pres. & Gen'l Mgr.—Herbert H. Lee.  
Sales Manager—Phil Dyer.

**Representatives**  
Everett-McKinney, Inc.  
Minneapolis-St. Paul—Wayne Evans and Associates.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 751, Stoddard Hotel, LaCrosse, Wis., telephone 2-6042.  
Transmitter—Five miles southeast of La Crosse, Wis.

**Wave—Power—Time**  
Operating power—5,000 watts days; 1,000 watts nights.  
Frequency—580 kilocycles.  
Directional—separate patterns day and night.  
Licensed to operate full time.  
Operates on Central Time.  
Daylight Saving Time observed.  
Operating schedule: Sundays 7:30 a.m. to midnight; week days 5:30 a.m. to midnight.

**Agency Commission**  
15% to recognized agencies; no cash discount. Bills rendered monthly.

**General Advertising**  
For combination rates see ABC Radio.  
Accepts AAAA copyrighted contract.  
Rates shown are for the number of broadcasts to be used within one year.  
All proposals subject to prior booking of time.

**CLASS "A"**  
(12:00 noon to 1:00 p.m.)

	1	1/2	1/4	10	5	1	1/2
	hr.	hr.	hr.	min.	min.	min.	min.
1 time.....	110.00	65.00	44.00	33.00	22.00	12.00	9.00
13 times.....	105.00	62.00	42.00	31.50	21.00	11.50	8.75
26 times.....	100.00	59.00	40.00	30.00	20.00	11.00	8.50
52 times.....	95.00	56.00	38.00	28.50	19.00	10.50	8.25
104 times.....	90.00	53.00	36.00	27.00	18.00	10.00	8.00
156 times.....	85.00	50.00	34.00	25.50	17.00	9.50	7.75
260 times.....	80.00	47.00	32.00	23.00	16.00	9.00	7.50
312 times.....	75.00	44.00	30.00	21.50	15.00	8.50	7.25

**CLASS "B"**  
(All other times)

	1	1/2	1/4	10	5	1	1/2
	hr.	hr.	hr.	min.	min.	min.	min.
1 time.....	55.00	32.50	22.00	17.50	11.00	8.00	6.00
13 times.....	52.00	31.00	20.75	16.50	10.25	7.75	5.75
26 times.....	49.00	29.50	19.50	15.50	9.50	7.50	5.50
52 times.....	46.00	28.00	18.25	14.50	8.75	7.25	5.25
104 times.....	43.00	26.50	17.00	13.50	8.00	7.00	5.00
156 times.....	39.00	25.00	15.75	12.50	7.25	6.75	4.75
260 times.....	36.00	23.50	14.50	11.50	6.50	6.00	4.50
312 times.....	33.00	22.00	13.25	10.50	5.75	5.50	4.25

**PACKAGE RATES**  
(Run-of-schedule)

Per week:	1 min.	20-30 sec.	10 sec.
10 times.....	4.75	3.75	3.15
15 times.....	4.50	3.50	3.00
20 times.....	4.25	3.25	2.85
30 times.....	4.00	3.00	2.70
40 times.....	3.75	2.75	2.60
50 times.....	3.60	2.60	2.40

**POLITICAL**  
Regular rates apply. Payment required in advance.

**WLCX**  
(Established 1947)



Rates effective May 1, 1957. (Card No. 1).  
Card received July 29, 1957.  
Owned and operated by La Crosse Radio, Inc.

**Personnel**  
Pres. & Gen'l Mgr.—Joe Rohrer.  
Program Director—Jean Gitz.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—306 Rivoli Bldg., La Crosse, Wis., telephone 4-4521.  
Transmitter—Lang Drive, La Crosse, Wis.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1490 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Central Time.  
Daylight Saving Time observed.  
Operating schedule: 6:00 a.m. to 1:00 a.m. weekdays and 8:00 a.m. to midnight Sunday.

**Agency Commission**  
15% to recognized agencies; no cash discount. Bills payable 15th of month following broadcast.

**General Advertising**  
Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
Beer and wine advertising accepted.  
Rates are for station time only. Special services, mobile units, talent, wire, and mechanical services are extra.  
The following rates are for both national and local advertising.

	1	1/2	1/4	10	5		
	hr.	hr.	hr.	min.	min.	(*)	(†)
1 time.....	50.00	30.00	20.00	15.00	10.00	5.00	3.00
13 times.....	47.50	28.50	19.00	14.25	9.50	4.75	2.85
26 times.....	45.00	27.00	18.00	13.50	9.00	4.50	2.70
52 times.....	42.50	25.50	17.00	12.75	8.50	4.25	2.55
104 times.....	40.00	24.00	16.00	12.00	8.00	4.00	2.40
250 times.....						3.75	2.25
500 times.....						3.50	2.10

(\*) 1 minute or 120 words at specified times.  
(†) 30 seconds or 70 words at specified times and 1 minute participating spots.

**PACKAGE PLANS**  
Program Strip Rates

5-minute programs:	1 mo.	3 mos.	6 mos.	12 mos.
3 per week.....	100.00	95.00	90.00	85.00
5 per week.....	142.00	135.00	128.00	121.00
6 per week.....	160.00	152.00	144.00	136.00
7 per week.....	168.00	160.00	151.00	143.00
10-minute programs, 5-minute rate plus.....				50%
15-minute programs, 5-minute rate plus.....				100%
30-minute programs, 5-minute rate plus.....				300%
60-minute programs, 5-minute rate plus.....				500%

**WISCONSIN**

**Spot Saturation**  
70-word announcements at optional times.

Per week:	1 wk.	1 mo.	3 mos.	6 mos.	12 mos.
1 spot.....	2.50	2.38	2.25	2.13	2.00
7 spots.....	2.38	2.25	2.13	2.00	1.88
13 spots.....	2.25	2.13	2.00	1.88	1.75
26 spots.....	2.13	2.00	1.88	1.75	1.63
52 spots.....	2.00	1.88	1.75	1.63	1.50

**SPECIAL FEATURES**  
News Service—UPI.  
5-minute news hourly on the :55. Regular rates apply.  
2 short-wave equipped mobile units.

**Participating Programs**  
"Bill Joseph Show"—6:00 a.m. to 9:00 a.m. and 3:30 p.m. to 6:00 p.m.  
"John's Melody Corner"—11:00 a.m. to noon.  
"Night Beat"—9:00 p.m. to 1:00 a.m.

**POLITICAL**  
Accepted at regular rates, payable in advance.

**TRANSCRIPTIONS**  
Library Service—World.

**Closing Time**  
24 hours before broadcast.

**LADYSMITH**

Rusk County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

**WLDY**

(Established 1947)  
Rates effective November 1, 1954.  
Rates received October 5, 1954.

Owned and operated by Flambeau Broadcasting Co.

**Personnel**  
President—Ruth B. Nelson.  
Sec'y, Treas. & Gen'l Mgr.—Charles H. Nelson.  
Station Manager—John H. Lovely.

**Representatives**  
Philadelphia—Continental Radio Sales.  
Thomas F. Clark Company, Inc.

**Mailing Instructions**  
Business Office and Studio—c/o Charles H. Nelson, Highway 8, Ladysmith, Wis., telephone 584.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1340 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Central Time.  
Daylight Saving Time observed.  
Operating schedule: Week days 6:00 a.m. to 12:00 midnight; Sundays 8:00 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 10 days.

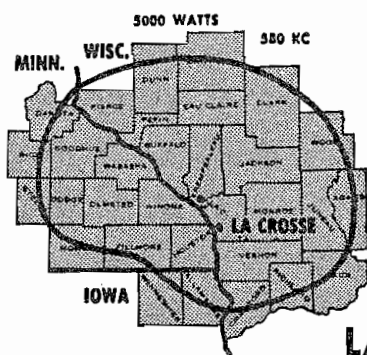
**General Advertising**  
Rates include music copyright fees, ASCAP, BMI and SESAC licenses.  
Advertising of alcoholic beverages other than beer and wine not accepted.

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time.....	35.50	22.75	13.00	10.00	7.00	4.00
13 times.....	33.70	21.60	12.35	9.50	6.65	3.80
26 times.....	31.90	20.45	11.70	9.00	6.30	3.60
52 times.....	30.10	19.30	11.05	8.50	5.95	3.40
104 times.....	28.30	18.15	10.40	8.00	5.60	3.20
260 times.....	26.50	17.00	9.75	7.50	5.25	3.00
312 times.....	24.70	16.85	9.10	7.00	4.90	2.80

**SPECIAL FEATURES**  
News Service—AP. No extra charge.  
News, sports, farm news, time signals, weather reports, participating programs—rates on request.  
Braves Baseball Network broadcasts, rates on request.

**POLITICAL AND RELIGIOUS**  
Political—regular rates apply; cash in advance.  
Religious—regular rates apply. Subject to station approval.

**Closing Time**  
24 hours in advance of broadcast.



**WKTY NEW POWER • NEW COVERAGE**  
580 ON EVERY DIAL 5,000 WATTS

**La Crosse Radio:**

	Watts	Kilocycles
WKTY .....	5,000	580
Station "A" .....	5,000	1410
Station "B" .....	250	1490

(Source: Spot Radio Rates & Data, Nov., 1958)

**32-County WKTY 0.5 mv/m market**  
(adjusted to county lines)

Population .....	1,017,100
Households .....	285,720
Spendable Income .....	\$1,447,183,000
Retail Sales .....	\$1,095,967,000

(Source: SRDS Consumer Markets Data, Nov., 1958)

**LA CROSSE, WISC. ABC 5000 WATTS 580 KC** Represented by Everett-McKinney, Inc. Mpls.-St. Paul—Wayne Evans & Associates



**WISCONSIN**

**MADISON (3 AM; 2 FM)**

Dane County—Map Location E-9  
See SIDS consumer market map and data at beginning of the State.

**WHA**

(Established 1917)

Owned by the State of Wisconsin and operated by the State University.

Does not sell time.

**WIBA**

(Established 1925)



Rates effective August 1, 1957. (Card No. 8.)  
Card received June 25, 1957.

Owned and operated by the Badger Broadcasting Company.

**Personnel**

Station Manager—K. F. Schmitt.  
Business Manager—H. A. Johnson.

**Representatives**

Avery-Knodel, Inc.

**Mailing Instructions**

Business Office and Studio—3800 Regent St., Madison 5, Wis., Cedar 3-5311. TWX—MN 8510  
Transmitter—Four miles south of Madison, Wis.

**Wave—Power—Time**

Operating power—5,000 watts.  
Frequency—1310 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time on cleared regional channel on Central Standard Time.  
Daylight Saving Time 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 agencies; no cash discount. Invoices mailed 1st of month; due and payable 15th of month.

**General Advertising**

For combination rates see NBC Radio Network. Accepts AAAA copyrighted contract with one exception (26 weeks rate protection). Rates include music copyright fees. Rates are guaranteed for a period of six months from date of first broadcast. Advertising of beer and wine accepted. Announcements and programs cannot be combined for frequency discounts.

**CLASS "AA"**

(11:59 a.m. to 1:01 p.m. daily and Sunday)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time...	150.00	90.00	60.00	45.00	30.00	15.00
13 times...	142.50	85.50	57.00	42.75	28.50	14.25
26 times...	135.00	81.00	54.00	40.50	27.00	13.50
52 times...	127.50	76.50	51.00	38.25	25.50	12.75
104 times...	120.00	72.00	48.00	36.00	24.00	12.00
156 times...	112.50	67.50	45.00	33.75	22.50	11.25
260 times...	105.00	63.00	42.00	31.50	21.00	10.50
520 times...	97.50	58.50	39.00	29.25	19.50	9.75

**CLASS "A"**

(6:30 a.m. to 9:31 a.m. and 3:59 p.m. to 7:01 p.m. Monday through Saturday; 1:01 p.m. to 7:01 p.m. Sunday)

1 time...	125.00	75.00	50.00	37.50	25.00	12.50
13 times...	118.75	71.25	47.50	35.63	23.75	11.88
26 times...	112.50	67.50	45.00	33.75	22.50	11.25
52 times...	106.25	63.75	42.50	31.88	21.25	10.63
104 times...	100.00	60.00	40.00	30.00	20.00	10.00
156 times...	93.75	56.25	37.50	28.13	18.75	9.38
260 times...	87.50	52.50	35.00	26.25	17.50	8.75
520 times...	81.00	48.60	32.40	24.30	16.20	8.10

**CLASS "B"**

(6:00 a.m. to 6:30 a.m., 9:31 a.m. to 11:59 a.m., 1:01 p.m. to 3:59 p.m. and 7:01 p.m. to 10:30 p.m. Monday through Saturday; 7:00 a.m. to 11:59 a.m. and 7:01 p.m. to 10:30 p.m. Sunday)

1 time...	100.00	60.00	40.00	30.00	20.00	10.00
13 times...	95.00	57.00	38.00	28.50	19.00	9.50
26 times...	90.00	54.00	36.00	27.00	18.00	9.00
52 times...	85.00	51.00	34.00	25.50	17.00	8.50
104 times...	80.00	48.00	32.00	24.00	16.00	8.00
156 times...	75.00	45.00	30.00	22.50	15.00	7.50
260 times...	70.00	42.00	28.00	21.00	14.00	7.00
520 times...	65.00	39.00	26.00	19.50	13.00	6.50

**CLASS "C"**

(10:31 p.m. to sign-off daily and Sunday)

1 time...	60.00	36.00	24.00	18.00	12.00	6.00
13 times...	57.00	34.20	22.80	17.10	11.40	5.70
26 times...	54.00	32.40	21.60	16.20	10.80	5.40
52 times...	51.00	30.60	20.40	15.30	10.20	5.10
104 times...	48.00	28.80	19.20	14.40	9.60	4.80
156 times...	45.00	27.00	18.00	13.50	9.00	4.50
260 times...	42.00	25.20	16.80	12.60	8.40	4.20
520 times...	39.00	23.40	15.60	11.70	7.80	3.90

Station breaks (20 seconds)—75% of applicable 1-minute rate.  
10-second announcements—50% of applicable 1-minute rate. Cannot be combined with other announcements to earn frequency.

**PACKAGE PLANS**

**CLASS "A"**  
(6:30 a.m. to 9:31 a.m., 11:59 a.m. to 1:01 p.m. and 3:59 p.m. to 7:01 p.m. week days; 11:59 a.m. to 7:01 p.m. Sunday)

	Each Package
12 announcements per week	7.50 90.00
18 announcements per week	7.25 130.50
24 announcements per week	7.00 163.00
30 announcements per week	6.75 202.50
42 announcements per week	6.50 273.00
54 announcements per week	6.25 337.50

**CLASS "B"**

(6:00 a.m. to 6:30 a.m., 9:31 a.m. to 11:59 a.m., 1:01 p.m. to 3:59 p.m. and 7:01 p.m. to 10:30 p.m. Monday through Saturday; 7:00 a.m. to 11:59 a.m. and 7:01 p.m. to 10:30 p.m. Sunday)

	Each Package
12 announcements per week	6.00 72.00
18 announcements per week	5.75 103.50
24 announcements per week	5.50 132.00
30 announcements per week	5.25 157.50
42 announcements per week	5.00 210.00
54 announcements per week	4.75 256.50

**CLASS "C"**

(10:31 p.m. to sign-off Monday through Sunday)  
50% of Class "A" Package rate.  
Schedules may be divided between both package plans, with total announcements per week determining applicable rate.  
Rates cover 1-minute announcements distributed over 6 or 7 days per week, as available, within time periods indicated.  
Station breaks (20 seconds)—75% of applicable 1-minute rate.  
10-second announcements—50% of applicable 1-minute rate. Cannot be combined with other announcements to earn weekly frequency.

Additional Discounts on Package Plan Schedules	
7 weeks	2-1/2%
13 weeks	5%
26 weeks	7-1/2%
39 weeks	10%
52 weeks	12-1/2%

**SPECIAL FEATURES**

News Service—AP.  
Newscasts, Musical Clock, Sunrise Frolic, Farm Roundup, time signals and special events—rates on request: Betty Cass's Column participating, earned card rate plus 4.00 daily talent fee, commissionable.

**POLITICAL**

Regular rates apply. Payable in advance. All copy must be submitted 24 hours in advance of broadcast.

**Closing Time**

Programs one week, announcements 24 hours before broadcast.

**WISC**

(Established 1948)

**ABC - - Mutual Networks**



Rates effective July 1, 1957.  
Rates received June 10, 1957.  
Owned and operated by Radio Wisconsin, Inc.

**Personnel**

General Manager—Ralph O'Connor.

**Representatives**

Peters, Griffin, Woodward, Inc.

**Mailing Instructions**

Business Office and Studio—Communication Center, 4801 W. Beltline Highway, Madison 5, Wis., Cedar 3-9791. TWX MN 8512.  
Transmitter—Seyene Road, Madison, Wis.

**Wave—Power—Time**

Operating power—1,000 watts.  
Frequency—1480 kilocycles.  
Directional—same pattern, all hours.  
Licensed to operate full time.  
Operates on Central Standard Time.  
Operating schedule: Weekdays 6:00 a.m. to 12:00 midnight; Sundays 7:00 a.m. to 12:00 midnight.

**F M Facilities**

Effective radiated power—1,000 watts (interim).  
Frequency—98.1 megacycles.  
Antenna height—200 feet.

**Agency Commission**

15% to recognized agencies; no cash discount. Commission does not apply on talent. All bills are due and payable by 10th of month following broadcast.

**General Advertising**

For combination rates see Mutual Broadcasting System and ABC Radio.  
FM operated in conjunction with AM.  
The following rates are for national advertising and include music copyright fees.  
Announcements adjacent to higher time classifications are to be charged at the rate of the higher classification.

**CLASS "A"**

(6:30 a.m. to 10:30 p.m. daily)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time...	70.00	42.00	28.00	14.00	8.00
26 times...	68.50	39.90	26.60	13.30	7.60
52 times...	63.00	37.80	25.20	12.60	7.20
156 times...	59.50	35.70	23.80	11.90	6.80
260 times...	56.00	33.60	22.40	11.20	6.40
520 times...	52.50	31.50	21.00	10.50	6.00
1000 times	49.00	29.40	19.60	9.80	5.60

**CLASS "B"**

(All other times)

1 time...	50.00	30.00	18.00	8.00	6.00
26 times...	47.50	28.50	17.10	7.60	5.70
52 times...	45.00	27.00	16.20	7.20	5.40
156 times...	42.50	25.50	15.30	6.80	5.10
260 times...	40.00	24.00	14.40	6.40	4.80
520 times...	37.50	22.50	13.50	6.00	4.50
1000 times	35.00	21.00	12.60	5.60	4.20

**ANNOUNCEMENT SATURATION PLAN**

Per week:	Class "A"	Class "B"
10-19 times	6.40	4.80
20-29 times	5.60	4.20
30 or more times	4.80	3.60

**SPECIAL FEATURES**

News Service—UPI. Regular rates plus 25% talent cost.  
Sports: Regular rates plus talent and service charge.  
Time Signals: Regular announcements rates. Transcribed announcements available at regular rates plus talent charge.

**WKOW**

(Established 1947)

Rates effective October 1, 1957. (Card No. 4.)

Card received September 20, 1957.

Owned and operated by Monona Broadcasting Co.

**Personnel**

General Manager—Ben F. Hovel.

**Representatives**

Headley-Reed Company.

**Mailing Instructions**

Business Office and Studio—215 W. Washington Ave., Madison, Wis., Alpine 7-2261. MN 8537.

Transmitter—Six miles south of Madison, Wis.

**Wave—Power—Time**

Operating power—10,000 watts days; 5,000 watts nights.

Frequency—1070 kilocycles.

Directional—separate patterns, day and night.

Licensed to operate full time.

Operates on Central Standard Time.

Daylight Saving Time observed.

Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 5:00 a.m. to 12:00 midnight.

**Agency Commission**

15% on time only; no cash discount. Bills due and payable 10th of month.

**General Advertising**

Affiliated with the CBS Radio Network.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

Advertising of alcoholic beverages not accepted, except beer and wine.

Programs and announcements can be combined for the purposes of earning announcement frequency only.

General rates apply to all advertising, other than that of firms offering products or services direct to the consumer through outlets which the advertiser owns or controls.

Station reserves the right to change rates without advance notice. Rate change increases will not apply to advertiser on the air at time of increase until one year after effective date of any new rates. Continuous discount allowed.

**CLASS "A"**

(11:59 a.m. to 1:01 p.m. Monday through Saturday)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time...	160.00	95.00	65.00	35.00	16.00
26 times...	145.00	85.00	55.00	30.00	15.25
52 times...	140.00	80.00	47.50	27.50	14.50
104 times...	135.00	75.00	42.50	25.00	13.75
156 times...	130.00	70.00	40.00	24.00	13.00
260 times...	125.00	65.00	37.50	22.50	12.25
312 times...	120.00	60.00	35.00	20.00	11.50

**CLASS "B"**

(All other times)

1 time...	100.00	60.00	40.00	25.00	12.00
26 times...	90.00	55.00	35.00	22.50	11.50
52 times...	85.00	50.00	32.50	20.00	11.00
104 times...	80.00	47.50	30.00	17.50	10.50
156 times...	75.00	45.00	27.50	15.00	10.00
260 times...	70.00	42.50	25.00	12.50	9.00
312 times...	65.00	40.00	22.50	12.00	8.00

20-second station breaks—75% of earned 1-minute rate.  
10-second or less announcements—50% of earned 1-minute rate.  
10-second announcements may not help earn frequency discounts for minutes and stationbreaks, but minutes and stationbreaks may help earn frequency discounts for 10-second announcements.

**MULTI-SPOT PLAN**

(All times)

(Established 1926)

Mutual Network

Rates effective November 1, 1958. (Card No. 25.)  
Card received September 29, 1958.

Owned and operated by Francis M. Kadow.

**Personnel**  
General Manager—F. M. Kadow.  
Program Director—George H. Erdman.

**Representatives**  
Hal Holman Company.

**Mailing Instructions**  
Business Office and Studios—Radio Building, Manitowoc, Wisconsin—Murray 4-6015, Murray 4-5015.  
Transmitter—Mikadow Theatre Building, Manitowoc.

**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 observed.  
Operating schedule: Sundays 7:57 a.m. to 12:00 midnight; week days 5:45 a.m. to 12:00 midnight.

**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Bills payable 10th of month following service.

**General Advertising**  
Affiliated with Mutual Broadcasting System.  
After the first year advertiser may continue announcement or program schedule at the same discount until schedule is reduced or interrupted.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time....	50.00	30.00	17.50	13.50	10.00
13 times..	48.75	29.25	17.15	13.15	9.75
26 times..	47.50	28.50	16.65	12.95	9.50
52 times..	46.25	27.75	16.30	12.50	9.25
65 times..	45.00	27.00	15.75	12.25	9.00
104 times..	43.75	26.25	15.40	11.90	8.75
156 times..	42.50	25.50	14.90	11.50	8.50
260 times..	37.50	22.50	14.10	10.15	7.50
312 times..	35.00	21.00	12.25	9.05	7.00

SPOT ANNOUNCEMENTS

	1 min.	30 sec.	(*)
1 time.....	7.00	4.00	2.00
13 times.....	6.85	3.90	1.95
26 times.....	6.65	3.80	1.90
52 times.....	6.55	3.70	1.85
65 times.....	6.30	3.60	1.80
104 times.....	6.10	3.50	1.75
156 times.....	5.95	3.40	1.70
260 times.....	5.25	3.00	1.50
312 times.....	4.90	2.80	1.40

(\*) 10 and 15-seconds.

MULTI-SPOT PLAN

Per week:	(1 minute, Run-of-schedule)			
	1 wk.	2 wks.	3 wks.	4 wks.
5 times.....	30.00	28.50	27.10	26.25
10 times.....	45.00	43.75	41.55	39.80
15 times.....	65.00	61.75	58.75	56.00
20 times.....	85.00	80.75	76.45	72.65
25 times.....	102.00	96.90	92.65	88.05
30-seconds:				
5 times.....	17.50	16.65	15.45	14.75
10 times.....	30.00	28.50	27.10	25.65
15 times.....	40.00	38.00	36.10	34.20
20 times.....	50.00	47.50	45.15	42.90
25 times.....	55.00	52.25	49.65	47.20

SPECIAL FEATURES

Participating Programs

Monday through Friday:  
"Dawn Patrol"—5:45 a.m. to 6:00 a.m.  
"News and Farm Report"—6:00 a.m. to 6:15 a.m.  
"Western Serenade"—6:16 a.m. to 6:30 a.m.  
"Polka Rodeo"—6:45 a.m. to 7:00 a.m.  
"Top of the Morning"—7:05 a.m. to 7:30 a.m.  
"Be Our Guest"—8:30 a.m. to 9:00 a.m.  
"Top Tunes"—9:15 a.m. to 9:30 a.m.  
"Musical Caravan"—10:00 a.m. to 10:30 a.m.  
"Farm News and Markets"—11:30 a.m. to 11:45 a.m.  
"Music in the Past Tense"—1:00 a.m. to 1:30 p.m.  
"Pre-view Time"—2:05 p.m. to 2:30 p.m.  
"In A Concert Hall"—3:00 p.m. to 4:00 p.m.  
"Songs of the Stars"—4:15 p.m. to 4:30 p.m.  
"Strictly Instrumental"—6:15 p.m. to 6:30 p.m.  
"Sound Off"—7:30 p.m. to 8:00 p.m.  
"Designed for Listening"—8:35 p.m. to 9:00 p.m.

Closing Time

All contracts should be closed as far in advance of initial program as soon as possible to facilitate production.

MARINETTE

Marinette County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

WMAM

(Established 1939)

Rates effective July 1, 1958.  
Rates received July 9, 1958.  
Owned and operated by M. & M. Broadcasting Co.

**Personnel**  
General Manager—Joseph D. Macklin.  
Station Manager—John H. Borgen.  
Program & News Dir.—Howard L. Emich.

**Representatives**  
George P. Hollingsbery Company.  
Minneapolis—William L. Hurley.

**Mailing Instructions**  
Business Office and Main Studios—400 Wells St., Marinette, Wis.  
Transmitter—Radio Park, Marinette, Wis.

**Wave—Power—Time**  
Operating power—250 watts days; 100 watts nights.  
Frequency—570 kilocycles.  
Non-directional.  
Operates on Central Time.  
Operating schedule: 6:00 a.m. to midnight.

**Agency Commission**  
15% to recognized advertising agencies; no cash discount. Commission applies on talent unless other-

wise specified. Invoices mailed first of month, due and payable 10th of month.

**General Advertising**  
For combination rates see NBC Radio Network and Northern Network (Michigan).

The following rates are for national advertising and include music copyright fees.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	10 sec.
1 time.....	60.00	36.00	24.00	14.00	8.00	4.00
26 times.....	57.00	34.20	22.80	13.30	7.60	3.80
52 times.....	54.00	32.40	21.60	12.60	7.20	3.60
104 times.....	51.00	30.60	20.40	11.90	6.80	3.40
156 times.....	48.00	28.80	19.20	11.20	6.40	3.20
260 times.....	45.00	27.00	18.00	10.50	6.00	3.00

(Fixed position not guaranteed, not combinable)

1 minute:	7.00	30 per week.....	5.00
10 per week.....	7.00	30 per week.....	5.00
20 per week.....	6.25		

**Additional Discounts**  
13 weeks..... 5% 52 weeks..... 15%  
26 weeks..... 10%

**SPECIAL FEATURES**  
News Cut-ins—8.00.  
Time and Temperature spots on request.  
Participating Programs  
"Sunnyside-up"—6:00 a.m. to 9:00 a.m.  
"Brunch Time"—11:00 a.m. to noon.  
"WMAM Record Shop"—12:30 p.m. to 2:00 p.m.  
"570 Road Show"—3:00 p.m. to 6:00 p.m.  
"Spins and Needles"—7:30 p.m. to 9:30 p.m.  
"Nite Mist"—10:00 p.m. to midnight.

**RELIGIOUS AND POLITICAL**  
Rates on request.  
**Closing Time**  
Twenty-four hours before broadcast. Transcriptions should be delivered to studios at least ten days in advance to permit checking and shipment of replacements.

MARSHFIELD

Wood County—Map Location E-6  
See SRDS consumer market map and data at beginning of the State.

WDLB

(Established 1946)



Rates effective May 1, 1956. (Card No. 3.)  
Rates received April 30, 1956.  
Revisions rec'd April 30, 1957.

Owned and operated by Clarkwood Broadcasting Corp

**Personnel**  
Pres. & Gen'l Mgr.—Hartley L. Samuels.  
Assistant Manager—John R. Thornton.

**Representatives**  
Grant Webb & Company

**Mailing Instructions**  
Business Office and Studio—P. O. Box 512, Marshfield, Wis., Phone 1450.  
Transmitter—Marshfield, Wis.

**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 observed.  
Operating schedule: 6:00 a.m. to 10:30 p.m. week-days; 8:00 a.m. to 10:00 p.m. Sundays.

**Agency Commission**  
15% to recognized agencies on time cost only, unless otherwise specified.

**General Advertising**  
Accepts AAAA copyrighted contract.  
ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	20 sec.
1 time.....	33.00	27.00	18.00	10.00	6.00	4.00
13 times.....	31.35	25.65	17.10	9.50	5.70	3.80
26 times.....	29.70	24.30	16.20	9.00	5.40	3.60
52 times.....	28.05	22.95	15.30	8.50	5.10	3.40
156 times.....	26.40	21.60	14.40	8.00	4.80	3.20
260 times.....	24.75	20.25	13.50	7.50	4.50	3.00
312 times.....	23.10	18.90	12.60	7.00	4.20	2.80

**SALES MAKER PACKAGES**  
Three consecutive days: 1 min. 20 sec.  
5 spots per day..... 5.50 3.70  
10 spots per day..... 5.25 3.50  
Six consecutive days:  
5 spots per day..... 5.25 3.50  
10 spots per day..... 5.00 3.30

**COMBINATION RATES**  
10% discount on above rates when sold in combination with WWIS, Black River Falls, Wis.

**DISCOUNTS**  
13 packages per year on firm contract, 20%.  
26 packages per year on firm contract, 25%.  
52 packages per year on firm contract, 30%.

**SPECIAL FEATURES**  
News Service—UPI.  
News—Leased wire and local news staff.

**Participating Programs**  
"Farm Editor of the Air"—Monday through Saturday, 12:30 p.m. to 1:00 p.m. One minute spot for participations only. Minimum contract, 3 spots per week for 13 weeks.

"Polka Party"—5:00 p.m. to 6:00 p.m. Monday through Saturday.  
One minute spot participations only. Minimum contract, 3 spots per week for 13 weeks.

**POLITICAL**  
Regular rates apply; cash in advance.

**TRANSCRIPTIONS**  
Library Service—World.  
**Closing Time**  
All contracts 48 hours in advance of starting date. Talks must be submitted 24 hours in advance for review.

**Representatives**  
Continental Radio Sales.  
**Mailing Instructions**  
Business Office and Studio—2047 Winnebago St., Madison, Wis., Cherry 4-2847.  
Transmitter—2047 Winnebago St., Madison, Wis.  
**Wave—Power—Time**  
Effective radiated power—7,500 watts.  
Frequency—104.1 megacycles; channel 281; Class "B."  
Antenna height—100 feet above average terrain.  
Licensed to operate unlimited time.  
Operates on Central Time.  
Operating schedule: 7:00 a.m. to midnight week days and 8:00 a.m. to 11:00 p.m. Sundays.

**Agency Commission**  
15% to recognized agencies on time only; cash discount 2%; bills rendered 1st of month; payable 10th of month. 5% discount for advance payments.  
**General Advertising**  
Affiliated with Mutual Broadcasting System.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP and BMI licenses.  
All day Sunday based on nighttime rates.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Spots
1 time....	28.00	16.80	7.70	4.20	2.45
13 times..	26.60	14.90	7.30	3.98	2.37
26 times..	25.20	15.04	6.94	3.72	2.27
39 times..	23.80	14.18	6.46	3.53	2.19
52 times..	22.40	13.32	6.10	3.29	2.11
156 times..	19.60	11.60	5.33	2.91	1.92
365 times..	16.80	9.80	4.53	2.45	1.75

**DISCOUNT**  
Six spots a day earn an additional discount of 20%.  
**SPECIAL FEATURES**  
News Service—UPI. News service charge .50 per broadcast.  
**POLITICAL**  
Regular rates apply. Payable in advance. All copy must be submitted 24 hours in advance of broadcast.  
**Closing Time**  
Two days in advance of broadcast.

MANITOWOC (2 AM)

Manitowoc County—Map Location G-7  
See SRDS consumer market map and data at beginning of the State.

WCUB

(Established 1952)

Rates effective ——— (Card No. 1.)  
Card received October 1, 1957.  
Owned and operated by Radio WCUB.

**Personnel**  
General Manager—Chris Schneider.  
Vice-President—Neil Searles.  
Program Director—Dick Thomas.

**Representatives**  
Radio-TV Representatives, Inc.

**Mailing Instructions**  
Business Office, Studio and Transmitter—2500 N. Mirro Drive, Manitowoc, Wis., Murry 2-7763.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—980 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Central Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 5:30 a.m. to local sunset.

**Agency Commission**  
15% to recognized agencies for station time; no cash discount. Bills payable 10th of month following service.

**General Advertising**  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

**CLASS "AA"**  
(7:00 a.m. to 8:00 a.m. and noon to 1:00 p.m.)

	1 hr.	52 tl.	156 tl.	312 tl.
1 hour.....	80.00	70.00	60.00	50.00
1/2 hour.....	50.00	40.00	35.00	30.00
1/4 hour.....	30.00	22.00	18.00	15.00
5 minutes.....	14.00	12.50	10.00	8.50
1 minute.....	7.50	6.50	5.75	5.00
30 seconds.....	6.50	5.50	4.75	4.00

**CLASS "A"**  
(All other times)

	1 hr.	50.00	40.00
1 hour.....	70.00	60.00	50.00
1/2 hour.....	40.00	30.00	25.00
1/4 hour.....	25.00	20.00	15.00
5 minutes.....	12.50	10.00	8.50
1 minute.....	6.50	5.75	5.00
30 seconds.....	5.50	5.00	4.00

All program rates are fixed position.

PACKAGE PLANS

**CLASS "A"**

	1-299	300-599	600 or more
1 minute.....	5.00	4.50	4.00
30 seconds.....	4.00	3.50	3.00
10 seconds.....	3.00	2.50	2.00

All packages scheduled at station's discretion.  
**SPECIAL FEATURES**  
News Service—AP and local news. No extra charge.  
News every hour on the hour.  
Weather every quarter hour.

**Participating Programs**  
Milwaukee Braves baseball. Farm, music, news and sports. Details on request.  
"The Cousin Bob Robins Show"—5:30 a.m. to 7:00 a.m.  
"The Morning Show"—7:00 a.m. to 10:00 a.m.  
"Top Tunes of our Times"—10:00 a.m. to noon.  
"News Roundup"—Noon to 1:00 p.m.  
"The Afternoon Show"—1:00 p.m. to 3:00 p.m.  
"The Cub Club"—3:00 p.m. to sign-off.

**POLITICAL**  
Regular rates apply.  
**TRANSCRIPTIONS**  
Library Service—World.  
**Closing Time**  
24 hours in advance of broadcast.

# WISCONSIN

## MEDFORD

Taylor County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

### WIGM

(Established 1941)

Rates effective January 1, 1957.  
Rates received October 5, 1954.  
Owned and operated by WIGM, Inc.

#### Personnel

Pres. & Gen'l Mgr.—Paul Allman.  
Vice-Pres. & Sales Mgr.—Joe Dalvig.  
Vice-President—Guy Patterson.

#### Representatives

Thomas F. Clark Company, Inc.

#### Mailing Instructions

Business Office, Studio and Transmitter—Highway 13, southern city limits, Medford, Wis., telephone 5147.

#### Wave—Power—Time

Operating power—250 watts.  
Frequency—1490 kilocycles.  
Non-directional.

Licensed to operate full time on local channel.  
Operates on Central Time.  
Daylight Saving Time observed.

Operating schedule: week days 6:00 a.m. to 10:00 p.m. Sundays 7:00 a.m. to 7:00 p.m.

#### Agency Commission

15% to recognized advertising agencies on station time only; 2% cash discount before 10th of month.

#### General Advertising

Rates include charges by owners of music copyrights, BMI, ASCAP and SESAC licenses.  
Advertising of alcoholic beverages accepted.  
In case of contract renewal the benefit of higher frequency rate will accrue to continuous schedules.  
The following rates are for national advertising.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	35.50	22.75	13.00	10.00	7.00	4.00
13 times.....	33.70	21.60	12.35	9.50	6.65	3.80
26 times.....	31.90	20.45	11.70	9.00	6.30	3.60
52 times.....	30.10	19.30	11.05	8.50	5.95	3.40
104 times.....	28.30	18.15	10.40	8.00	5.60	3.20
260 times.....	26.50	17.00	9.75	7.50	5.25	3.00
312 times.....	24.70	16.85	9.10	7.00	4.90	2.80

#### POLITICAL AND RELIGIOUS

Regular rates apply, payable in advance. Copy of political talks must be submitted prior to broadcast.  
Religious—rates and details on request.

## MENOMONIE

Dunn County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

### WMNE

(Established 1951)

Revisions received September 3, 1957.  
Owned and operated by Menomonie Broadcasting Co.

#### Personnel

General Manager—Don Mortwedt.  
Sales Manager—Thor Edgeberg.  
Program Director—LaVern Garton.

#### Representatives

George T. Hopewell, Inc.

#### Mailing Instructions

Business Office and Studio—603-1/2 Broadway, Menomonie, Wis., telephone 1156.  
Transmitter—Menomonie, Wis.

#### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1360 kilocycles.  
Non-directional.

Licensed to operate to local sunset.  
Operates on Central Standard Time.  
Operating schedule: 5:30 a.m. to local sunset week days; 6:30 a.m. to local sunset Sundays.

#### Agency Commission

15% commission on time. Bills rendered 1st of month; due 20th of month.

#### General Advertising

Accepts AAAA copyrighted contract.  
Rates applicable on any contract are guaranteed for one year only if broadcast continues without interruption. Contract renewals subject to rates in effect at time of renewal.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising not accepted.

#### CLASS "A"

(Noon to 1:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	42.45	27.50	16.50	13.00	9.85	5.90
26 times.....	38.25	26.65	15.55	12.25	9.10	5.55
52 times.....	36.10	24.40	14.30	11.25	8.70	5.25
104 times.....	33.95	22.00	13.20	10.60	8.30	5.00
156 times.....	31.90	20.60	12.35	10.05	7.90	4.80
260 times.....	29.75	19.30	11.55	9.25	7.50	4.40
312 times.....	27.30	18.20	10.60	8.50	7.00	4.10

#### CLASS "B"

(All other times)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	37.75	23.60	14.15	11.00	8.30	4.25
26 times.....	35.25	22.55	13.65	10.40	7.85	4.05
52 times.....	33.15	21.40	12.70	9.80	7.45	3.75
104 times.....	31.20	19.20	11.70	9.25	7.10	3.55
156 times.....	29.65	17.75	10.75	8.60	6.70	3.35
260 times.....	27.50	17.15	9.95	7.80	6.35	3.15
312 times.....	25.35	16.25	9.15	7.00	5.90	2.95

#### SPECIAL FEATURES

News Service—UPI and local news, weather and market reports, at regular rates. Time signals, limit 25 words, per signal 1.00.

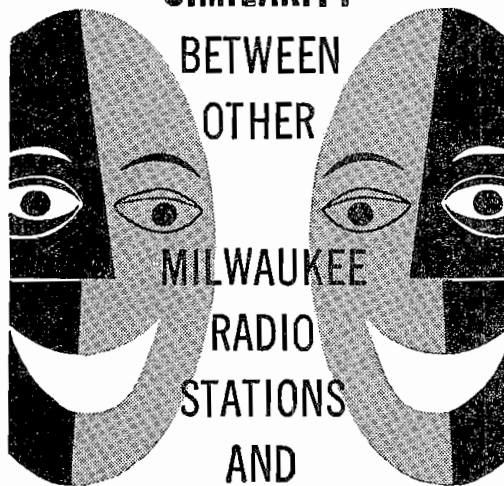
#### POLITICAL AND RELIGIOUS

Political—one time rates; payable in advance.  
Religious—Segments or spots earn maximum discount regardless of frequency.

#### TRANSCRIPTIONS

Library Service—Lang-Worth, World.

ANY  
SIMILARITY  
BETWEEN  
OTHER  
MILWAUKEE  
RADIO  
STATIONS  
AND



# WEMP

IS PURELY FLATTERING!

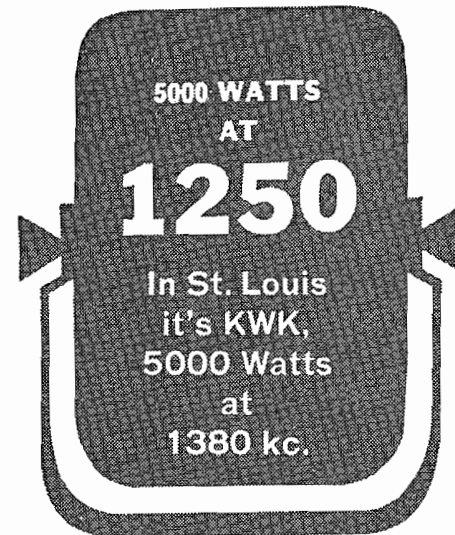
**Audience**..... WEMP show no less than a 9.21% greater audience over nearest competition 6 AM to 6 PM according to July-Aug. Pulse.

**Ratings**..... WEMP leads in 28 of 48 quarter hours between 6 AM and 6 PM according to July-August Pulse.

**Cost**..... WEMP delivers 1000 listeners for 62 cents! You can pay less per spot elsewhere . . . but you won't be buying better!

**Personalities**..... WEMP maintains a staff of 7 popular disc jockeys and 6 full time news men . . . each with a style that challenges imitation.

**ALL THIS AND THE BRAVES TOO!**  
WEMP, with Earl Gillespie doing the play-by-play, is the originating station for all Milwaukee Braves baseball games. No games are televised . . . so consider the audience bonus!



# WEMP

Headley-Reed Company • Representatives

## MERRILL

Lincoln County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

### WLIN

—FM—



Affiliated and operated in conjunction with WSAU, Wausau, Wis.

(Call letters not received)  
(C.P. 730 kc.; 1.00 w. days)

Landon Broadcasting Corp.  
c/o Leonard A. Donoghue  
108 Cottage St.  
Merrill, Wis.

## MILWAUKEE (7 AM)

Milwaukee County—Map Location G-9  
See SRDS consumer market map and data at beginning of the State.

### WEMP

(Established 1935)



Rates effective December 1, 1958. (Card No. 18.)  
Rates received October 27, 1958.

Owned and operated by Milwaukee Broadcasting Co.

#### Personnel

Vice Pres. & Gen'l Mgr.—Hugh K. Botee, Jr.  
Sales Manager—John C. Gagilano.

#### Representatives

Headley-Reed Company.

#### Mailing Instructions

Business Office and Studio—1701 W. Wisconsin Ave., Milwaukee 3, Wis., Division 2-4040.  
Transmitter—11800 Grange Rd., Hales Corners, Wis.

#### Wave—Power—Time

Operating power—5,000 watts.  
(100% modulation)  
Frequency—1250 kilocycles.

Directional—Day and night.  
Licensed to operate unlimited time.  
Operates on Central Time.  
Operating schedule: 24 hours daily.

#### Agency Commission

15% to recognized advertising agencies on station time only. No cash discount.

#### General Advertising

Accepts AAAA copyrighted contract with certain exceptions; modified contract forms available.  
In the event of revision of station rates or discounts, any continuous broadcasts may be extended at the rates and discounts shown without penalty of short rate or loss of discounts on previous broadcasts for a period of 52 weeks from the effective date of revision. 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 frequency discounts earned, however, announcements cannot be combined with programs of five minutes or longer for the purpose of such discounts.  
Rates include charges by owners of music copyrights, ASCAP, BMI and SESAC licenses.

	6:00 a.m. to midnight)					
	1 hr.	1/2 hr.	1/4 hr.	7-1/2 min.	1 min.	
1 time..	120.00	72.00	48.00	36.00	20.00	
52 times	114.00	68.40	45.60	34.00	19.00	
104 times	108.00	64.80	43.20	32.00	18.00	
156 times	102.00	61.20	40.80	30.00	17.00	
208 times	96.00	57.60	38.40	28.00	16.00	
260 times	96.00	54.00	36.00	26.00	15.00	
500 times	84.00	50.40	33.60	24.00	14.00	
(Midnight to 6:00 a.m.)						
1 time..	60.00	36.00	24.00	18.00	10.00	
52 times	57.00	34.20	22.80	17.00	9.50	
104 times	54.00	32.40	21.60	16.00	9.00	
156 times	51.00	30.60	20.40	15.00	8.50	
208 times	48.00	28.80	19.20	14.00	8.00	
260 times	45.00	27.00	18.00	13.00	7.50	
500 times	42.00	25.20	16.80	12.00	7.00	

#### SPECIAL FEATURES

News Service—UPI and local news bureau.  
News broadcasts on the half hour, 24 hours daily.  
Five minute news strips available, rates and details on request.

Sporting events—rates on request.

#### Participating Programs

"Coffee Club" with Chuck Phillips—6:00 a.m. to 10:00 a.m. Monday through Saturday.  
"Record Shop" with Jack Baker—10:00 a.m. to noon Monday through Saturday.  
"Melody Merchant" with Robb Thomas—12:00 noon to 2:00 p.m. Monday through Saturday.  
"Club 60" with Tom Shanahan—2:00 p.m. to 4:30 p.m. Monday through Saturday.  
"1250 Club" with Robb Thomas—4:30 p.m. to 7:00 p.m. Monday through Saturday.  
"Hall of Records" with Jack Baker—7:00 p.m. to 9:00 p.m. Monday through Saturday.  
"Wire Request" with Joe Dorsey—9:00 p.m. to 2:00 a.m. Monday through Saturday.  
"After Hours"—2:00 a.m. to 5:00 a.m. Monday through Saturday.  
"Town and Country Hour"—5:00 a.m. to 6:00 a.m. Monday through Saturday.

Above features available at regular announcement rates. Complete presentations on request to station management or representatives.

#### POLITICAL

Regular rates apply.

#### Closing Time

Contracts should be closed one week in advance to make printed program schedule. Records must be delivered to studios at least two days in advance.  
(Milwaukee continued on next page)



Milwaukee—Continued

**W F M R**

— FM —

(Established 1955)

Rates effective August 1, 1957. (Card No. 2.)

Rates received June 18, 1958.

Owned and operated by High Fidelity Broadcasting Corporation.

**Personnel**

President—James G. Baker.  
Sales Manager—James Schweitzer.  
Assistant Manager—Murray G. Kaufman.

**Representatives**

None.

**Mailing Instructions**

Business Office and Studio—606 W. Wisconsin Ave., Wisconsin Tower Bldg., Suite 2200, Milwaukee 3, Wis., Broadway 3-5400.  
Transmitter—Same as above address.

**Wave—Power—Time**

Effective Radiated Power—22,000 watts.  
Frequency—96.5 megacycles.  
Antenna height—400 feet above average terrain.  
Operating schedule: 7:00 a.m. to 12:30 a.m. weekdays; continuous Saturday; 10:00 a.m. to 12:30 a.m. Sunday.

**Agency Commission**

15% to recognized agencies.

**General Advertising**

	1 hr.	1/2 hr.	*Spots
1 time.....	45.00	26.00	6.50
6 times.....			5.75
13 times.....	40.00	22.00	5.25
26 times.....	36.00	20.00	4.75
52 times.....	30.00	18.50	4.25

(\*) Spots 7:00 a.m. to 9:00 a.m. and 6:00 p.m. to 10:00 p.m. flat, 6.50.

**Concert Hall**

40-minute segment, flat..... 30.00  
2-hour rates, flat..... 80.00

**Newscasts**

(13 weeks minimum)  
5-minute..... 12.50 15-minute..... 20.00

**SPECIAL FEATURES**

British Broadcasting Corporation, Salzburg, Edinburgh and Aldeburgh Festivals, Radio Diffusion Francaise, Canadian Broadcasting Corporation, Radio Service of the United Nations, World Literature, Opera, Boston Symphony, Boston Pops, Tanglewood-Bershire Summer Festival and other programs and features. Rates and details on request.

**W F O X**

(Established 1946)

Rates received July 1, 1957.

Owned and operated by Wisconsin Broadcasters, Inc.

**Personnel**

General Manager—Howard Miller.  
Program Director—Jim Lewis.  
Sales Manager—Stan Nastal.

**Representatives**

John E. Pearson Company.

**Mailing Instructions**

Business Office and Studio—Bankers Bldg., 208 E. Wisconsin Ave., Milwaukee 2, Wis., Broadway 2-1272.  
Transmitter—208 E. Wisconsin Ave., Milwaukee 2, Wis.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—860 kilocycles.  
Non-directional.  
Licensed to operate daytime only.

**Agency Commission**

15% to all recognized advertising agencies; no cash discount. Commission does not apply on talent.

**SERVICE-ADS  
Are More Than  
JUST PROMOTION!**

The Service-Ads that media put into SRDS are more than just publication or station promotion. They represent an honest effort to provide you with information you can use in evaluating media and comparing them with others.

The data you find in Service-Ads can be as valuable to you as the information you pick up from the listing material in Standard Rate. Be sure that you take advantage of this material when it is provided for your use. Read, and Use, the Service-Ads in SRDS!

GXF-14

**General Advertising**

Affiliated with MBS.  
This rate card is published for the convenience of advertisers and agencies and is not to be considered as an offer of facilities. All rates and information herein are subject to change without notice.  
These rates are for basic air charges only and do not include charge for talent, production, studio facilities or other services. Rates for these charges given on request.  
Rates are for national advertising and include music copyright fees.  
ASCAP, BMI, and SESAC licenses.

**ANNOUNCEMENTS**

1 time.....	12.00	104 times.....	8.00
26 times.....	10.00	312 times.....	6.50

30 seconds—80% of earned frequency.  
Less than 30 seconds—70% of earned frequency.

**Fixed Position**

Per announcement, flat..... 12.00

**BASIC AIR TIME**

	1 day	3 days	6 days
1 hour.....	95.00	256.50	230.85
1/2 hour.....	55.00	148.50	133.65
1/4 hour.....	33.00	90.50	81.45
10 minutes.....	21.00	60.90	54.80

26 consecutive weeks discount..... 5%  
52 consecutive weeks discount..... 10%

**PACKAGE PLANS**

One minute, rotating, live or transcribed:  
20 one-minute spots per week, 4 weeks..... 560.00  
30 one-minute spots per week, 4 weeks..... 780.00

**SPECIAL FEATURES**

Five minute news, 4 weeks minimum:  
3 times per week..... 50.00  
6 times per week..... 85.00  
12 times per week..... 150.00  
18 times per week..... 200.00

**Discounts**

13 consecutive weeks..... 10%  
26 consecutive weeks..... 15%  
52 consecutive weeks..... 20%

Talent and news service per newscast, commissionable, 5.00.

Sports—rates for time, talent and rights on request.

**Closing Time**

Contracts should be closed one week in advance to make printed program schedules. Records and scripts must be delivered to studios at least two days in advance.

**W I S N**

(Established 1922)



**A Hearst Owned Station**

Rates effective April 15, 1958.

Rates received April 18, 1958.

Owned and operated by Hearst Corporation.

**Personnel**

Station Manager—James T. Butler.  
Sales Manager—Herm. Schneider.  
Sales Service Manager—Eleanor Stevens.  
Promotion Manager—Art Barnes.  
Program Director—Mel Quinn.  
Business Manager—Joseph Sergio.

**Representatives**

Edward Petry & Company, Inc.

**Mailing Instructions**

Business Office and Studio—759 N. 19th St., Milwaukee, Wis. Division 2-3000. TWX 245.  
Transmitter—Town of Greenfield, Milwaukee County.

**Wave—Power—Time**

Operating power—5,000 watts.  
Frequency—1150 kilocycles.  
Directional—same pattern, all hours.  
Licensed to operate full time.  
Operates on Central Time.  
Daylight Saving Time observed.  
Operating schedule: 5:30 a.m. to midnight.

**Agency Commission**

15% to recognized agencies on net charges for station time only. Short rate billed where frequency rate is not earned. Bills payable when rendered. No cash discounts.

**General Advertising**

Affiliated with ABC Radio.  
All discounts allowed must be earned within 1 year from starting date of contract. Announcements and programs may not be combined to earn discount. 26 weeks protection from rate increase provided there is no lapse in schedule.  
Continuing discounts: Any advertiser entering a 2nd contract year may continue at rate earned by first year's continuing schedule, until schedule is reduced or interrupted. This schedule is not subject to short rate. Advertisers utilizing this continuing discount policy, must begin a new contract period for quantity discount purposes when he reduces or resumes his schedule. 10-second announcements may not be counted to help earn discounts on longer announcements. 26 weeks protection from rate increases providing there is no lapse in schedule.  
Rates include music copyright fee.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverages advertising, beer and wine only.

**PROGRAM UNITS**

**CLASS "A"**

	(6:00 a.m. to 7:00 p.m.)			
	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	108.00	72.00	54.00	36.00
52 times.....	102.60	68.40	51.30	34.20
104 times.....	97.20	64.80	48.60	32.40
156 times.....	91.80	61.20	45.90	30.60
260 times.....	81.00	54.00	40.50	27.00

**CLASS "B"**

	(7:00 p.m. to 6:00 a.m.)			
	1 hr.	1/2 hr.	10 min.	5 min.
1 time.....	81.00	54.00	40.50	27.00
52 times.....	74.10	49.40	37.05	24.70
104 times.....	70.20	46.80	35.10	23.40
156 times.....	66.30	44.20	33.15	22.10
260 times.....	58.50	39.00	29.25	19.50

**WISCONSIN**

**PROGRAM STRIP RATES**

**CLASS "A"**  
(6:30 a.m. to 9:00 a.m., and 4:00 p.m. to 6:00 p.m. Monday through Saturday)  
6 5-minute periods per week..... 125.00  
3 5-minute periods per week..... 75.00

**CLASS "B"**  
(9:00 a.m. to 4:00 p.m. Monday through Saturday)  
6 5-minute periods per week..... 95.00  
3 5-minute periods per week..... 60.00

**ANNOUNCEMENTS Class "A" Class "B"**

Fixed position:  
1 time..... 18.00 12.00  
104 times..... 16.20 10.80  
156 times..... 15.30 10.20  
260 times..... 14.40 9.60  
312 times..... 13.50 9.00  
Class "A"—6:30 a.m. to 9:00 a.m. and 4:00 p.m. to 6:00 p.m. Monday through Saturday.  
Class "B"—9:00 a.m. to 4:00 p.m. and 6:00 p.m. to 6:30 a.m. Monday through Saturday; all day Sunday.

**ANNOUNCEMENT PACKAGE PLANS**

**CLASS "A"**  
(6:30 a.m. to 9:00 a.m. and 4:00 p.m. to 6:00 p.m. Monday through Saturday, rotating)  
Per week: 1 wk. 13 wks. 26 wks. 39 wks. 52 wks.  
5 spots.. 75.00 71.25 67.50 63.75 60.00  
10 spots.. 120.00 114.00 108.00 102.00 96.00  
**CLASS "B"**  
(9:00 a.m. to 4:00 p.m. and 6:00 p.m. to 6:30 a.m. Monday through Saturday; all day Sunday)

5 spots.. 50.00 47.50 45.00 42.50 40.00  
10 spots.. 90.00 85.50 81.00 76.50 72.00  
15 spots.. 120.00 114.00 108.00 102.00 96.00  
20 spots.. 140.00 133.00 126.00 119.00 112.00  
Class "A" and "B" Packages may be combined.  
Packages must run continuously to earn discounts.

**SPECIAL FEATURES**

News Service—UPI, AP and local news. 2 Mobile units.

Newscasts: "Deadline News"—24 times daily. At every hour with the exceptions of "Driving times" where news is broadcast every half hour.

Merchandising—Details on request. In-store displays for qualified advertisers in A&P, IGA and Sentry stores.

**Participating Programs**

"Charlie Hanson"—6:00 a.m. to 9:30 a.m. Monday through Friday and 6:00 a.m. to 10:00 a.m. Saturday.  
"Tom Lambert Show"—10:00 a.m. to noon.  
"Chuck Arnold Show"—noon to 2:00 p.m.  
"Tom Lambert Show"—2:00 p.m. to 4:00 p.m.  
"Chuck Arnold Show"—4:00 p.m. to 6:00 p.m.  
"Milt Brandt Show"—6:00 p.m. to midnight.

**POLITICAL**

Regular rates apply.

**Closing Time**

72 hours in advance of broadcast.

(Milwaukee continued on next page)

**REACH 1000**  
high income homes  
for as little as  
**51¢**  
ON WISN RADIO

Milwaukee county consumer spendable income per household is 22% above national average. Cost per thousand homes based on Pulse ratings and the Pulse tally of Milwaukee county radio homes.

**MILWAUKEE'S**  
**1st**  
STATION  
**WISN**  
5,000 WATTS

James T. Butler, Station Mgr.  
Represented by  
Edward Petry & Co., Inc.

# WISCONSIN

Milwaukee—Continued

**WMIL**

(Established 1947)



Rates effective \_\_\_\_\_  
Rates received September 26, 1958.

Owned and operated by The Cream City Broadcasting Company.

**Personnel**

President—Gene Posner.  
Executive Vice-President—Sol Radoff.  
Sales Manager—Oliver West.  
Program Director—Norman Marggraff.

**Representatives**

Jack Masla & Co., Inc.  
Chicago & West Coast—Gill-Perna, Inc.

**Mailing Instructions**

Business Office and Studio—2625 W. Wisconsin Ave., Milwaukee 3, Wis., West 3-1290.  
Transmitter—Glendale, Wis.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—1290 kilocycles.

Non-directional.

Licensed to operate daytime.

Operates on Central Standard Time.

Daylight Saving Time observed.

Operating schedule: 5:30 a.m. to local sunset

**Agency Commission**

15% to recognized agencies on net time charges; no cash discount. Bills are rendered monthly and are due and payable when rendered.

**General Advertising**

Accepts AAAA copyrighted contract.  
Rates 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.  
The following rates include station time, 70%; news, transcriptions, music, staff announcers' services, etc., 30%.

**CLASS "A"**

(6:00 a.m. to sign-off)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	100.00	50.00	40.00	20.00	12.00
13 times.....	95.00	50.00	38.00	19.00	11.75
26 times.....	92.50	50.00	37.00	18.50	11.40
39 times.....	90.00	50.00	36.00	18.00	11.00
52 times.....	85.00	50.00	35.00	17.00	10.80
156 times.....	85.00	50.00	35.00	16.00	10.20
260 times.....	85.00	50.00	35.00	15.00	9.80
312 times.....	85.00	50.00	35.00	14.00	9.00

**WEEKLY PACKAGE PLANS**

	1 mln.	20 sec.
7 to 10 announcements.....	8.00	5.60
11 to 15 announcements.....	7.00	4.90
16 to 24 announcements.....	6.50	4.55
25 to 29 announcements.....	6.25	4.40
30 or more announcements.....	6.00	4.20



1290 on the dial

And, in MILWAUKEE

OUR OLD TIME MUSIC

formula produces

RATINGS and ADVERTISING

RESULTS at the lowest

cost per thousand!



home of

"FRITZ THE PLUMBER"

For top rated

1/4 hours call

**Gill-Perna, Inc.**

**AUDIENCE BLITZ PACKAGE**  
40 1-minute announcements (minimum 4 weeks), per week..... 200.00  
Consists of 8 announcements daily, Monday through Friday; 1 announcement per hour, every hour, beginning at 8:00 a.m.  
10-seconds or less—50% of earned 1-minute rate, when available.  
20-seconds or less—70% of earned 1-minute rate, when available.

**DISCOUNTS**

Frequency discounts will be allowed as earned. All discounts allowed must be earned within one year from starting date of contract. Announcements and programs may not be combined to earn discounts.

**SPECIAL FEATURES**

News Service—UPI and local.  
Farm Programming  
Three hours of regularly scheduled programs per week.

**Participating Programs**

"Koffee Klotsch" with Paul Bartell—5:30 a.m. to 9:00 a.m. Regular rates apply.  
"Fritz the Plumber"—9:00 a.m. to 11:00 a.m. and 2:00 p.m. to 5:00 p.m. Regular rates apply.  
"Ranchhouse Roundup"—11:00 a.m. to 2:00 p.m. Regular rates apply.

**TRANSCRIPTIONS**

Initial air-check furnished free. Additional air checks at following costs:  
BF—12 inch..... 4.00 DF—12 inch..... 7.50  
SF—16 inch..... 12.00 DF—16 inch..... 15.00

**Closing Time**

Program copy must be in one week before broadcast. Copy for local commercial programs or announcements must be in 24 hours before broadcast. Copy for Sunday and Monday programs and announcements must be received before 12:00 noon Friday.

**WOKY**

(Established 1947)

**A Bartell Family Radio Station**



Rates effective October 1, 1958.  
Rates received September 8, 1958.  
Owned and operated by Bartell Broadcasters, Inc.

**Personnel**

Vice-Pres. & Gen'l Mgr.—Mel Bartell.

**Representatives**

Adam Young, Inc.

**Mailing Instructions**

Business Office and Studio—WOKY Bldg., 522 W. Wisconsin Ave., Milwaukee 3, Wis., Broadway 1-8480, TWX MI 169.

Transmitter—Greenfield, Wis.

**Wave—Power—Time**

Operating power—1,000 watts.  
Frequency—920 kilocycles.

Directional—same pattern, all hours

Operates on Central Time.

Daylight Saving Time observed.

Licensed to operate unlimited time.

Operating schedule: 24 hours daily.

**Agency Commission**

15% to recognized agencies on net charges for station time only; no cash discount. No commission on talent.

**General Advertising**

Accepts AAAA copyrighted contract.  
Rates are for national advertising and include music copyright fees. ASCAP, BMI and SESAC licenses.  
Contracts accepted for maximum period of one year.  
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.

**ANNOUNCEMENTS WEEKLY SATURATION PLANS**

	—Plan I—		—Plan II—	
	Each	Total	Each	Total
1 minute:				
36 times.....	11.50	414.00	9.50	342.00
24 times.....	12.00	288.00	10.00	240.00
18 times.....	12.50	225.00	10.50	189.00
12 times.....	13.00	156.00	11.00	132.00
20-30 seconds:				
36 times.....	8.70	313.20	7.10	255.00
24 times.....	9.00	216.00	7.50	180.00
18 times.....	9.40	169.20	7.90	142.20
12 times.....	9.80	117.60	8.30	99.60
10 seconds:				
72 times.....	5.75	414.00	4.75	342.00
48 times.....	6.00	288.00	5.00	240.00
36 times.....	6.25	225.00	5.25	189.00
24 times.....	6.50	156.00	5.50	132.00

(\* Maximum of 1/3 of Saturation Plan spots guaranteed in Class "AA" time when available. All other announcements are scheduled in Class "A" time. Saturation Plan advertisers desiring more than the allowable 1/3 of their announcements in Class "AA" time, may increase the number of Saturation Plan Announcements in Traffic Time by paying regular rates for those announcements in excess of the allowable 1/3.  
(†) 1/2 of such announcements to be scheduled in Class "A" time and 1/2 in Class "B" time.

**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.....	20.00	15.00	10.50
26 times.....	19.50	14.60	10.00
52 times.....	19.00	14.30	9.75
104 times.....	18.50	13.90	9.50
156 times.....	18.00	13.50	9.25
260 times.....	17.50	13.10	9.00

**CLASS "A"**

(9:00 a.m. to 4:00 p.m.)

	1 min.	20/30 sec.	10 sec.
1 time.....	16.00	12.00	8.50
26 times.....	15.50	11.60	8.00
52 times.....	15.00	11.30	7.75
104 times.....	14.50	10.90	7.50
156 times.....	14.00	10.50	7.25
260 times.....	13.50	10.10	7.00

**CLASS "B"**  
(7:00 p.m. to 10:00 p.m. daily)

	1 min.	20/30 sec.	10 sec.
1 time.....	11.00	8.30	6.00
26 times.....	10.50	7.90	5.50
52 times.....	10.00	7.50	5.25
104 times.....	9.50	7.10	5.00
156 times.....	9.00	6.80	4.75
260 times.....	8.50	6.40	4.50

**CLASS "C"**

(All other times)

	1 min.	20/30 sec.	10 sec.
1 time.....	9.00	6.80	5.00
26 times.....	8.50	6.40	4.50
52 times.....	8.00	6.00	4.25
104 times.....	7.50	5.60	4.00
156 times.....	7.00	5.30	3.75
260 times.....	6.50	4.90	3.50

**Weekend Plan**

Weekend announcements are at Class "B" rates. They can be combined with Saturation plans or accrue to frequency. Saturation plan announcements may not be combined with other announcements to earn additional frequency discount. ID's accrue to frequency at the rate of 2-ID's for 1-minute.

**SPECIAL FEATURES**

News Service—UPI and local, every half hour, 24 hours per day.  
Bartell Washington News Bureau Nationwide News service daily to stations of Bartell Group.  
News or weather capsules: Scheduled at a quarter-to-the-hour and at a quarter-after-the-hour, including music and 1-1/2 minutes of commercial, available at the 5 minute strip rates.  
Weather Reports: Every 15 minutes, 6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 6:30 p.m. Two minute weather report, including one minute commercial, 6:00 a.m. to 12:00 midnight, each 12:00; 12:00 midnight to 6:00 a.m., each 6:00.

**Participating Programs**

"Happy O'Day"—6:00 a.m. to 10:00 a.m. and noon to 1:00 p.m. Regular rates apply.  
"John Michaels"—10:00 a.m. to noon and 3:00 p.m. to 6:00 p.m. Regular rates apply.  
"Lucky Logan"—1:00 p.m. to 3:00 p.m. and 6:00 p.m. to 9:00 p.m. Regular rates apply.  
"Bob White"—9:00 p.m. to 1:00 a.m. Regular rates apply.  
"Bill Roberts"—1:00 a.m. to 6:00 a.m. Rates on request.  
"John Reddy"—Sports commentator. Rates on request.

**POLITICAL**

Rates on request.

**WRIT**

(Established 1955)

**A Balaban Station**



Rates effective August 1, 1958. (Card No. 4.)

Rates received July 3, 1958.  
Owned and operated by Radio Milwaukee, Inc.

**Personnel**

Exec. Vice-Pres. & Managing Dir.—John F. Box, Jr.  
General Manager—Bernie Strachota.  
Program Director—Lee Rothman.

**Representatives**

Robert E. Eastman & Co., Inc.

**Mailing Instructions**

Business Office, Studio and Transmitter—5407 W. Martin Drive, Milwaukee, Wis., Bluemound 8-9321 and Spring 1-1140.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1340 kilocycles.

Non-directional.

Licensed to operate full time.

Operates on Central Standard Time.

Daylight Saving Time observed.

Operating schedule: 24 hours daily.

**Agency Commission**

15% to recognized agencies; no cash discount. Bills payable the 10th of the month following service. Short rate billing will apply where 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 1st 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 1st 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 broadcasts 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)

	5 min.	1 min.	20 sec.	10 sec.
1 time.....	24.50	15.50	10.50	7.00
52 times.....	23.50	15.00	10.00	6.50
156 times.....	21.50	14.50	9.50	6.00
260 times.....	19.50	14.00	9.00	5.50

**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 min.	20/30 sec.	10 sec.
1 time.....	28.00	18.00	13.00
52 times.....	27.00	17.50	12.50
156 times.....	26.00	17.00	12.00
260 times.....	25.00	16.50	11.50

**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 min.	20/30 sec.	10 sec.
1 time.....	17.00	10.50	7.00
52 times.....	16.00	10.00	6.50
156 times.....	15.00	9.50	6.00
260 times.....	14.00	9.00	5.00

(This listing continued on next page)

Nighttime (7:00 p.m. to midnight Saturday)			
	5 min.	1 min.	20 sec.
1 time.....	13.00	8.00	5.50
52 times.....	12.00	7.50	5.00
156 times.....	11.00	7.00	4.50
260 times.....	10.00	6.50	4.00
All Other Times (Midnight to 6:00 a.m. Sunday through Saturday; 6:00 a.m. to 10:00 a.m. Sunday)			
	6:00	3:00	2:50
1 time.....	6.00	3.00	2.50
52 times.....	5.00	2.75	2.25
156 times.....	4.00	2.50	2.00
260 times.....	3.00	2.25	1.75
Captive Housewife Plan (9:00 a.m. to 4:00 p.m. Monday through Friday)			
	1 wk.	26 wks.	52 wks.
1-minute, per week:	132.00	126.00	120.00
12 times.....	189.00	180.00	171.00
18 times.....	240.00	228.00	216.00
24 times.....	342.00	324.00	306.00
36 times.....	432.00	408.00	384.00
48 times.....			
20 seconds, per week:			
12 times.....	96.00	90.00	84.00
18 times.....	135.00	126.00	117.00
24 times.....	168.00	156.00	144.00
36 times.....	234.00	216.00	198.00
48 times.....	288.00	264.00	240.00
10 seconds, per week:			
12 times.....	66.00	60.00	54.00
18 times.....	90.00	81.00	72.00
24 times.....	108.00	96.00	84.00
36 times.....	144.00	126.00	108.00
48 times.....	168.00	144.00	120.00
Drive Times Special (6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday)			
	1 wk.	26 wks.	52 wks.
1-minute, per week:	186.00	180.00	174.00
12 times.....	270.00	261.00	252.00
18 times.....	348.00	336.00	324.00
24 times.....	504.00	486.00	468.00
36 times.....	648.00	624.00	600.00
48 times.....			
20 seconds, per week:			
12 times.....	156.00	150.00	144.00
18 times.....	225.00	214.00	205.60
24 times.....	288.00	276.00	264.00
36 times.....	414.00	396.00	378.00
48 times.....	528.00	504.00	480.00
10 seconds, per week:			
12 times.....	84.00	78.00	72.00
18 times.....	117.00	108.00	99.00
24 times.....	144.00	132.00	120.00
36 times.....	198.00	180.00	162.00
48 times.....	240.00	216.00	192.00
6 "Coffee head" and 6 "Lee Rothman".....	186.00		
Personality Package (One 1-minute sales message per day, 7 days a week, in each of the 5 Writ personalities. Live copy recommended. Per week, flat.....)			
			210.00
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, per week:	96.00	90.00	84.00
12 times.....	135.00	124.00	115.00
18 times.....	168.00	156.00	144.00
24 times.....	234.00	216.00	198.00
36 times.....	288.00	264.00	240.00
48 times.....			
20 seconds, per week:			
12 times.....	66.00	60.00	54.00
18 times.....	90.00	81.00	72.00
24 times.....	108.00	96.00	84.00
36 times.....	144.00	126.00	108.00
10 seconds, per week:			
12 times.....	42.00	36.00	30.00
18 times.....	54.00	45.00	36.00
WRIT Family Plan (Includes 5 spots in 6:00 a.m. to 9:00 a.m. Monday through Friday; includes 5 spots in 5:00 p.m. to 8:00 p.m. Monday through Friday; includes 5 spots in 8:00 p.m. to 10:00 p.m. Monday through Friday; includes 3 spots in 9:00 a.m. to 4:00 p.m. Saturday; includes 2 spots in 7:00 p.m. to 10:00 p.m. Saturday; includes 4 spots in 10:00 a.m. to 6:00 p.m. Sunday. Flat per week rate.....)			
			192.00
WRIT Nighttime Special (2 sales messages per night, 7 nights per 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-minutes—per week, flat.....			63.00
14 20-seconds—per week, flat.....			42.00
14 10-seconds—per week, flat.....			28.00
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, per week:	96.00	90.00	84.00
12 times.....	135.00	126.00	117.00
18 times.....	168.00	156.00	142.00
24 times.....	234.00	216.00	198.00
36 times.....			
20 seconds, per week:			
12 times.....	66.00	60.00	54.99
18 times.....	90.00	81.00	72.00
24 times.....	108.00	96.00	84.00
36 times.....	144.00	126.00	108.00
10 seconds, per week:			
12 times.....	42.00	36.00	30.60
18 times.....	54.00	45.00	36.66
Bargain Basement (10:00 p.m. to midnight, Monday through Saturday; 6:00 a.m. to 10:00 a.m. and 6:00 p.m. to midnight Sunday)			
	1 wk.	26 wks.	52 wks.
1-minute, per week:	66.00	60.00	54.00
12 times.....	90.00	81.00	72.90
18 times.....	108.00	96.00	84.00
24 times.....			
20 seconds, per week:			
12 times.....	48.00	42.00	36.00
18 times.....	63.00	54.00	45.00
24 times.....	72.00	60.00	48.00

Swing Shift Value (Midnight to 6:00 a.m. Sunday through Saturday)

1-minute:	
6 per night, 42 per week, flat.....	84.00
12 per night, 84 per week, flat.....	108.00

SPECIAL FEATURES

News Service—AP, UPI and U. S. weather teletype. Union sports wire, 3 mobile units. Newscasts—"Action Central" news at 15 minutes before and 15 minutes after the hour, 48 times a day. Participating Programs "Bob 'Coffeehead' Larsen"—6:00 a.m. to 10:00 a.m. Monday through Saturday. "Clark Webber"—10:00 a.m. to 3:00 p.m. Monday through Saturday. "Lee Rothman Show"—3:30 p.m. to 7:00 p.m. Monday through Saturday. "Woody Welch"—7:00 p.m. to midnight Monday through Saturday. "Don Phillips"—Midnight to 6:00 a.m. Monday through Saturday. Regular rates apply to all programs.

POLITICAL

Regular rates apply. Closing Time 24 hours before broadcast.

WTMJ

(Established 1927)



Rates effective February 1, 1958. (Card No. 49.) Card received January 20, 1958. Owned and operated by the Journal Company.

Representatives Henry I. Christal Company, Inc. Mailing Instructions Business Office and Studio—Radio City, 720 E. Capitol Drive, Milwaukee 1, Wis., Broadway 1-6000. TWX MI 297. Transmitter—On Route 5, Box 817, Waukesha, Wis. Wave—Power—Time Operating power—5,000 watts. Frequency—620 kilocycles. Directional—nighttime only. Licensed to operate on regional channel, full time. Operates on Central Standard Time. Daylight Saving Time observed. Operating schedule: 5:00 a.m. to 12:00 midnight Monday through Friday; 5:00 a.m. to 12:30 a.m. Sunday; 7:00 a.m. to 12:00 midnight Sunday.

Agency Commission Agency commission 15% to recognized agencies on net charges for station time only. No cash discount. Bills payable by the 10th of the month following service.

General Advertising For combination rates see NBC Radio Network. Station reserves the right to change its charges and discounts effective on such date as it may announce. Changes which increase the cost to advertisers will not apply to advertisers who are on the air at the time the increase is announced until six months after the effective date of any new rate card, provided that schedules are continued without interruption. This applies to all business actually running on the date of the increase as well as similar additional business. Rates applicable on any contract are those rates in effect on the date of first broadcast. Rates quoted same for all advertisers. Transcribed station breaks and one minute announcements accepted only on approval of station management. Advertising of hard liquors not accepted. Sound effects in live announcements not accepted. Medicinal accounts accepted only on approval of station management. Rates for general program service include charge for station time only. The last 30 seconds of every program are reserved for station use and identification.

PROGRAMS

CLASS "A" (7:00 a.m. to 10:30 p.m.)				
	1 tl.	52 tl.	156 tl.	260 tl.
1 hour.....	200.00	190.00	180.00	170.00
1/2 hour.....	120.00	114.00	108.00	102.00
1/4 hour.....	80.00	76.00	72.00	68.00
5 min.....	60.00	57.00	54.00	51.00

CLASS "B" (10:30 p.m. to 7:00 a.m.)				
	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 hour.....	100.00	95.00	90.00	85.00
1/2 hour.....	60.00	57.00	54.00	51.00
1/4 hour.....	40.00	38.00	36.00	34.00
5 min.....	30.00	28.50	27.00	25.50

ANNOUNCEMENTS

CLASS "A" (7:00 a.m. to 10:30 p.m.)				
	1 tl.	52 tl.	156 tl.	260 tl.
1 min. trans. or 150 words.....	52.50	49.90	47.25	44.65
20 sec. trans. or 35 words.....	31.50	29.95	28.35	26.80
10 sec. ID or 15 words.....	21.00	19.95	18.90	17.85
CLASS "B" (6:00 a.m. to 7:00 a.m.)				
	1 min. trans. or 150 words.....	20 sec. trans. or 35 words.....	10 sec. ID or 15 words.....	
1 min. trans. or 150 words.....	42.00	39.90	37.80	35.70
20 sec. trans. or 35 words.....	25.20	23.95	22.70	21.45
10 sec. ID or 15 words.....	16.80	15.95	15.15	14.30
CLASS "C" (10:30 p.m. to 6:00 a.m.)				
	1 min. trans. or 150 words.....	20 sec. trans. or 35 words.....	10 sec. ID or 15 words.....	
1 min. trans. or 150 words.....	21.00	19.95	18.90	17.85
20 sec. trans. or 35 words.....	12.60	12.00	11.35	10.70
10 sec. ID or 15 words.....	8.40	8.00	7.55	7.15

DISCOUNTS

Frequency discounts are reflected in the rates quoted. Discounts are allowed retroactively on the number of broadcasts used within one year from date of first broadcast. Programs and announcements cannot be combined to earn larger discounts or for rate protection purposes, nor can five-minute news or weather broadcasts be combined with either programs or an-

ouncements. I.D. announcements cannot be combined with other services to earn any discounts.

Weekly Quantity Discounts

In addition to frequency discounts earned within a contractual year, an advertiser can earn weekly (Monday through Sunday) quantity discounts for multiple purchases of announcements on the following basis:

10 to 14 times per week.....	5%
15 to 19 times per week.....	7-1/2%
20 to 24 times per week.....	10%
25 to 29 times per week.....	15%
30 or more times per week.....	20%

Weekly quantity discounts are computed from the earned rate. Discounts apply to all types of announcements, however, ID announcements may not be combined with other types of announcements for any discounts.

SPECIAL FEATURES

News Service—AP. News and Weather Broadcasts: length—5 minutes; commercial copy—150 words.

6 days per wk., time cost per wk.:	1 wk.	52 wks.
7:00 a.m. to 10:30 p.m.....	250.00	225.00
10:30 p.m. to 7:00 a.m.....	125.00	112.50
6 days per wk., service cost per wk.:		
News—all time.....	70.00	70.00
Weather—all time.....	195.00	105.00
3 days per wk., time cost per wk.:		
7:00 a.m. to 10:30 p.m.....	125.00	118.75
10:30 p.m. to 7:00 a.m.....	62.50	59.40
3 days per wk., service cost per wk.:		
News—all time.....	38.00	38.00
Weather—all time.....	52.50	52.50
1 day per wk., time cost per wk.:		
7:00 a.m. to 10:30 p.m.....	45.00	42.00
10:30 p.m. to 7:00 a.m.....	22.50	21.00
1 day per wk., service cost per wk.:		
News—all time.....	13.00	13.00
Weather—all time.....	17.50	17.50

Closing Time

Closing date for continuity on musical programs, one week in advance of program. Closing date for publicity, three weeks in advance. Closing date for copy on announcements—Thursday noon for Saturday and Sunday copy; Friday noon for Monday copy; noon of the day preceding for all other copy.

MONROE

Green County—Map Location E-9 See SRDS consumer market map and data at beginning of the State.

WEKZ

(Established 1951)

Rates effective July 1, 1956. (Card No. 2.) Card received August 3, 1956. Owned and operated by Green County Broadcasting Co.

Personnel President—Kenneth Stuart. General Manager—Joseph G. Urban.

Representatives None.

Mailing Instructions Business Office—Schuetz Bldg., Monroe, Wis., telephone 120. Studio and Transmitter—Highway 11-81 East, Monroe, Wis., telephone 1260.

Wave—Power—Time Operating power—1,000 watts days. Frequency—1260 kilocycles. Non-directional. Licensed to operate daytime only. Operates on Central Standard Time. Operating schedule: 5:30 a.m. to local sunset, week days; 8:00 a.m. to local sunset, Sundays.

Agency Commission 15% to recognized agencies on time only; no cash discount. Bills rendered 1st day of month; payable 10 days.

General Advertising Rates include music copyright fees. ASCAP, SESAC, BMI licenses.

CLASS "A" (6:00 a.m. to 8:00 a.m.; 12:00 noon to 1:00 p.m. and 5:00 p.m. to sign off)					
	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	78.00	47.00	30.00	18.50	7.50
13 times.....	73.30	43.98	27.75	17.12	7.00
26 times.....	68.60	39.95	25.50	15.73	6.50
52 times.....	66.50	38.78	24.75	15.27	6.25
104 times.....	62.40	37.60	24.00	14.80	6.00
156 times.....	58.50	36.43	23.25	14.34	5.63
260 times.....	56.55	35.25	22.50	13.88	5.25
CLASS "B" (8:00 a.m. to 12:00 noon and 1:00 p.m. to 5:00 p.m.)					
	1 time.....	13 times.....	26 times.....	52 times.....	104 times.....
1 time.....	58.50	35.25	23.25	14.80	5.63
13 times.....	56.55	34.08	22.50	14.34	5.44
26 times.....	54.60	32.90	21.00	13.88	5.25
52 times.....	50.70	30.55	20.50	12.49	4.87
104 times.....	46.80	28.20	18.00	11.10	4.50
156 times.....	42.90	25.85	16.50	10.68	4.12
260 times.....	39.00	23.50	15.00	9.25	3.75

SPECIAL FEATURES

News Service—UPI. No extra charge.

POLITICAL

Regular rates apply; cash in advance.

Closing Time

24 hours before broadcast.

NEENAH

Winnebago County—Map Location F-7 See SRDS consumer market map and data at beginning of the State.

See Appleton



# WISCONSIN

## NEILLSVILLE

Clark County—Map Location D-6  
See SRDS consumer market map and data at beginning of the State.

### WCCN

(Established 1957)



Rates effective September 1, 1957.  
Rates received November 11, 1957.

Owned and operated by Central Wisconsin Broadcasting, Inc.

#### Personnel

President—Herman North.  
Vice-Pres. & Gen'l Mgr.—Howard Sturtz, Jr.  
Sec'y-Treas.—Howard Geise.

#### Representatives

None.

#### Mailing Instructions

Business Office and Studio—140 E. 5th St., P. O. Box 87, Neillsville, Wis. Phone 333 and 222.  
Other Studios: Thorp, Wis.  
Transmitter—Highway 73, .95 mile north of Neillsville, Wis.

#### Wave-Power-Time

Operating power—1000 watts days.  
(C. P. 5,000 watts.)

Frequency—1370 kilocycles.

Non-directional.

Operates on Central Standard Time.

Operating schedule: 8:00 a.m. to local sunset daily.

#### Agency Commission

15% on time only; no cash discount. Bills due and payable 1st of month following service.

#### General Advertising

Accepts AAAA copyrighted contracts.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Contracts may be cancelled on 15 days' notice and payment of earned rate.

#### CLASS "A"

(6:00 a.m. to 1:00 p.m.)

	1	1/2	1/4	10	5	1	30
	hr.	hr.	hr.	min.	min.	min.	sec.
1 time....	80.00	48.00	32.00	24.00	18.00	7.00	6.00
13 times....	76.00	46.00	30.50	22.80	15.00	6.65	5.70
26 times....	72.00	43.20	28.80	21.60	14.40	6.30	5.40
39 times....	70.00	41.50	28.00	20.90	13.95	6.00	5.20
52 times....	68.00	40.80	27.20	20.40	13.60	5.95	5.00
78 times....	66.00	39.00	26.00	20.00	13.10	5.75	4.90
104 times....	64.00	38.40	25.60	19.20	12.80	5.60	4.80
156 times....	60.00	36.00	24.00	18.00	12.00	5.25	4.50
208 times....	58.00	35.00	23.00	17.40	11.75	5.00	4.35
260 times....	56.00	34.60	22.40	16.80	11.20	4.90	4.20
312 times....	54.00	32.20	20.00	15.50	10.75	4.65	4.00

#### CLASS "B"

(1:00 p.m. to sign-off)

	1	1/2	1/4	10	5	1	30
	hr.	hr.	hr.	min.	min.	min.	sec.
1 time....	50.00	30.00	20.00	15.00	10.00	6.00	5.00
13 times....	47.50	28.50	19.00	14.25	9.50	5.70	4.75
26 times....	45.00	27.00	18.00	13.50	9.00	5.40	4.50
39 times....	43.50	26.00	17.50	13.00	8.75	5.25	4.40
52 times....	42.50	25.50	17.00	12.75	8.50	5.10	4.25
78 times....	41.25	25.00	16.60	12.50	8.25	5.00	4.15
104 times....	40.00	24.00	16.00	12.00	8.00	4.80	4.00
156 times....	37.50	22.50	15.00	11.25	7.50	4.50	3.75
208 times....	36.50	22.00	14.50	11.00	7.25	4.35	3.60
260 times....	35.00	21.00	14.00	10.50	7.00	4.20	3.50
312 times....	33.00	19.00	13.00	9.50	6.25	3.75	3.00

#### SPECIAL FEATURES

News Service—UPI and local. Regular rates apply.  
Sports—Wisconsin & Green Bay Football.

#### Participating Programs

"Music and Words for Early Birds"—6:00 a.m. to 7:30 a.m.  
"Howie Sturtz Show"—7:30 a.m. to 8:00 a.m.  
"Central Wisconsin Panorama"—8:30 a.m. to 11:00 a.m.  
"Personally Yours"—3:30 p.m. to 6:00 p.m.

#### POLITICAL

Regular rates apply cash in advance. Copy 24 hours in advance of broadcast.

#### TRANSCRIPTIONS

Library Service—Standard and Major.

#### Closing Time

24 hours in advance of broadcast.

## OSHKOSH

Winnebago County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.

### WOSH

(Established 1941)

Rates effective January 1, 1958.

Rates received December 9, 1957.

Owned and operated by Oshkosh Broadcasting Co.

#### Personnel

Manager—William L. McDonald.

#### Representatives

Gill-Perna, Inc.

#### Mailing Instructions

Business Office and Studio—2333 Bowen St., Oshkosh, Wis.

Transmitter—2333 Bowen St., Oshkosh, Wis.

#### Wave-Power-Time

Operating power—250 watts.

Frequency—1490 kilocycles.

Non-directional.

Licensed to operate full time on local channel.

Operates on Central Time.

Operating schedule: Sundays 8:00 a.m. to midnight, weekdays 6:00 a.m. to midnight.

#### Agency Commission

Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered first of month; payable when rendered.

#### General Advertising

The following rates are for national advertising. Rates do not include charges by owners of music copyrights. (6:00 a.m. to midnight)

	1	1/2	1/4	10	5	(*)
	hr.	hr.	hr.	min.	min.	min.
1 time....	60.00	40.00	25.00	18.50	12.00	6.00
13 times....	55.00	35.00	20.00	15.00	10.00	5.50
26 times....	50.00	30.00	15.00	11.50	8.00	5.00
52 times....	45.00	25.00	13.00	10.00	7.00	4.50
78 times....	42.50	22.50	12.00	9.50	6.75	4.25
104 times....	40.00	20.00	11.00	8.75	6.50	4.00
156 times....	35.00	17.50	10.00	8.00	6.00	3.75
260 times....	30.00	15.00	9.00	7.25	5.50	3.50
312 times....	27.50	12.50	8.00	6.50	5.00	3.25
520 times....	25.00	11.00	7.00	5.50	4.00	3.00
624 times....	22.50	10.00	6.00	4.75	3.50	2.75
936 times....	20.00	9.00	5.00	4.00	3.00	2.50

(\*) 1-minute announcement or 30 word station break.

#### SPECIAL FEATURES

News Service—UPI. Regular rates plus talent and service charges.

Sports: Regular rates plus talent and news charges.  
Time Signals: Sold only three times per day, seven days per week, minimum contract 13 weeks, per day 9.00.

#### POLITICAL

Regular rates apply; payment in advance.

#### TRANSCRIPTIONS

Library Service—World.

#### Closing Time

All contracts copy, talks and other program material should be in the hands of the station as far in advance as possible.

## PARK FALLS

Price County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

### WFPF

(Established 1953)

Rates effective January 1, 1956.

Rates received November 10, 1955.

Owned and operated by Northland Broadcasting Co.

#### Personnel

Pres. & Gen'l Mgr.—Gordon Schluter.

#### Representatives

Continental Radio Sales.

#### Mailing Instructions

Business Office, Studio and Transmitter—Highway 13, Park Falls, Wis., telephone 369.

#### Wave-Power-Time

Operating power—250 watts.

Frequency—1450 kilocycles.

Non-directional.

Licensed to operate unlimited time.

Operates on Central Standard Time.

Operating schedule: 6:00 a.m. to 10:30 p.m.

#### Agency Commission

15% to recognized agencies on time and talent; no cash discount.

#### General Advertising

Affiliated with Keystone Network.

Accepts AAAA copyrighted contract.

Rates include music copyright fees, ASCAP and BMI licenses. Contracts limited to one year. Renewals subject to rates in effect at time of renewal.  
Station reserves the first and last 30 seconds of all programs for its use and station identification.

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time....	40.00	25.00	16.00	12.00	9.00	4.00
13 times....	38.00	24.00	15.50	11.50	8.75	3.80
26 times....	36.00	23.00	15.00	11.00	8.50	3.60
52 times....	34.00	22.00	14.50	10.75	8.25	3.40
104 times....	32.00	21.00	14.00	10.50	8.00	3.20
156 times....	30.00	20.00	13.50	10.00	7.75	3.00
260 times....	28.00	19.00	13.00	9.50	7.50	2.80
312 times....	26.00	18.00	12.50	9.00	7.25	2.60

#### SPECIAL FEATURES

News Service—UPI.

#### Participating Programs

"Phillips Parade"—9:30 a.m. to 11:30 a.m. Monday through Saturday. Remote broadcast.

#### POLITICAL

Regular rates apply.

#### Closing Time

Talks, Continuities, Programs, etc. must be submitted at least 24 hours in advance of broadcast.

## PLATTEVILLE

Grant County—Map Location D-9  
See SRDS consumer market map and data at beginning of the State.

### WSWW

(Established 1955)



Rates effective November 1, 1955. (Card No. 1.)

Card received December 29, 1955.

Owned and operated by the Southwest Wisconsin Company, Inc.

#### Personnel

General Manager—Robert J. Badden.

#### Representatives

None.

#### Mailing Instructions

Business Office and Studio—P. O. Box 1, Radio Park, North Fourth Street, Platteville, Wisconsin, phone 2775.

Transmitter—Platteville, Wis.

#### Wave-Power-Time

Operating power—1,000 watts days.

Frequency—1590 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

	1	1/2	1/4	10	5	(*)
	hr.	hr.	hr.	min.	min.	min.
1 time....	50.00	35.00	20.00	13.50	9.75	7.00
13 times....	48.00	33.00	19.00	13.00	9.50	6.60
26 times....	46.00	31.00	18.00	13.00	9.50	6.20
52 times....	44.00	29.00	17.00	12.50	9.25	5.80

	1	1/2	1/4	10	5	(*)
	hr.	hr.	hr.	min.	min.	min.
78 times....	42.00	27.00	16.00	12.00	9.00	5.40
104 times....	40.00	25.00	15.00	11.50	8.75	5.00
156 times....	48.00	23.00	14.00	11.00	8.50	4.60
260 times....	36.00	20.00	13.00	10.50	8.25	4.20
312 times....	34.00	19.00	12.00	10.00	8.00	3.80

(\*) One minute or less.

#### SPECIAL FEATURES

News Service—AP.

#### Participating Programs

"Musical Clock"—6:00 a.m. to 8:00 a.m. Monday through Saturday.

"Mystery Voice Program"—9:05 a.m. to 9:30 Monday through Friday.

"Birthday and Anniversary Time"—10:05 a.m. to 10:30 a.m. Monday through Saturday.

"Melody Merchant"—2:30 p.m. to 4:30 p.m. Monday through Saturday.

Sports—rates and details on request.

#### POLITICAL

Regular rates apply; payable in advance.

## PLYMOUTH

**Portage—W P D R—Continued**

**Mailing Instructions**  
 Business Office—Box 142, Portage, Wis., telephone Riverside 2-2350.  
 Studio and Transmitter—one mile south of Portage on highways 51-16.  
 Other Studios: Baraboo—Warren Hotel, 320 Broadway, Wisconsin Dells.  
**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—1350 kilocycles.  
 Non-directional.  
 Licensed to operate daytime only.  
 Operating schedule: 6:00 a.m. to local sunset.

**Agency Commission**  
 15% to recognized agencies on time costs only; no cash discount.

**General Advertising**  
 Accepts AAAA copyrighted contract.

	PROGRAM TIME				
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	50.00	30.00	15.00	12.50	10.00
13 times	47.50	28.50	14.25	11.87	9.50
26 times	45.00	27.00	13.50	11.25	9.00
39 times	42.50	25.50	12.75	10.62	8.50
52 times	40.00	24.00	12.00	10.00	8.00
104 times	37.50	22.50	11.25	9.37	7.50
156 times	35.00	21.00	10.50	8.75	7.00
260 times	32.50	19.50	9.75	8.12	6.50
312 times	30.00	18.00	9.00	7.50	6.00

	SPOT ANNOUNCEMENTS		
	1 min.	30 sec.	15 sec.
1 time.....	6.00	5.00	3.75
13 times.....	5.70	4.75	3.56
26 times.....	5.40	4.50	3.38
39 times.....	5.10	4.25	3.19
52 times.....	4.80	4.00	3.00
104 times.....	4.50	3.75	2.81
156 times.....	4.20	3.50	2.63
260 times.....	3.90	3.25	2.44
312 times.....	3.60	3.00	2.25

**PACKAGE RATES**  
 One minute announcements to be used in 6 weeks:  
 180 times..... 465.00 300 times..... 600.00  
 240 times..... 552.00  
 Above package rates are net, including agency commission, but package cannot be used to earn greater discounts on other advertising.

**SPECIAL FEATURES**  
 News Service—AP.  
 Time signals sold in blocks of 50 or more only, 1.25 per signal. Commercial copy limited to 15 words.

**POLITICAL**  
 General rates apply, payable in advance.

**TRANSCRIPTIONS**  
 Library Service—Lang-Worth.

**POYNETTE**

Columbia County—Map Location F-8  
 See SRDS consumer market map and data at beginning of the State.

**WIBU**

(Established 1925)

Rates received April 14, 1950.  
 Owned and operated by Wm. C. Forrest.

**Representatives**  
 None.

**Mailing Instructions**  
 Business Office and Studio—Poynette, Wis.  
 Other Studios—Mayr Seed and Feed Bldg., Beaver Dam, Wis.; First National Bank Bldg., Portage, Wis.  
 Transmitter—Two miles south of Poynette, Wis. Mail address RFD No. 2, Poynette, Wis.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1240 kilocycles.  
 Non-directional.  
 Licensed to operate full time.  
 Operates on Central Time.  
 Operating schedule: 6:30 a.m. to 11:00 p.m.

**General Advertising**  
 Affiliated with the Wisconsin Network.  
 Advertisers using WIBU may add WWCF-FM at a 50% increase in rate.

**CLASS "A"**  
 (11:45 a.m. to 1:15 p.m. and 5:30 p.m. to 9:00 p.m. week days; all day Sundays)

	PROGRAM TIME				
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	48.00	30.00	15.00	11.00	5.00
13 times.....	42.00	27.00	14.00	10.00	4.75
26 times.....	36.00	25.00	13.00	9.00	4.50
52 times.....	30.00	22.00	12.00	8.00	4.00
100 times.....	27.00	20.50	11.00	7.00	3.50
200 times.....	24.00	19.00	10.00	6.00	3.00
250 times.....	23.00	18.00	9.00	5.00	2.75

**CLASS "B"**  
 (All other times)

	PROGRAM TIME				
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	36.00	24.00	13.00	9.00	4.50
13 times.....	33.00	22.00	12.00	8.00	4.00
26 times.....	31.00	21.00	11.00	7.50	3.75
52 times.....	28.00	20.00	10.00	7.00	3.50
100 times.....	25.00	19.00	9.00	6.50	3.25
200 times.....	23.00	17.00	8.00	6.00	2.75
250 times.....	22.00	16.00	7.00	5.00	2.50

**SPECIAL FEATURES**  
 Public service broadcasts include sporting events, civic celebrations or ceremonies and market reports. Rates on request.  
 Complete coverage of Madison sporting events and news. Participating programs available.  
 Farm Auction announcements, each 3.00.

**POLITICAL**  
 Rates on request. Payment in advance.

**Closing Time**  
 Closing date for programs for inclusion in general publicity and printed program announcements is 14 days in advance of broadcast on all but special publicity. Announcements accepted one week in advance of broadcast.

**PRAIRIE DU CHIEN**

Crawford County—Map Location D-8  
 See SRDS consumer market map and data at beginning of the State.

**WPRE**

(Established 1952)



Rates effective September 1, 1957. (Card No. 3.)  
 Card received July 2, 1957.

Owned and operated by the Prairie Broadcasting Co.  
**Personnel**  
 Pres. & Gen'l Mgr.—Walter C. Schlaugat, Jr.  
 Vice-Pres. & Sales Mgr.—Thomas M. Multerer.

**Representatives**  
 Hal Holman Company.  
**Mailing Instructions**  
 Business Office and Studio—P. O. Box 36, N. Villa Louis Rd., Prairie du Chien, Wis., telephone 637-638.  
 Transmitter—Prairie du Chien, Wis.

**Wave—Power—Time**  
 Operating power—500 watts days.  
 Frequency—980 kilocycles.  
 Non-directional.  
 Licensed to operate daytime only.  
 Operating schedule: 6:30 a.m. to local sunset.

**Agency Commission**  
 15% to recognized agencies; no cash discount.  
**General Advertising**  
 Accepts AAAA copyrighted contract.  
 Frequency discounts must be earned.  
 Time limit rates will be guaranteed for length of contract period time. Renewals will be charged at existing rate.  
 No contracts for longer than one year period.  
 No periods sold in bulk for resale.

**PROGRAM RATES**

1 hour.....	35.00	10 minutes.....	8.75
1/2 hour.....	21.00	5 minutes.....	7.00
1/4 hour.....	10.50		

**ANNOUNCEMENTS**  
 (One minute or less)  
 NOTE: From 11:59:30 a.m. to 1:00 p.m. add .25 per spot.  
 1 to 52 weeks (less than 5 spots per week) open rate, each..... 5.50  
 1 to 25 weeks (minimum of 5 spots per week) each..... 4.75  
 26 to 52 weeks (minimum of 5 spots per week) each..... 4.00

**SPECIAL FEATURES**  
 News Service—UPI. Add 25% to program rates for news.  
**Participating Programs**  
 "Rise and Shine"—6:30 a.m. to 9:10 a.m. Farm and local news, time and temperature, State weather forecasts.  
 "Mary Ellen's Notebook"—9:10 a.m. to 9:30 a.m., woman's program.  
 "Braves Bandwagon"—1:30 p.m. to 3:30 p.m. on days Braves do not play. Baseball quiz, scores, schedules and music.

**TRANSCRIPTIONS**  
 Library Service—Capitol, World.

**RACINE (2 AM; 1 FM)**

Racine County—Map Location G-9  
 See SRDS consumer market map and data at beginning of the State.

**WRAC**

(Established 1949)



Rates effective January 1, 1959. (Card No. 7.)  
 Rates received November 28, 1958.  
 Owned and operated by WRAC, Inc.

**Personnel**  
 Pres. & Gen'l Mgr.—William J. Priault.  
 Sta. & Comm'l Mgr.—Raymond J. Pawzun.

**Representatives**  
 Devney, Incorporated.  
**Mailing Instructions**  
 Business Office and Studios—Arcade Bldg., Racine Wis., telephone Melrose 2-1627.  
 Elmwood Plaza Office and Studio—3701-D17 Durand Ave., Racine, Wis., telephone Melrose 4-0723.  
 Transmitter—Arcade Bldg., Racine, Wis.

**Wave—Power—Time**  
 Operating power—500 watts days.  
 Frequency—1460 kilocycles.  
 Non-directional.  
 Licensed to operate daytime.  
 Operates on Central Daylight Saving Time.  
 Operating schedule: 6:00 a.m. to local sunset.

**Agency Commission**  
 15% to recognized agencies on net time charges; no cash discount. Bills are rendered monthly and are due and payable when rendered.  
**General Advertising**  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Per inquiry advertising not accepted.  
 Frequency discounts will be allowed as earned. All discounts must be earned within one year from starting date of contract. Announcements and programs may not be combined to earn discount. Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.

	PROGRAM TIME				
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	50.00	30.00	15.00	10.00	7.25
13 times.....	47.50	28.50	14.00	9.50	7.00
26 times.....	45.00	27.00	13.00	9.00	6.75
39 times.....	43.00	26.00	12.00	8.50	6.50
52 times.....	41.00	25.00	11.00	8.00	6.25
156 times.....	39.00	24.00	10.00	7.75	6.00
260 times.....	37.50	23.00	9.00	7.50	6.00
312 times.....	36.00	22.00	8.00	7.25	6.00

(\*) One-minute or less, 30 seconds or less, regardless of frequency, 4.50.  
**SPECIAL FEATURES**  
 News Service—UPI and local news staff.  
 University of Wisconsin football games.

**WISCONSIN**

5-minute News on the hour and half hour and headline news at quarter to the hour.  
 Local news on the hour and national and world news on the half hour.  
 6:00 a.m., 6:25 a.m.—local news.  
 6:30 a.m.—Sports Page of the Air.  
 6:35 a.m. and 12:40 p.m.—weather news, Monday through Saturday. Time, temperature and weather.  
 7:30 a.m. to 7:40 a.m.—news, sports, weather.

**Participating Programs**  
 "Yawn Patrol"—6:00 a.m. to 9:00 a.m. Monday through Saturday. TNT.  
 "Sports Final"—5:05 p.m. to 5:15 p.m. Monday through Sunday. Sport news.  
 "Dinner Musicale"—5:15 p.m. to 6:00 p.m. Monday through Sunday.

**TRANSCRIPTIONS**  
 Library Service—Thesaurus.  
**Closing Time**  
 Program copy must be in one week before broadcast. Copy for local commercial programs and announcements must be in 24 hours before broadcast. Copy for Sunday and Monday programs and announcements must be received before 12:00 noon Friday.

**WRJN**

(Established 1926)



Rates effective April 1, 1957. (Card No. 9.)  
 Card received February 5, 1957.

Owned and operated by Racine Broadcasting Corp.  
**Personnel**  
 Station Manager—Harold J. Newcomb.

**Representatives**  
 Walker-Rawalt Company, Inc.  
**Mailing Instructions**  
 Business Office, Studio and Transmitter—Radio Park, Racine, Wis., Melrose 4-3311.  
 Other Studios—Milwaukee, Wisc.

**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 observed.  
 Actual operating schedule: 6:15 a.m. to 10:15 p.m.

**F M Facilities**  
 Effective radiated power—15,000 watts.  
 Frequency—100.7 megacycles; Class B.  
 Antenna height—265 feet above average terrain.

**Agency Commission**  
 Agency commission 15% to recognized agencies on net charges for station time only. No cash discount.  
**General Advertising**  
 For combination rates see ABC Radio and Wisconsin Network.  
 Accepts AAAA copyrighted contract.  
 FM operated in conjunction with AM.

**GENERAL RATES**  
 General rates apply to all advertising other than that of bona fide retailers, in which merchandise or service is offered for sale direct to the consumer, solely through one or more retail stores which the advertiser owns or controls.

(6:30 a.m. to 10:15 p.m. daily)

	PROGRAM TIME				
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	60.00	38.00	23.00	25.50	13.25
13 times.....	57.00	36.00	22.00	24.50	12.00
26 times.....	54.00	34.00	21.00	23.50	11.50
52 times.....	51.00	32.00	20.00	22.50	10.50
156 times.....	48.00	30.00	19.00	21.50	10.00
260 or more times.....	48.00	30.00	18.00	20.50	9.50

**ANNOUNCEMENTS**  
 \*1 min. 24 sec. \*1 min. 24 sec.  
 1 time..... 7.25 5.50 156 times..... 6.25 4.50  
 13 times..... 7.00 5.25 260 or more times..... 6.00 4.25  
 26 times..... 6.75 5.00  
 52 times..... 6.50 4.75

(\*) 1.00 additional when in newscasts.  
 Above rates are for guaranteed position.  
 Rates for saturation schedule on request.

**DISCOUNTS**  
 An original contract is subject to the rate reductions shown. Additional broadcasts up to one year from date of first broadcast will continue to earn reduction and when earned, such rate reductions will apply to all preceding broadcasts.

**POLITICAL**  
 Regular rates apply, payable in advance.  
**Closing Time**  
 Closing date for continuity one week in advance of program. Closing date for publicity, two weeks in advance.

**REEDSBURG**

Sauk County—Map Location E-8  
 See SRDS consumer market map and data at beginning of the State.

**WRDB**

(Established 1954)

Rates effective January 1, 1955.  
 Rates received December 13, 1954.  
 Owned and operated by William C. Forrest.

**Personnel**  
 General Manager—M. J. Flaherty.  
**Representatives**  
 None.

**Mailing Instructions**  
 Business Office and Studio—P. O. Box 207, Reedsburg, Wis., telephone 400.  
 Transmitter—1.5 miles northwest of Reedsburg on State Hwy. 33.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1400 kilocycles.  
 Non-Directional.  
 Licensed to operate unlimited time.  
 Operates on Central Standard Time.  
 Operating schedule: 6:00 a.m. to 10:00 p.m. week days; 8:00 a.m. to 10:00 p.m. Sundays.

(This listing continued on next page)

# WISCONSIN

## Reedsburg—WRDB—Continued

### Agency Commission

15% to recognized agencies on time charges only; no cash discount. Bills rendered 1st of following month; payable within 10 days.

### General Advertising

Affiliated with the Wisconsin; Keystone Network and Mutual Broadcasting System.

Rates include music copyright fees. ASCAP, BMI and SESAC licenses.

All contracts must be completed within 12 months. No time sold for resale. Contract renewals subject to rate in effect at time of renewal. Earned rate applied in case of cancellation of contract. Frequency discounts will be allowed as earned. All discounts must be earned within one year from starting date of contract.

Advertisers using WRDB may add WWCF-FM, Baraboo at a 50% increase in rate. Advertisers using WRDB and WIBU, Poynette may add WWCF-FM at no cost.

**CLASS "A"**  
(11:45 a.m. to 1:15 p.m. and 6:00 p.m. to 8:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	1/2 min.
1 time.....	58.50	35.55	18.00	12.15	8.05	5.15	3.75
13 times....	56.15	34.10	17.30	11.70	7.70	4.95	3.65
26 times....	53.80	32.70	16.60	11.20	7.40	4.75	3.45
39 times....	51.50	31.25	15.85	10.70	7.10	4.55	3.30
52 times....	49.15	29.90	15.15	10.20	6.75	4.30	3.20
78 times....	46.80	28.45	14.40	9.75	6.40	4.10	3.00
104 times....	44.45	27.05	13.70	9.20	6.10	3.90	2.85
156 times....	42.10	25.60	12.90	8.80	5.80	3.70	2.75
208 times....	39.80	24.20	12.20	8.20	5.45	3.50	2.55
260 times....	37.45	22.75	11.50	7.80	5.10	3.30	2.40
312 times....	35.10	21.30	10.80	7.30	4.80	3.05	2.30

**CLASS "B"**  
(6:00 a.m. to 11:45 a.m., 1:15 p.m. to 6:00 p.m. and 8:00 p.m. to 10:30 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	1/2 min.
1 time.....	45.50	27.70	14.05	9.50	6.30	4.00	2.95
13 times....	43.70	26.60	13.45	9.10	6.05	3.90	2.80
26 times....	41.85	25.50	12.90	8.70	5.80	3.70	2.65
39 times....	40.05	24.40	12.35	8.30	5.50	3.60	2.60
52 times....	38.20	23.25	11.75	8.00	5.25	3.40	2.45
78 times....	36.40	22.15	11.25	7.61	5.05	3.25	2.35
104 times....	34.60	21.05	10.65	7.20	4.80	3.05	2.20
156 times....	32.75	19.95	10.15	6.80	4.55	2.90	2.10
208 times....	30.95	18.85	9.55	6.40	4.30	2.75	2.00
260 times....	29.10	17.75	8.95	6.05	4.00	2.60	1.90
312 times....	27.30	16.65	8.45	5.70	3.75	2.40	1.75

### SPECIAL FEATURES

News Service—UPI. No extra charge.

### POLITICAL

Regular rates apply; cash in advance. Copy must be submitted at least 48 hours prior to broadcast.

## RHINELANDER

Oneida County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

## WOBT

(Established 1947)



Rates effective May 1, 1947. (Card No. 1.)  
Owned and operated by Oneida Broadcasting Co.

### Personnel

General Manager—Howard Koenitzer.

### Representatives

Devney, Incorporated.

### Mailing Instructions

Business Office, Studio and Transmitter—Rhineland, Wis. Forest 2-6140.

### Wave—Power—Time

Operating power—250 watts.

Frequency—1240 kilocycles.

Non-directional.

Licensed to operate unlimited time.

Operates on Central Standard Time.

Daylight Saving Time observed.

Operating schedule: 6:00 a.m. to midnight, weekdays; 7:00 a.m. to midnight Sunday.

### Agency Commission

15% to recognized advertising agencies on net charges for station time. No commission on talent. No cash discount. Bills payable 15th of each month following service.

### General Advertising

Rates include music copyright fees.

**CLASS "A"**  
(12:00 noon to 1:00 p.m.; 6:00 p.m. to 10:00 p.m. week days and 12:00 noon to 10:00 p.m. Sundays)

	1 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
13 times....	47.50	28.50	19.00	14.25	9.50	5.70
26 times....	45.00	27.00	18.00	13.50	9.00	5.40
52 times....	42.50	25.50	17.00	12.75	8.50	5.10
104 times....	40.00	24.00	16.00	12.00	8.00	4.80
156 times....	37.50	22.50	15.00	11.25	7.50	4.50
208 times....	35.00	21.00	14.00	10.50	7.00	4.20
260 times....	30.00	18.00	12.00	9.00	6.00	3.60

**CLASS "B"**  
(All other times)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	30.00	18.00	12.00	9.00	6.00	4.00
13 times....	28.25	17.10	11.40	8.55	5.70	3.80
26 times....	27.00	16.20	10.80	8.10	5.40	3.60
52 times....	25.50	15.30	10.20	7.65	5.10	3.40
104 times....	24.00	14.40	9.60	7.20	4.80	3.20
156 times....	22.50	13.50	9.00	6.75	4.50	3.00
208 times....	21.00	12.60	8.40	6.30	4.20	2.80
260 times....	18.00	10.80	7.20	5.40	3.60	2.40

(\*) Announcements.

### SPECIAL FEATURES

News: Leased wire service. Sports, participating programs, time signals etc. Rates on request.

### POLITICAL

Regular rates apply; payable in advance.

### Closing Time

Continuity 48 hours in advance. Contracts 2 weeks in advance.

## RICE LAKE

Barron County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

## WJMC

(Established 1939)



Rates effective December 1, 1954. (Card No. 3.)

Card received November 17, 1954.

Rev. (Package rates) rec'd January 28, 1957.

Owned and operated by WJMC, Inc.

### Personnel

President—Walter C. Bridges.

Station Manager—Russell J. Brown.

### Representatives

George P. Hollingbery Company.

Minneapolis—W. L. Hurley.

### Mailing Instructions

Business Office and Studio—P. O. Box 352, Rice Lake, Wis., phone 550.

Transmitter—Rice Lake, Wis.

### Wave—Power—Time

Operating power—250 watts.

Frequency—1240 kilocycles.

Non-directional.

Licensed to operate unlimited time.

Operates on Central 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 agencies on net time and talent charges; no cash discount. Bills due and payable when rendered.

### General Advertising

Affiliated with MBS and Wisconsin Network.

Rates guaranteed for one year from date of first broadcast, with or without interruption.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

At station's option cancellation of contracts cannot become effective until two weeks after contractual starting date.

Length of commercial copy:	Day & Evening Programs	
	5 minutes	10 minutes
5 minutes.....	1:45 minutes	2:00 minutes
10 minutes.....	2:30 minutes	2:45 minutes
15 minutes.....	3:00 minutes	3:15 minutes
25 minutes.....	3:30 minutes	3:45 minutes
30 minutes.....	3:45 minutes	4:00 minutes
60 minutes.....	6:00 minutes	6:00 minutes

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	Ann.
1 time.....	48.00	26.40	14.40	12.00	7.20	4.30
26 times....	45.60	25.10	13.70	11.40	6.85	4.10
52 times....	44.40	24.45	13.35	11.10	6.70	3.95
65 times....	43.20	23.80	13.00	10.80	6.50	3.85
130 times....	42.00	23.10	12.60	10.50	6.30	3.70
156 times....	40.80	22.45	12.25	10.20	6.15	3.55
260 times....	38.40	21.15	11.55	9.60	5.80	3.35
312 times....	37.20	20.50	11.20	9.30	5.60	3.25
624 or more times.....	33.60	18.50	10.10	8.40	5.05	2.95

### SATURATION PACKAGES

(Must be run in two days)

	8 spots	16 spots	32 spots	64 spots
1 per year, each.....	2.50	2.45	2.35	2.10
12 per year, each.....	2.40	2.35	2.10	2.00
52 per year, each.....	2.20	2.10	2.00	1.90

### DISCOUNTS

Discounts from time costs based on number of broadcasts per year. Discounts allowed retroactively on the number of broadcasts within a year. Announcements and programs cannot be combined to earn larger discounts.

### SPECIAL FEATURES

News Service—UPI.

### POLITICAL

Accepted at regular rates; payable in advance.

### TRANSCRIPTIONS

Instantaneous reference recordings—five minute programs or longer, one recording for each 12 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.

## RICHLAND CENTER

Richland County—Map Location D-8

See SRDS consumer market map and data at beginning of the State.

## WRCO

(Established 1949)



Rates effective May 1, 1957.

Rates received June 3, 1957.

Owned and operated by Richland Broadcasting Corp.

### Personnel

Pres. & Gen'l Mgr.—H. D. Peebles.

Sales Representatives—Jerry Cook.

News Editor—Joe Koelch.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—P. O. Box 192, Richland Center, Wis., Midway 7-2111-12.

Transmitter—Route No. 2, Richland Center, Wis.

### Wave—Power—Time

Operating power—250 watts.

Frequency—1450 kilocycles.

Non-directional.

Licensed to operate unlimited time.

Operates on Central Standard Time.

Daylight Saving Time observed.

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% to recognized agencies on time only; no cash discount. Bills rendered 1st of following 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.

All contracts must be completed within twelve months. No time sold for resale. Contract renewals subject to rates in effect at time of renewal. Short rates applied in case of cancellation of contract.

**CLASS "A"**  
(6:59 a.m. to 9:00 a.m.; 11:29 a.m. to 1:00 p.m.; 5:29 p.m. to 6:30 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	Spots
1 time.....	50.00	26.00	18.00	13.00	8.20	5.10
13 times....	47.50	24.70	17.10	12.35	7.80	4.85
26 times....	45.00	23.40	16.20	11.70	7.40	4.60
52 times....	42.50	22.10	15.30	11.05	7.00	4.35
104 times....	40.00	20.80	14.40	10.40	6.60	4.10
156 times....	37.50	19.50	13.50	9.75	6.20	3.85
208 times....	35.00	18.20	12.60	9.10	5.80	3.60
260 times....	32.50	16.90	11.70	8.45	5.40	3.35
312 times....	30.00	15.60	10.80	7.80	5.00	3.10



**Ripon—W C W C—Continued**

Package rates for 15 and 30 second spots available on request.

**SPECIAL FEATURES**

News Service—AP, local and area news.  
Farm reports, special farm shows.  
Sports—local and national.

**TRANSCRIPTIONS**

Library Service—Lang-Worth.

**SHAWANO**

Shawano County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

**WTCH**

(Established 1948)

Rates effective August 1, 1957.  
Rates received July 29, 1957.

Owned and operated by Shawano Co. Leader Publishing Co.

**Personnel**

General Manager—J. P. Donald.  
Station Manager—Ray Gruetzmacher.

**Representatives**

Hil F. Best Company.

**Mailing Instructions**

Business Office and Studio—107 E. Green Bay St., Shawano, Wis., telephone 666.  
Transmitter—Highway 29, W. Shawano, Wis.

**Wave—Power—Time**

Operating power—1,000 watts.  
Frequency—960 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time on regional channel.  
Operates on Central 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 last of month; payable 15th of month.

**General Advertising**

Rates include music copyright fees.  
No cash rebates.

**CLASS "A"**

	6:00 a.m. to 8:30 a.m.; 11:30 a.m. to 1:15 p.m. and 5:00 p.m. to 6:30 p.m.)		1:15 p.m. to 5:00 p.m.	
	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	43.00	30.00	16.00	6.50
13 times..	39.00	27.00	13.00	5.80
26 times..	36.00	24.00	10.50	5.25
52 times..	32.00	21.00	8.50	4.75
104 times..	29.00	18.00	7.00	4.25

**CLASS "B"**

	1 hr.	30 min.	15 min.	10 min.
1 time....	39.00	26.00	13.00	5.75
13 times..	35.00	22.00	11.00	5.25
26 times..	31.00	19.00	9.00	4.75
52 times..	27.00	16.00	7.00	4.25
104 times..	22.00	13.00	5.00	3.50

**SPECIAL FEATURES**

News Service—UPI. No extra charge.  
Newscasts, sportscasts—Card rates plus talent fees.  
Time signals—Sold in blocks of 50 or more only;  
Class "A" 1.50 per signal; Class "B" 1.25 per signal. Commercial limited to 15 words.

**TRANSCRIPTIONS**

Library Service—World.

**SHEBOYGAN (2 AM)**

Sheboygan County—Map Location G-8  
See SRDS consumer market map and data at beginning of the State.

**WHBL**

(Established 1926)



Rates effective May 1, 1955. (Card No. 9.)  
Card received May 2, 1955.  
Owned and operated by WHBL, Inc.

**Personnel**

Pres. & Gen'l Mgr.—Paul F. Skinner.  
Commercial Manager—Ray L. Witthuhn.  
Vice-Pres. of Teeh. Oper.—Christ Bauer.

**Representatives**

Burn-Smith Company, Incorporated.

**Mailing Instructions**

Business Office and Studios—Foeste Hotel, P. O. Box 27, Sheboygan, Wis., telephone 8-2107, TWX 388.  
Transmitter—Washington Ave., south of Sheboygan, Wis.

**Wave—Power—Time**

Operating power—1,000 watts days; 250 watts nights.  
(100% modulation—crystal control.)  
Frequency—1330 kilocycles.  
Non-directional.  
Licensed to operate full time on regional channel.  
Operates on Central Standard Time.  
Operating schedule: 5:30 a.m. to 10:30 p.m. Monday through Saturday; 7:25 a.m. to 10:30 p.m. Sunday.

**Agency Commission**

15% to recognized advertising agencies on net time charges for station time only; no cash discount. Bills payable by the 15th of month following service.

**General Advertising**

For combination rates see ABC Radio. Affiliated with the Wisconsin Network.  
Accepts AAAA copyrighted contract.  
Rates are guaranteed for a period of one year from date of first broadcast. Rates applicable to any contract are those rates in effect on date of first broadcast. Transcribed station breaks and one minute announcements accepted only on approval of station management.  
The last 30 seconds of every program are reserved for station use and identification.  
Rates for periods longer than one hour are in exact proportion to corresponding one hour rate.

**PROGRAM AND ANNOUNCEMENT SERVICE**

**CLASS "A"**

	6:59 a.m. to 7:00 p.m.)			(*)	(†)
	1/2 hr.	1/4 hr.	5 min.		
1 time....	30.00	20.00	12.00	7.00	5.00
52 times..	28.50	19.00	11.40	6.65	4.75
104 times..	27.00	18.00	10.80	6.30	4.50
156 times..	25.50	17.00	10.20	5.95	4.25
260 times..	22.50	15.00	9.00	5.25	3.75
312 times..	21.00	14.00	8.40	4.90	3.50

**CLASS "B"**

	(All other hours)			(*)	(†)
	1 hr.	30 min.	15 min.		
1 time....	50.00	20.00	12.00	5.00	4.00
52 times..	28.50	19.00	11.40	4.75	3.80
104 times..	27.00	18.00	10.80	4.50	3.60
156 times..	25.50	17.00	10.20	4.25	3.40
260 times..	22.50	15.00	9.00	3.75	3.00
312 times..	21.00	14.00	8.40	3.50	2.80

(\*) One minute transcribed or 150 words live.  
(†) 20 seconds transcribed or 35 words live.

**PACKAGE RATES**

(Run-of-schedule)  
One minute transcribed or 100 words live:  
WHBL 10-Plan: 10 announcements, within 7 days, Class "A" time, each..... 6.00  
WHBL 20-Plan: 20 announcements in any 7 day period, 15 of the 20 in Class "A" time, each 5.00  
WHBL Bulk Package Plan: A minimum of 20 announcements in any 7 day period for 12 months takes the following discounts from one-minute rates:  
250 announcements, each..... 75%  
500 announcements, each..... 70%  
750 announcements, each..... 60%  
1000 announcements, each..... 55%  
"ID" Service—time or temperature and 10 words of commercial copy: Minimum of 6 per week, 13 weeks, 30% of applicable one-minute rate.

**DISCOUNTS**

Frequency discounts are reflected in above rates. Discounts are allowed retroactively on the number of broadcasts used within one year from date of first broadcast. Programs and announcements cannot be combined to earn larger discounts, nor can five minute news broadcasts or special feature services be combined with either programs or announcements when determining frequency discount earnings.

**SPECIAL FEATURES**

News Service—AP.  
Sports—Rates and times on request.

**NEWS BROADCASTS**

(Daily except Sunday)  
Commercial copy, 100 words:  
Class "A" time, 5 minutes, 13 weeks or longer 36.00  
Class "B" time, 5 minutes, 13 weeks or longer 30.00  
Service cost, per week, all time zones..... 6.00  
NOTE: Five minute newscasts on Sundays may be scheduled at regular five minute program service rates plus 1.50 per program news service charge.  
15 minutes, regular Class "A" or Class "B" program service rates to apply. Service cost per program (all time zones) is 2.00.  
Announcements scheduled on a participating basis in newscasts shall be scheduled at a flat rate of 7:00 in all time periods.

**POLITICAL**

Regular time and announcement service rates to apply. Payment in advance.

**W KTL**

(formerly WSHE)  
(Established 1956)

Rates effective \_\_\_\_\_  
Rates received November 6, 1957.  
Owned and operated by Lake Shore Broadcasting Co., Inc.

**Personnel**

President—William E. Walker.  
Vice-Pres. & Gen'l Mgr.—John D. Harvey.

**Representatives**

Hal Holman Company.

**Mailing Instructions**

Business Office—1941 N. 8th St., Sheboygan, Wis., Glencourt 7-9481.  
Studio & Transmitter—Four miles west Sheboygan on Highway 32.

**Wave—Power—Time**

Operating power—500 watts days.  
Frequency—950 kilocycles.  
Directional.  
Operates on Central Standard Time.  
Daylight Saving Time observed.  
Licensed to operate daytime only.  
Operating schedule: \_\_\_\_\_

**Agency Commission**

15% to recognized agencies on net time charges for station time only; no cash discount. Bills due and payable 10th of month following service.

**General Advertising**

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
Frequency discounts retroactive on entire schedule as earned within contract year.  
No hard liquor advertising accepted.

**ANNOUNCEMENTS**

	(All times, guaranteed position)		1 min.	30 sec.
	1 min.	30 sec.		
1 time.....	6.00	4.20	104 times....	4.20
13 times....	5.50	3.90	156 times....	3.90
26 times....	5.00	3.50	260 times....	3.60
52 times....	4.50	3.15		2.50

1 minute transcribed or 125 words live.  
30 seconds transcribed or 75 words live.  
20 seconds transcribed or 35 words live.  
10 seconds transcribed or 15 words live.  
10-second Brand Name ID's, each, flat, 2.00.

**PACKAGE RATES**

(Run-of-schedule)  
\*10 1-minute announcements, each..... 5.00  
\*15 1-minute announcements, each..... 4.75  
\*20 1-minute announcements, each..... 4.50  
\*30 1-minute announcements, each..... 4.00  
(\* Live or transcribed announcements.)

**SPECIAL FEATURES**

News Service—UPI and local.

**WISCONSIN**

5-minute newscasts every hour on the hour. Includes 2 30-second opening and closing announcements, 7 days per week (13 week contract), 35.00.  
Headlines on the half-hour. Includes 1 30-second announcement, 13 week basis, per segment, 5.00, 10 segments available daily except Sunday.

**POLITICAL AND RELIGIOUS**

Regular rates apply. Political broadcasts must be paid for in advance. Copy of script must be submitted prior to broadcast.

**SPARTA**

Monroe County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

**WCOW**

(Established 1951)

Rates effective January 1, 1956.  
Rates received November 30, 1955.

Owned and operated by Sparta-Tomah Broadcasting Company, Inc.

**Personnel**

Pres. & Gen'l Mgr.—John D. Rice.  
Vice President—Z. S. Rice.  
Sales Manager—Charles Sullivan.

**Representatives**

Rambeau, Vance, Hopple, Inc.

**Mailing Instructions**

Business Office and Studio—124-1/2 S. Water, Sparta, Wis., telephone 3307.  
Other Studio—1010-1/2 Superior Ave., Tomah, Wis. Phone 990.  
Transmitter—One mile west, Sparta, Wis.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—1290 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Central Standard Time.  
Operating schedule: 5:30 a.m. to local sunset Monday through Saturday; 6:00 a.m. to local sunset Sundays.

**Agency Commission**

15% to recognized agencies on time only; no cash discount.

**General Advertising**

Accepts AAAA copyrighted contract.  
All rates guaranteed for one year from date of first broadcast. No contracts to exceed one year's duration.  
Beer and light wine advertising accepted.  
No periods sold in bulk for resale.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

	1 hr.		1/4 hr.		10 min.		5 min.		15 sec.		30 sec.	
	hr.	min.	hr.	min.	min.	min.	min.	min.	min.	min.	min.	min.
1 time....	40.00	24.00	12.00	10.00	8.00	4.00	3.00					
26 times..	38.00	22.80	11.70	9.75	7.60	3.80	2.85					
52 times..	37.00	22.20	11.40	9.50	7.40	3.70	2.78					
65 times..	36.00	21.60	11.10	9.25	7.20	3.60	2.70					
130 times..	34.00	20.40	10.80	9.00	6.80	3.40	2.55					
156 times..	32.00	19.20	10.50	8.75	6.40	3.20	2.40					
260 times..	30.00	18.00	10.20	8.50	6.00	3.00	2.25					
312 times..	28.00	16.80	9.90	8.30	5.60	2.80	2.10					
468 times..	27.00	16.20	9.60	8.00	5.40	2.60	1.95					
624 times..	26.00	15.60	9.30	7.75	5.20	2.40	1.80					

**SPECIAL FEATURES**

News Service—UPI.  
Time signals, weather and temperature reports—regular announcements rates apply.  
Sports: Complete national, sectional and local sports available as established features or at other available times.

**POLITICAL**

Regular rates apply. Copy must be submitted to station 48 hours before broadcast; cash with order.

**Closing Time**

Programs should be submitted as far in advance as possible to insure proper production and publicity. All copy must be submitted at least 24 hours in advance. Transcriptions should be submitted ten days in advance to allow for necessary replacements.

**STEVENS POINT**

Portage County—Map Location E-6  
See SRDS consumer market map and data at beginning of the State.

**WSPT**

(Established 1948)

Rates effective August 1, 1948. (Card No. 3.)  
Owned and operated by Stevens Point Broadcasting Co.

**Personnel**

Vice-Pres. & Gen'l Mgr.—Peter A. Barnard.  
Program Director—Jim Turner.  
Sales Manager—David Silverman.

**Representatives**

Hal Holman Company.

**Mailing Instructions**

Business Office and Studio—414 Main St., Stevens Point, Wis., Diamond 4-9778.  
Transmitter—Town of Hull, Wis.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—1010 kilocycles.  
Non-directional.  
Operates on Central Time.  
Daylight Saving Time observed.  
Operating schedule: Local sunrise to sunset.

**Agency Commission**

15% to recognized agencies on net charges for station time only; no cash discount.

**General Advertising**

Rates are for national advertising and include music copyright fees.

(This listing continued on next page)

# WISCONSIN

## Stevens Point—W S P T—Continued

	1-a-	2-a-	Per program		5-a-	6-a-
	week	week	week	week	week	week
1-12 weeks	57.45	55.70	52.85	51.45	48.60	47.15
13-25 weeks	51.45	50.15	47.55	46.30	43.75	42.45
26-52 weeks	42.85	41.75	39.65	38.60	36.45	35.35
1/2 hour:						
1-12 weeks	34.30	33.40	31.70	30.85	29.15	28.30
13-25 weeks	30.85	30.05	28.55	27.75	26.25	25.45
26-52 weeks	25.70	25.05	23.80	23.15	21.85	21.20
1/4 hour:						
1-12 weeks	22.85	22.30	21.15	20.60	19.45	18.85
13-25 weeks	20.60	20.05	19.00	18.50	17.50	17.00
26-52 weeks	17.15	16.70	15.85	15.45	14.60	14.15
5 minutes:						
1-12 weeks	11.45	11.15	10.55	10.30	9.70	9.45
13-25 weeks	10.30	10.05	9.50	9.25	8.75	8.50
26-52 weeks	8.55	8.35	7.95	7.70	7.30	7.10

### ANNOUNCEMENTS

One minute or station breaks:	1 time	104 times	4.35
13 times	5.55	156 times	3.80
26 times	5.25	312 or more times	3.25
52 times	4.85		

One-half minute:	1 time	104 times	3.35
13 times	4.20	156 times	2.95
26 times	4.00	312 or more times	2.50
52 times	3.70		

NOTE: For continuity purposes, one minute is considered the equivalent of 100 words. Station break between two established programs limited to 20 seconds.

### SPECIAL FEATURES

News Service—UPI.  
News, weather, time signals—rates on request.

### POLITICAL

Rates on request.

## STURGEON BAY

Door County—Map Location H-6

See SRDS consumer market map and data at beginning of the State.

## WDOR

(Established 1947)

Rates effective January 1, 1951.  
Revision received June 26, 1952.

Owned and operated by Door County Broadcasting Co., Inc.

### Personnel

Pres., Gen'l. & Sales Mgr.—Edward D. Allen, Jr.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—15th and Utah St., Sturgeon Bay, Wis., telephone 593.  
Transmitter—15th and Utah St., Sturgeon Bay, Wis.

### Wave—Power—Time

Operating power—500 watts days.  
Frequency—910 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Daylight Saving Time observed.  
Operates on Central Standard Time.  
Operating schedule: Week days 6:00 a.m. to local sunset; Sundays 7:30 a.m. to local sunset.

### Agency Commission

15% to recognized agencies for station time; no cash discount. Bills payable 10th of month following service.

### General Advertising

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

### CLASS "A"

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time	50.00	30.00	20.00	15.00	10.00	6.00
13 times	47.50	28.50	19.00	14.25	9.50	5.70
26 times	45.00	27.00	18.00	13.50	9.00	5.40
52 times	42.50	25.50	17.00	12.75	8.50	5.10
104 times	40.00	24.00	16.00	12.00	8.00	4.80
156 times	37.50	22.50	15.00	11.25	7.50	4.50
260 times	35.00	21.00	14.00	10.50	7.00	4.20

### CLASS "B"

(All other times)

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time	30.00	18.00	12.00	9.00	6.00	4.00
13 times	28.50	17.10	11.40	8.55	5.70	3.80
26 times	27.00	16.20	10.80	8.10	5.40	3.60
52 times	25.50	15.30	10.20	7.65	5.10	3.40
104 times	24.00	14.40	9.60	7.20	4.80	3.20
156 times	22.50	13.50	9.00	6.75	4.50	3.00
360 times	21.00	12.60	8.40	6.30	4.20	2.80

30 seconds—70% of 1-minute rate.  
10 seconds—50% of 1-minute rate.  
7 seconds—rates on request.

### SPECIAL FEATURES

News Service—AP and local news. No extra charge.  
Participating Programs—Information on request.  
Sports—University of Wisconsin football games and local news.  
Affiliated with Braves Baseball Network.

### POLITICAL

Regular rates apply.

### Closing Time

24 hours in advance of broadcast.

# WDSM

(Established 1939)



Rates effective June 1, 1957. (Card No. 9.)

Rates received June 3, 1957.

Owned and operated by Northwest Publications, Inc.

### Personnel

General Manager—Tom Gavin.  
Program Director—Jim Payton.  
Promotion Manager—Law Laito.

### Representatives

National—Peters, Griffin, Woodward, Inc.  
Minnesota—Bulmer & Johnson.  
Minneapolis—Wayne Evans and Associates.

### Mailing Instructions

Business Office—230 East Superior St., Duluth, Minn., Randolph 7-8484, TWX DU 7071.

Studios—921 Tower Ave., Superior, Wis., Export 4-4451.

Transmitter—South Superior, Wis.

### Wave—Power—Time

Operating power—5,000 watts.  
Frequency—710 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time on clear channel.  
Operates on Central Standard Time.  
Operating schedule: 5:30 a.m. to 1:00 a.m. Monday through Friday; 6:00 a.m. to 1:00 a.m. Saturday; 7:30 a.m. to midnight Sunday.

### Agency Commission

15% to recognized agencies on time and talent; no cash discount. Bills rendered monthly, payable in 10 days.

### General Advertising

BMI, ASCAP and SESAC licenses.  
Rates include music copyright fees.  
Announcements and programs may not be combined to earn larger discounts.

Advertisers using two or more 15 minute programs in the same time classification, but not scheduled contiguously, may earn the 1/2 hour rate.

After the first year, advertisers may continue at same discount into the second year so long as the schedule is not terminated nor reduced. The advertiser who reduces his schedule during the second (or later) year may not combine the number already broadcast before reduction (which are not subject to short rate) with the remainder in the second year to arrive at his quantity discount.

Length of commercial copy:  
5 minutes.....1:45 min. 25 minutes.....2:45 min.  
10 minutes.....2:00 min. 30 minutes.....3:00 min.  
15 minutes.....2:30 min. 60 minutes.....6:00 min.

(Sign-on to sign-off)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time	75.00	45.00	25.00	15.00	9.00
26 times	71.25	43.00	23.75	14.25	8.55
52 times	67.50	41.00	22.50	13.50	8.10
156 times	63.75	39.00	21.25	12.75	7.65
260 times	60.00	37.00	20.00	12.00	7.20
520 times	56.25	35.00	18.75	11.25	6.75
1040 times	52.50	33.00	17.50	10.50	6.30

20 seconds—20% discount; 10 seconds—40% discount.  
Bonus: On any purchase on WDSM, buyer will automatically receive comparable time on WEVE, Eveleth.

### PACKAGE RATES

Per week:	10 times	75.00	40 times	260.00
20 times	145.00	50 times	300.00	
30 times	210.00			

### SPECIAL FEATURES

News Service—AP, UPI, and local news coverage.  
Complete facilities of the Duluth Herald & News Tribune.

### Participating Programs

"Good Morning Club"—5:30 a.m. to 9:00 a.m. Monday through Friday. Music, time and temperature. News on the 1/2 hour.  
"Bill Scott Show"—1:00 p.m. to 4:00 p.m. Monday through Friday. Music, time, temperature, News.  
"Law Laito"—4:00 p.m. to 6:00 p.m.  
"Tonight on 710"—7:00 p.m. to midnight Monday through Friday. Music.  
"Today's Showcase"—9:00 a.m. to 10:00 a.m. Monday through Friday.  
"Today on 710"—10:00 a.m. to noon. Music and news.  
"Music in the Land"—8:00 a.m. to 10:00 a.m. Saturday. Music, time, temperature.  
"Special for Sunday"—8:00 a.m. to 11:00 a.m. Sunday. Music.

### POLITICAL

Regular rates apply; payable in advance.

### TRANSCRIPTIONS

Library Service—World.  
Instantaneous reference recordings: Air checks provided once each 13 weeks free of charge. Additional recordings, 5, 10, 15 minute programs, 5.00 each; 30 minute programs, 10.00 each. (D)

## WEBC

City of license—Duluth, Minn.  
Considered by NBC Radio Network as their Duluth-Superior outlet. See listing under Duluth, Minn.

(Call letters not received)  
(C.P. 1,320 kc.; 1,000 w. days)  
Quality Radio Inc.  
c/o Eugene A. Halker  
321 2nd St. West  
Ashland, Wis.

## TOMAH

Monroe County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

(Call letters not received)

(C.P. 1,390 kc.; 1,000 w. days)

Tomah-Mauston Broadcasting Co.  
1823 Superior Ave.  
Tomah, Wis.

## TWO RIVERS

Manitowoc County—Map Location G-7

See SRDS consumer market map and data at beginning of the State.

## WTRW

(Established 1951)



Rates effective September 1, 1958.  
Rates received August 28, 1958.

Owned and operated by Two Rivers Broadcasting Co.

### Personnel

Pres. & Sales Mgr.—Kenneth A. Daum.  
General Manager—Raymond F. Kessenich.

### Representatives

Grant Webb & Company.

### Mailing Instructions

Business Office and Studio—1817 Washington St., Two Rivers, Wis., telephone 324 or phone Murray 24521, Manitowoc, Wisconsin.  
Transmitter and remote studio—Two Rivers, Wisconsin.

### Wave—Power—Time

Operating power—1000 watts days.  
Frequency—1590 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Central Standard Time.  
Operating schedule: 5:00 a.m. to local sunset daily.

### Agency Commission

15% on time only; no cash discount.

### General Advertising

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
NAB Standards apply to commercial time.  
Rates are guaranteed for one year from date of 1st broadcast. The last 30 seconds of every program are reserved for station use and identification.

	1	1/2	1/4	5	1	30
	hr.	hr.	hr.	min.	min.	sec.
1 time	36.00	21.50	14.50	8.00	4.50	3.50
13 times	34.50	20.00	13.50	7.40	4.20	3.30
26 times	32.50	18.50	12.50	7.00	4.00	3.10
52 times	29.50	17.00	11.50	6.80	3.80	2.90
104 times	27.00	16.00	10.50	6.40	3.60	2.70
260 times	23.50	14.00	9.00	5.20	3.20	2.35

### POLITICAL

Regular rates apply; copy and payment in advance.

## VIROQUA

Vernon County—Map location D-8.

See SRDS consumers market map and data at beginning of the State.

## WISV

(Established 1958)

Rates effective October 1, 1958. (Card No. 2.)  
Rates received October 15, 1958.

Owned and operated by Parks Robinson.

### Personnel

Station Manager—Parks Robinson.

### Representatives

None.

### Mailing Instructions

Mailing address—P. O. Box 147, Viroqua, Wis., phone 5200.  
Business Office, Studio and Transmitter—located 1 mile south of Viroqua on hwy. 14.

### Wave—Power—Time

Operating power—500 watts days.  
Frequency—1360 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operating schedule: 5:30 a.m. to local sunset.

### Agency Commission

15% to recognized agencies; no cash discount.

### General Advertising

Accepts AAAA copyrighted contract.  
No contracts longer than 1 year period accepted.

### ANNOUNCEMENTS

26 to 52 weeks, minimum 5 spots per week, each	3.00
1 to 26 weeks, minimum 5 spots per week, each	3.50
1 to 52 weeks, less than 5 spots per week, each	4.00

### PROGRAMS

1 hour	34.00	10 minutes	10.50
1/2 hour	21.00	5 minutes	7.00
1/4 hour	14.00		

### SPECIAL FEATURES

News Service—UPI.  
Farm features, local news and special events.

# WATERTOWN

Jefferson County—Map Location F-9  
Dodge County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.

## WTTN

(Established 1950)



Rates effective August 1, 1956.  
Rates received August 16, 1956.

Owned and operated by Watertown Radio, Inc.

Personnel  
General Manager—Carl V. Kolata.

Representatives  
George T. Hopewell, Inc.

Mailing Instructions  
Business Office, Studio and Transmitter—104 W. Main St., Watertown, Wis., telephones 2215, 2216.  
Transmitter—104 W. Main St., Watertown, Wis.

Wave—Power—Time  
Operating power—250 watts days.  
Frequency—1580 kilocycles.  
Non-directional.  
Operates on Central Standard Time.  
Daylight Saving Time observed.  
Licensed to operate sunrise to local sunset.  
Operating schedule: Sunrise to local sunset week days; 8:00 a.m. to local sunset Sundays.

Agency Commission  
15% to recognized agencies on time only; no cash discount. Bills rendered 1st of month; payable 10 days.

General Advertising  
Affiliated with Keystone Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Station reserves the first and last 30 seconds of all programs for its own use and station identification.  
Contracts are limited to one year.  
Station reserves the right to refuse or discontinue any program or advertising for reasons satisfactory to itself. Renewals subject to rates at time of renewal.

### ANNOUNCEMENTS

One minute (125 words):			
1 time.....	6.00	20 times.....	4.00
3 times.....	5.50	30 times.....	3.85
5 times.....	5.25	40 times.....	3.65
7 times.....	5.00	60 times.....	3.35
12 times.....	4.75	100 times.....	3.00

20-second announcements:  
Participating and/or break spots, each..... 2.00  
News adjacencies, each..... 2.50  
Minimum: 13 weeks or 65 times.

### BULK RATES

One year contracts:		
1 minute spots, 1,500.....		2.00
1 minute spots, 2,000.....		1.75
1/2 minute spots, 2,000.....		1.25

### SPECIAL FEATURES

News Service—AP and local news.  
News service charge—.75 per announcement; 1.50 per program.  
Time, temperature reports, barometer readings, live stock and market reports sold with copy limited to 50 words.

### POLITICAL

One time rate applies. Cash in advance. Copy must be submitted to management 24 hours in advance of broadcast.

### TRANSCRIPTIONS

Library Service—Cole, Keystone.  
Closing Time  
24 hours in advance of broadcast.

# WAUKESHA

Waukesha County—Map Location G-9  
See SRDS consumer market map and data at beginning of the State.

## WAUX

(Established 1947)



Rate card dated May 30, 1952. (Card No. 2.)  
Rates received May 28, 1952.

Rev. (frequency) rec'd September 9, 1957.  
Owned and operated by The Waukesha Broadcasting Company.

Personnel  
Co-Owner & Sales Mgr.—Charles E. Williams.  
Co-Owner & Gen'l Mgr.—Mig Figl.

Representatives  
Hal Holman Company.

Mailing Instructions  
Business Office and Studio—319 W. Main St., Waukesha, Wis., telephone 6636.  
Transmitter—200 S. Elder, Route No. 1, Waukesha, Wis.

Wave—Power—Time  
Operating power—250 watts days.  
Frequency—1510 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Central Standard Time.  
Daylight Saving Time observed.  
Operating schedule: Sunrise to local sunset.

Agency Commission  
15% commission to recognized agencies on station time only; no cash discount.

General Advertising  
Rates are guaranteed for one year from date of first broadcast. The last 30 seconds of every program are reserved for station use and identification.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
NAB Standards apply to commercial time.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time..	50.00	30.00	20.00	15.00	8.00
26 times..	49.00	29.00	19.00	14.00	7.60
52 times..	48.00	28.00	18.00	13.00	7.20
104 times..	47.00	27.00	17.00	12.00	6.80
156 times..	45.00	25.00	16.00	10.00	6.40
260 times..	43.00	23.00	15.00	9.00	5.60
520 times..	41.00	21.00	14.00	8.00	4.80
1000 or more times..	38.00	19.00	13.00	7.00	4.00

(\*) 120 word announcement or less.

### SPECIAL FEATURES

News Service—AP and local news.  
Newscasts, time signals, weather reports—rates on request.  
Farm Hour—11:45 a.m. to 12:30 p.m., featuring daily interviews with local farm experts and farm organizations.

### POLITICAL

Regular rates apply; copy and payment in advance.

### TRANSCRIPTIONS

Library Service—Standard.  
Closing Time  
Three days in advance of broadcast.

# WAUPACA

Waupaca County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

## WDUX

(Established 1955)

### A Laird Group Station

Rates effective March 1, 1956.  
Rates received February 1, 1956.  
Combination rates received January 2, 1956.

Owned and operated by Laird Broadcasting Co.

Personnel  
President—Ben A. Laird.  
General Manager—Noel N. Franzen.  
Sales Manager—Tom Karavakis.

Representatives  
McGavren-Quinn Co.

Mailing Instructions  
Business Office, Studio and Transmitter—P. O. Box 94, Waupaca, Wis., telephone 83.

Wave—Power—Time  
Operating power—1000 watts days.  
Frequency—800 kilocycles.  
Non-directional.  
Operates on Central Standard Time.  
Licensed to operate daytime on clear channel.  
Operating schedule: Sunrise to local sunset.

Agency Commission  
15% to recognized agencies on net charges for station time; no cash discount. Non-commission on program charges and charges incidental to the construction and production of programs. Bills rendered monthly.

General Advertising  
The following rates are for national advertising and include music copyright fees.

	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time..	35.00	21.00	10.50	7.00	3.50
13 times..	31.50	19.80	9.90	6.50	3.25
26 times..	29.75	18.60	9.30	6.00	3.00
52 times..	27.80	17.40	8.70	5.50	2.75
104 times..	25.90	16.20	8.10	5.00	2.50
156 times..	24.00	15.00	7.50	4.50	2.25
260 times..	22.10	13.80	6.90	4.00	2.00

(\*) One minute or station break, live or transcribed.  
(†) 10-second station identification adjacencies.  
Only above rates are subject to earned frequency discounts.

### SATURATION PACKAGE RATES

Per week:	1 wk	13 wks	26 wks	52 wks
10 announcements	40.00	38.00	36.00	34.00
15 announcements	57.00	54.15	51.30	48.45
20 announcements	72.00	68.40	64.80	61.20
25 announcements	85.00	80.75	76.50	72.25

30-second announcements—70% of one-minute package rates.  
15-second announcements—50% of one-minute package rates.

### COMBINATION RATES

The following rates apply to WDUX, Waupaca, Wis. and WDUZ, Green Bay, Wis.

	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time..	63.00	37.00	19.00	12.50	6.25
13 times..	56.75	35.75	17.75	11.75	5.75
26 times..	53.75	33.50	16.75	10.75	5.50
52 times..	50.00	31.25	15.75	10.00	5.00
104 times..	46.75	29.25	14.50	9.00	4.50
156 times..	43.25	27.00	13.50	8.00	4.00
260 times..	39.75	24.75	12.50	7.00	3.50

(\*) One minute or station break, live or transcribed.  
(†) 10-second station identification adjacencies.  
Only above rates are subject to earned frequency discounts.

### SATURATION PACKAGE RATES

Per week:	1 wk	13 wks	26 wks	52 wks
10 announcements	72.00	68.50	65.00	61.25
15 announcements	102.50	97.50	92.25	88.00
20 announcements	129.50	123.00	116.75	110.00
25 announcements	153.00	145.00	137.75	130.75

News and sports—regular rates plus talent and news charges. No extra charge for advertiser's transcriptions.

### POLITICAL

Regular rates apply.  
(Call letters not received)  
(C.P. 1000 watts, 1320 kc., days)  
Chain O'Lakes Broadcasting Corporation,  
c/o Harry E. Vose,  
322 Elmwood Ave.,  
Oshkosh, Wisconsin.  
(C.P. is for Waupaca)

# WISCONSIN

## WAUSAU (4 AM; 1 PM)

Marathon County—Map Location E-8  
See SRDS consumer market map and data at beginning of the State.

## WHVF

(Established 1953)



Rates received June 23, 1953. (Card No. 1.)  
Owned and operated by Lakeland Broadcasting Corp.

Personnel  
President—H. V. Foreen.  
General Manager—Harold Golding.

Representatives  
Indie Sales, Inc.

Mailing Instructions  
Business Office, Studio and Transmitter—1110 Wausau Ave., Wausau, Wis.

Wave—Power—Time  
Operating power—250 watts.  
Frequency—1230 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Central Standard Time.  
Operating schedule: 6:00 a.m. to 11:15 p.m.

Agency Commission  
15% to recognized agencies on time only; 2% cash discount. Bills rendered 10th of month; payable 15 days.

General Advertising  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Rates for periods longer than one hour are in exact proportion to corresponding one hour rate.

### CLASS "A"

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	41.25	23.00	13.55	10.60	7.65	4.70
26 times.....	37.00	20.70	12.15	9.50	6.35	4.20
52 times.....	33.40	18.60	11.00	8.60	5.70	3.85
104 times.....	31.70	17.65	10.45	8.20	5.40	3.65
156 times.....	30.10	16.80	9.95	7.75	5.10	3.45
260 times.....	27.10	15.15	8.95	7.00	4.65	3.10
312 times.....	25.80	14.35	8.50	6.55	4.40	2.95

### SPECIAL FEATURES

News Service—UPI. Rates on request.  
News—Length, 5 minutes; commercial copy 150 words.  
Daily except Sunday, 13 wks. or longer  
Time cost per week..... 28.00  
Service cost per week..... 10.60  
Five minute newscasts on Sundays may be scheduled at regular 5 minute rates plus 1.75 per program news service charge.  
News—length, 15 minutes; regular rates apply plus 2.35 service charge per program.  
Sports—rates and times on request.

### POLITICAL

Regular rates apply.

### TRANSCRIPTIONS

Library Service—World and Standard.  
Closing Time  
24 hours in advance of broadcast.

## WRIG

(Established 1958)



Rates effective August 1, 1958.  
Rates received October 3, 1958.

Owned and operated by WRIG, Inc.

Personnel  
President—Duey Wright, Sr.  
General Manager—Duey Wright, Jr.  
Sta. & Com'l Mgr.—Jack Gardiner.

Representatives  
None.

Mailing Instructions  
Business Office and Studio—529 Third St., Wausau, Wis. Phone 2-1921.  
Transmitter—Coates Lane, Wausau, Wis.

Wave—Power—Time  
Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-Directional.  
Operates on Central Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 5:00 a.m. to midnight.

Agency Commission  
15% to recognized agencies; no cash discount. Bills payable 10th of month.

General Advertising  
Accepts AAAA copyrighted contracts.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
National and local rates are the same.

### CLASS "A"

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	32.00	18.50	11.50	6.00	4.50
26 times.....	30.00	17.00	11.00	5.00	4.00
52 times.....	28.00	15.00	9.00	5.00	4.00
104 times.....	25.50	13.00	7.50	4.50	3.50
156 times.....	23.00	11.50	6.50	3.50	3.00
260 times.....	20.00	10.00	5.50	4.00	2.50
312 times.....	18.50	8.00	4.00	4.00	2.50

### CLASS "B"

(Sign-on to 7:00 a.m. and 8:00 p.m. to sign-off)  
80% of Class "A" rates.  
(This listing continued on next page)



# WISCONSIN

## Wausau—W R I G—Continued

### SPECIAL FEATURES

News Service—AP and local.  
 Newscastrs—5 minutes before the hour, every hour.  
 Participating Programs  
 "Coffee Club"—5:00 a.m. to 8:00 a.m.  
 "Hoppe's Hall of Music"—8:00 a.m. to 10:00 a.m.  
 "Howling with Howell"—10:00 a.m. to noon.  
 "Melody Shack"—Noon to 3:00 p.m.  
 "Record Prowl"—3:00 p.m. to 6:00 p.m.  
 "Program PM"—6:00 p.m. to midnight.  
**Closing Time**  
 48 hours in advance of broadcast.

## WSAU

(Established 1937)



Rates effective May 1, 1958. (Card No. 11.)  
 Card received June 25, 1958.  
 Owned and operated by Wisconsin Valley Television Corporation.

**Personnel**  
 Manager—George Bundner.

**Representatives**  
 The Meeker Company, Inc.  
 Minneapolis—Harry Hyett.

**Mailing Instructions**  
 Business Office and Studio—Thorp Bldg., 4th and Scott Sts., Wausau, Wis. Phone 2-2111, 2.  
 Other Studios: Merrill, Wis. Phones 1444, 1445.  
 Transmitter: Wausau, Wis.

**Wave—Power—Time**  
 Operating power—5,000 watts.  
 Frequency—550 kilocycles.  
 Directional—separate patterns, day and night.  
 Licensed to operate unlimited time.  
 Operates on Central Time.  
 Daylight Saving Time observed.  
 Operating schedule: 5:30 a.m. to midnight.

**FM FACILITIES—WLIN—Merrill**  
 Effective radiated power—22,300 watts.  
 Frequency—100.7 megacycles.  
 Antenna height—440 feet above average terrain.  
 Operating schedule: ———.

**Agency Commission**  
 15% to all recognized advertising agencies on net charges for station time only. No cash discount. Bills payable by the 15th of the month following billing.

**General Advertising**  
 For combination rates see NBC Radio Network. AM operated in conjunction with FM. Rates include music copyright fees. Rates are guaranteed for the period of one year from date of first broadcast with or without interruption. Contracts cannot run more than one year from date of first broadcast. Rates quoted for general program service include charge for station time and regular announcer. Services of special announcers, talent, outside pickups and extraordinary technical services are additional. Rates for these on request. The following rates are for National advertising. For local rates consult station management.

### ANNOUNCEMENT PACKAGES (1-minute)

Per week:	1		2		4		6		8		10	
	wks.	wks.	wks.	wks.	wks.	wks.	wks.	wks.	wks.	wks.	wks.	
10 times	95.00	92.50	90.00	87.50	85.00	82.50	80.00	77.50	75.00	72.50	70.00	
15 times	135.00	131.25	127.50	123.75	120.00	116.25	112.50	108.75	105.00	101.25	97.50	
20 times	170.00	165.00	160.00	155.00	150.00	145.00	140.00	135.00	130.00	125.00	120.00	
25 times	200.00	193.75	187.50	181.25	175.00	168.75	162.50	156.25	150.00	143.75	137.50	
40 times	300.00	290.00	280.00	270.00	260.00	250.00	240.00	230.00	220.00	210.00	200.00	
50 times	350.00	337.50	325.00	312.50	300.00	287.50	275.00	262.50	250.00	237.50	225.00	

"Quickie" announcements—50% of 1-minute rate.

1 time	1/2 hr.		1/4 hr.		10 min.		5 min.		1-min.	
	hr.	hr.	hr.	hr.	min.	min.	min.	min.	or less	
100.00	60.00	35.00	25.00	15.00	10.00	5.00	2.50	1.25	0.62	
26 times	95.00	57.00	33.50	24.00	14.25	9.50	4.75	2.37	1.18	
52 times	90.00	54.00	32.00	23.00	13.50	9.00	4.50	2.25	1.12	
156 times	85.00	51.00	30.50	22.00	12.75	8.50	4.25	2.12	1.06	
260 times	80.00	48.00	29.00	21.00	12.00	8.00	4.00	2.00	1.00	
312 times	75.00	45.00	27.50	20.00	11.25	7.50	3.75	1.87	0.93	

### SPECIAL FEATURES

News Service—UPI and AP.  
 Sports and Mobile Unit—rate and availabilities on request. Announcement participation in NBC Network programs are available at no additional charge, except for special co-op programs.

### POLITICAL

Regular rates apply; payment in advance.

## WEST BEND (1 AM; 1 FM)

Washington County—Map Location G-8  
 See SRDS consumer market map and data at beginning of the State.

## WBKV

(Established 1950)



Rates effective June 1, 1958. (Card No. 5.)  
 Card received April 30, 1958.  
 Owned and operated by West Bend Broadcasting Co.

**Personnel**  
 General Manager—August C. Berkholtz.  
 Station Manager—Harold H. Berkholtz.  
 Commercial Manager—Paul J. Mueller.

**Representatives**  
 Thomas F. Clark Company, Inc.

**Mailing Instructions**  
 Business Office, Studios and Transmitter—P. O. Box 60, Indiana and Decorah Road, West Bend, Wis., Federal 4-2344.

### Wave—Power—Time

Operating power—500 watts days.  
 Frequency—1470 kilocycles.  
 Non-directional.  
 Licensed to operate daytime.  
 Operates on Central Time.  
 Daylight Saving Time observed.  
 Operating schedule: 8:00 a.m. to local sunset Sun-  
 days; 5:00 a.m. to local sunset week days.

### 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 and SESAC licensees.  
 Contracts limited to one year. Renewals subject to rates in effect at time of renewal. Station reserves the first and last 30 seconds of all programs for its own use and station identification. Station reserves the right to establish premium rates on announcements adjacent to special or outstanding programs.

	1		1/2		1/4		5		1		20-30	
	hr.	hr.	hr.	hr.	min.	min.	min.	min.	min.	min.	see	
1 time	50.00	30.00	17.50	10.00	6.50	4.50	13 times	47.50	28.50	16.60	9.50	6.15
26 times	45.00	27.00	15.75	9.00	5.95	4.05	52 times	42.50	25.50	14.85	8.50	5.50
104 times	40.00	24.00	14.00	8.00	5.20	3.60	156 times	37.50	22.50	13.20	7.50	4.85
260 times	35.00	21.00	12.25	7.00	4.55	3.15	312 times	32.50	19.50	11.35	6.50	4.20

### NEWSCASTS

(Entire)

15 minutes, per newscast:  
 Applicable 15 minute program rate, plus 1.50.  
 5 minutes, per newscast:  
 Applicable 5 minute program rate, plus .75.  
 Newscast extra charges are net; add agency commission.

### PACKAGE RATES

(Run-of-schedule at stations discretion)

	1		2		4		6		8		13	
	wk.	wks.	wks.	wks.	wks.	wks.	wks.	wks.	wks.	wks.	wks.	
1-minute:	4.20	4.05	3.95	3.85	3.75	3.65	3.55	3.45	3.35	3.25	3.10	
12 times	4.20	4.05	3.95	3.85	3.75	3.65	3.55	3.45	3.35	3.25	3.10	
18 times	4.05	3.95	3.85	3.75	3.65	3.55	3.45	3.35	3.25	3.10	3.00	
24 times	3.90	3.80	3.70	3.60	3.50	3.40	3.30	3.20	3.10	3.00	2.90	
30 times	3.75	3.65	3.55	3.45	3.35	3.25	3.15	3.05	2.95	2.85	2.75	
42 times	3.55	3.45	3.40	3.30	3.20	3.10	3.00	2.90	2.80	2.70	2.60	
20-30 seconds:	2.90	2.80	2.75	2.70	2.60	2.50	2.45	2.40	2.35	2.30	2.20	
12 times	2.90	2.80	2.75	2.70	2.60	2.50	2.45	2.40	2.35	2.30	2.20	
18 times	2.80	2.70	2.65	2.60	2.50	2.40	2.35	2.30	2.25	2.20	2.10	
24 times	2.70	2.60	2.55	2.50	2.40	2.35	2.30	2.25	2.20	2.10	2.00	
30 times	2.60	2.50	2.45	2.40	2.35	2.30	2.25	2.20	2.15	2.10	2.00	
42 times	2.50	2.45	2.40	2.30	2.25	2.20	2.15	2.10	2.05	2.00	1.90	

Package rates cannot be combined to compute annual or fiscal frequency discounts.

### SPECIAL FEATURES

News Service—UPI and local news. Regular time rates plus news charges apply.  
 5-minute news on the hour and half-hour 6 days; 15-minute news at 8:00 a.m. and 12:30 p.m. 6 days; 9:00 a.m., 12:30 p.m. and 4:00 p.m. Sunday.  
 Farm Market reports—6:00 a.m. and 12:25 p.m., 6 days.  
 Sportscasts—5:30 p.m.; sportflashes—4:20 p.m., 6:40 a.m. and 7:10 a.m.  
 Special events and services—rates and details on request.

### Participating Programs

"Farm Fare"—5:00 a.m. to 6:00 a.m.  
 "Morning Show"—6:00 a.m. to 10:00 a.m.  
 "Musical Magazine"—10:00 a.m. to 2:00 p.m.  
 "Matinee of Air"—2:00 p.m. to 3:00 p.m. (Dup. prog. AM & FM).  
 "Off The Record"—3:00 p.m. to 6:00 p.m.  
 "Polka Party"—1:00 p.m. to 2:00 p.m. Saturday; 2:00 p.m. to 4:00 p.m. Sunday. Rates on request.  
 "Lawrence Welk Show"—8:30 a.m. to 9:30 a.m. Saturday. Rates on request.

### POLITICAL

Regular 1-minute rates apply; payable in advance.

## WBKV-FM

Rates effective August 31, 1958. (Card No. 1.)  
 Card received April 30, 1958.  
 Owned and operated by West Bend Broadcasting Co.

**Personnel**  
 See WBKV-AM listing.

**Representatives**  
 Thomas F. Clark Company, Inc.  
 FM Unlimited, Inc.

**Mailing Instructions**  
 Business Office, Studio and Transmitter—P. O. Box 60, Decorah and Indiana Ave., West Bend, Wis. Federal 4-2344.

### Wave—Power—Time

Effective radiated power—6,020 watts.  
 Frequency—92.5 megacycles.  
 Antenna ht.—500 feet above average terrain.  
 Operates on Central Standard Time.  
 Daylight Saving Time observed.  
 Operating schedule: 9:00 a.m. to 10:00 p.m. daily.

### Agency Commission

15% on time only; no cash discount.

### General Advertising

Accepts AAAA copyrighted contracts.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licensees.  
 Contracts limited to 1 year.  
 Station reserves 1st and last 30 seconds of all programs for its own use and station identification. Station reserves the right to establish premium rates adjacent to outstanding programs. No commercials which are not in harmony with program formats accepted.  
 Specific times can not be guaranteed for commercials in music programs; commercials will be aired where most convenient during music programs.  
 Local rates are commissionable on contracts dated March 1, 1959 or earlier.

	1		1/2		1/4 hr.	
	hr.	hr.	hr.	hr.	news	news
1 time	40.00	30.00	20.00	15.00	10.00	7.00
13 times	38.00	27.50	19.00	14.25	9.50	6.50
26 times	36.00	25.00	18.00	13.50	9.00	6.30
39 times	35.00	23.75	17.00	12.75	8.50	5.95
52 times	34.00	22.50	16.00	12.00	8.00	5.60
104 times	33.00	21.00	15.00	11.40	7.50	5.32
156 times	32.00	20.00	14.40	10.83	7.00	5.05
312 times	31.00	19.00	13.80	10.26	6.50	4.78

### SPECIAL FEATURES

News Service—UPI.  
 15-minute commentary—noon, 6:00 p.m. and 9:45 p.m. daily. Add non-commissionable 1.50 talent fee.

**Participating Programs**  
 Operas—1:00 p.m. to 4:00 p.m. Saturday.  
 Recitals and Chamber Music—2:00 p.m. to 4:00 p.m. Sunday.  
 Fine Music Concerts—7:00 p.m. to 9:45 p.m. daily.  
 New Album Previews—2:00 p.m. to 3:00 p.m. Monday through Friday.  
 Dining Music—12:15 p.m. to 2:00 p.m., 5:00 p.m. to 7:00 p.m. and 11:00 p.m. to 1:00 a.m. Saturday and Sunday.  
 FM/AM Dual Stereocasts—10:00 a.m. to 11:00 a.m. a.m. and 1:00 p.m. to 2:00 p.m. Sunday.  
 AM/FM Duplicates—details on request.

## WISCONSIN RAPIDS

(1 AM; 1 FM)

Wood County—Map Location E-6  
 See SRDS consumer market map and data at beginning of the State.

## WFHR

(Established 1940)



Rates received July 1, 1957.

Owned and operated by William F. Huffman Radio, Inc.

### Personnel

Vice Pres. & Gen'l Mgr.—George T. Freehette.  
 Asst. Mgr. & Prog. Dir.—Jim Tighe.  
 Commercial Manager—Larry Zurawski.

### Representatives

New York and Chicago—Devney, Incorporated.

### Mailing Instructions

Business Office and Studio—230 1st Ave., S., Wisconsin Rapids, Wis.  
 Other Studios—Stevens Point and Marshfield, Wis.  
 Transmitter—County Trunk Highway F (Bonow Avenue) 1-1/2 miles from business district, Wisconsin Rapids, Wis.

### Wave—Power—Time

Operating power—250 watts.  
 Frequency—1340 kilocycles.  
 Non-directional.  
 Licensed to operate full time on local channel.  
 Operates on Central Time.  
 Operating schedule: Sundays 7:30 a.m. to 10:30 p.m.; weekdays 6:00 a.m. to 10:30 p.m.

### FM Facilities

Effective radiated power—2,100 watts.  
 Frequency—103.3 megacycles; channel 277; Class B.  
 Antenna height—350 feet above average terrain.

### Agency Commission

Agency commission 15% to recognized advertising agencies on time only. No cash discount. Bills rendered first of month following service; due 20th of month.

### General Advertising

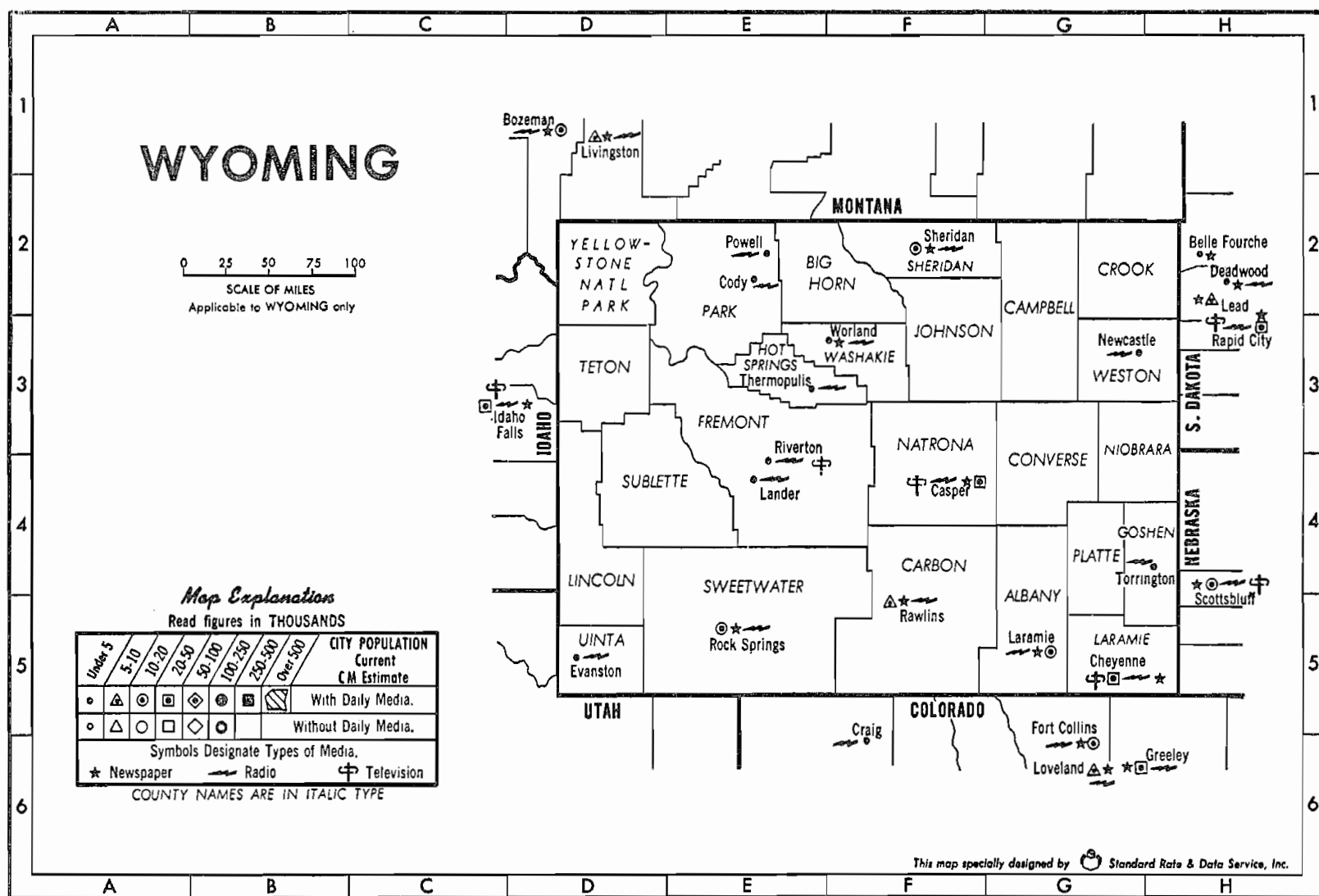
For combination rates see Mutual Broadcasting System.  
 Affiliated with Wisconsin Network.  
 Accepts AAAA copyrighted contract.  
 FM operated in conjunction with AM.  
 Rates include charges by owners of music copyrights.  
 The following rates are for national advertising.

	1		1/2		1/4		10		5		1	
	hr.	hr.	hr.	hr.	min.	min.	min.	min.	min.	min.	min.	
1 time	50.00	30.00	20.00	15.00	10.00	7.00	13 times	47.50	28.50	19.00	14.25	11.75
26 times	45.00	27.00	18.00	13.50	9.00	6.30	52 times	42.50	25.50	17.00	12.75	10.25
104 times	40.00	24.00	16.00	12.00	9.50	5.60	156 times	38.00	22.80	15.20	11.40	9.02
260 times	36.10	21.66	14.44	10.83	8.57	5.05	312 times	34.30	20.58	13.72	10.29	8.14

### PACKAGE RATES

(6:00 a.m. to 10:30 p.m.)

Per week:	1 wk.		2 wks.		3 wks.		4 wks.	



## 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.

Casper—Natrona      Cheyenne—Laramie

Estimates for:	Popu- lation	House- holds	C.S.I. 7/1/57 to 7/1/58	C.S.I. per House- hold	Total Retail Sales	Retail Sales by Store Type — For the Year 7/1/57 to 7/1/58					Farm Popu- lation	Gross Farm Income		
STATE	7/1/58	7/1/58	(\$000)	(\$)	7/1/58	Food	Drug	General	Apparel	Home	Auto-	Filling	1/1/58	1957
COUNTY—Map Loc.	(000)	(000)	(000)	(000)	(000)	(\$000)	(\$000)	Mdse.	(\$000)	Furn.	otive	Station	(000)	(\$000)
City								(\$000)			(\$000)	(\$000)		
Metropolitan Area														
<b>WYOMING STATE</b>	<b>320.7</b>	<b>95.14</b>	<b>571,992</b>	<b>6,012</b>	<b>437,412</b>	<b>96,725</b>	<b>15,983</b>	<b>39,455</b>	<b>17,938</b>	<b>16,448</b>	<b>97,972</b>	<b>43,611</b>	<b>48.6</b>	<b>176,727</b>
TOTALS.....														
ALBANY G-5.....	18.0	5.22	36,871	7,063	23,771	6,599	638	2,510	1,448	2,031	4,349	2,910	1.3	6,389
BIG HORN E-2.....	13.3	3.69	17,036	4,617	13,271	2,316	595	990	522	448	2,356	809	4.3	11,929
CAMPBELL G-2.....	4.0	1.25	6,601	5,281	8,025	1,753	128	191	758	102	2,299	1,338	1.7	8,230
CARBON F-4.....	17.8	5.40	37,624	6,967	22,038	4,689	949	2,092	776	681	3,965	3,901	1.6	11,041
CONVERSE G-3.....	5.6	1.77	8,801	4,972	8,375	1,599	304	388	335	223	1,921	995	1.4	7,043
CROOK G-2.....	4.3	1.31	5,901	4,505	4,057	705	214	233	.....	.....	529	615	2.0	6,183
FREMONT E-3.....	22.2	6.34	30,285	4,777	40,112	6,587	1,374	2,545	813	786	8,527	3,629	5.3	12,383
GOSHEN H-4.....	13.0	3.80	20,469	5,387	13,594	3,327	500	746	382	429	2,109	1,331	5.0	15,684
HOT SPRINGS E-3.....	6.0	1.89	7,673	4,060	9,135	1,612	492	581	326	129	1,720	868	.9	3,234
JOHNSON F-3.....	4.5	1.42	8,914	6,277	6,277	1,570	157	330	327	109	1,668	616	1.4	6,977
LARAMIE G-5.....	59.0	16.18	126,160	7,797	64,674	15,808	2,304	5,422	4,957	2,883	16,306	4,728	2.7	11,075
Cheyenne.....	39.2	14.59	99,696	6,833	59,527	14,301	2,152	5,161	4,773	2,506	15,491	4,178	.....	.....
LINCOLN D-4.....	8.6	2.41	10,444	4,334	12,992	2,583	471	1,136	451	299	3,370	1,466	2.8	8,265
NATRONA F-3.....	40.0	13.08	90,534	6,922	76,699	19,126	2,686	8,886	2,784	4,249	22,212	5,500	1.0	7,602
Casper.....	35.8	12.06	85,519	7,091	72,244	17,478	2,510	8,388	2,784	3,964	22,212	4,374	.....	.....
NIORRARA G-3.....	3.8	1.21	4,590	3,793	4,343	1,049	62	203	117	.....	597	620	1.3	5,737
PARK E-2.....	18.1	5.53	26,994	4,881	21,790	4,175	734	2,703	691	826	5,649	1,995	4.1	13,380
PLATTE G-4.....	8.4	2.63	12,480	4,745	10,278	2,437	594	594	24	214	2,231	1,339	2.7	5,916
SHERIDAN F-2.....	21.5	6.70	30,886	4,610	23,518	5,240	780	3,025	972	1,402	3,815	1,964	3.0	9,368
SUBLETTE D-4.....	2.4	.74	3,714	5,019	4,424	912	254	291	112	.....	578	595	1.0	4,194
SWEETWATER E-5.....	22.7	6.62	38,902	5,876	26,021	5,777	1,364	1,715	680	739	5,034	3,908	.6	3,375
TETON D-3.....	2.6	.79	4,217	5,338	5,856	2,170	193	272	176	36	1,189	750	.5	1,382
UINTA D-5.....	7.8	2.11	11,071	5,247	9,797	2,384	365	529	206	112	2,943	1,185	1.2	3,380
WASHAKIE F-3.....	8.3	2.39	14,634	6,123	15,853	2,695	590	419	514	695	2,263	1,653	1.6	9,668
WESTON G-3.....	8.5	2.57	16,520	6,428	6,256	1,612	235	344	567	55	1,548	896	1.2	4,292
YELLOWSTONE PARK <sup>(2)</sup> D-2.....	.3	.09	671	7,456	6,256	.....	.....	3,310	.....	.....	794	.....	.....	.....

(2) Includes Yellowstone National Park portions in Montana and Idaho.

**WYOMING**

**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>95,140</b>	<b>90,660</b>	<b>.1854</b>
Albany	5,220	5,030	.0103
Big Horn	3,690	3,520	.0072
Campbell	1,250	1,190	.0024
Carbon	5,400	5,040	.0103
Converse	1,770	1,670	.0034
Crook	1,310	1,220	.0025
Fremont	6,340	5,980	.0122
Goshen	3,800	3,620	.0074
Hot Springs	1,890	1,800	.0037
Johnson	1,420	1,340	.0027
Laramie	16,180	15,560	.0318
Lincoln	2,410	2,270	.0046
Natrona	13,080	12,470	.0255
Niobrara	1,210	1,130	.0023
Park	5,530	5,260	.0108
Platte	2,630	2,470	.0051
Sheridan	6,700	6,510	.0133
Sublette	740	690	.0014
Sweetwater	6,620	6,300	.0129
Teton	790	750	.0015
Uinta	2,110	1,990	.0041
Washakie	2,390	2,300	.0047
Weston	2,570	2,470	.0051
Yellowstone Park	90	80	.0002

**WYOMING**

See SRDS consumer market map and data at beginning of the State.

**STATE NETWORK**

**Wyoming Cowboy Network**

Rates received January 25, 1956.  
Business Office—Radio Station KFBC, 2923 E. Lincolnway, Cheyenne, Wyo.

**Personnel**  
General Manager—Wm. C. Grove.  
Commercial Manager—C. P. Cahill.

**Representatives**  
Avery-Knodel, Inc.

Comprised of:

KFBC—Cheyenne  
KVOC—Casper  
KASL—Newcastle  
KGOS—Torrington  
Additional stations available upon request.

**Agency Commission**  
15% to recognized agencies on net station time charge; no cash discount.

**General Advertising**  
Affiliated with ABC Radio and Intermountain Network.  
Rates listed below available only through KFBC, Cheyenne.

CLASS "A"					
(6:00 p.m. to 10:00 p.m.)					
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	228.25	149.58	99.76	77.30	54.84
13 times	216.84	142.10	94.77	73.43	52.10
26 times	205.42	134.62	89.78	69.57	49.36
52 times	194.01	127.14	84.80	65.70	46.61
104 times	182.60	119.66	79.81	61.84	43.87
156 times	171.19	112.18	74.82	57.97	41.13
360 times	159.77	104.71	69.83	54.11	38.39

CLASS "B"					
(All other times)					
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	166.25	99.76	66.49	51.54	36.49
13 times	157.94	94.77	63.17	48.96	34.67
26 times	149.62	89.78	59.84	46.39	32.84
52 times	141.31	84.80	56.52	43.81	31.02
104 times	133.00	79.81	53.19	41.23	29.19
156 times	124.69	74.82	49.87	38.65	27.37
360 times	116.37	69.83	46.54	36.08	25.54

Above rates include line charges and production charges for spot announcements, live or transcribed and for programs, if transcribed. For talent charges for programs, special quotations are required.

**ANNOUNCEMENTS**

CLASS "A"		
1 time.....	17.00	104 times..... 15.30
13 times.....	16.57	156 times..... 14.45
26 times.....	16.15	360 times..... 13.60
52 times.....	15.72	

CLASS "B"		
1 time.....	11.50	104 times..... 10.34
13 times.....	11.21	156 times..... 9.77
26 times.....	10.92	360 times..... 9.20
52 times.....	10.64	

Individual station rates available under listings for each station.

**POLITICAL**

Rate is total of individual station listings, available through KFBC; no group discount.

**BUFFALO**

Johnson County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

**KBBS**

(Established 1956)



Rates effective March 30, 1958.  
Rates received March 27, 1958.  
Owned and operated by Northern Wyoming Broadcasting Corp.

**Personnel**

President—George W. Knepper.  
Gen'l & Sta. Mgr.—Jack Rosenthal.  
Program Manager—Mal Wyman.

**Representatives**

None.

**Mailing Instructions**

Business Office and Studio—98 S. Main St., Buffalo, Wyo. Mutual 4-7169.  
Transmitter—1 mile east of Buffalo, Wyo.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1450 kilocycles.  
Nondirectional.  
Operates on Mountain Standard Time.  
Operating schedule: 6:00 a.m. to 11:00 p.m. weekdays; 7:30 a.m. to 11:00 p.m. Sunday.

**Agency Commission**

15% on time only; no cash discount. Bills payable 10th of month following service.

**General Advertising**

Affiliated with Keystone Network and Western Regional Network.  
Accepts AAAA copyrighted contracts.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

	1 tl.	52 tl.
1 hour.....	40.50	29.70
1/2 hour.....	21.60	17.30
1/4 hour.....	13.50	10.80
5 minutes.....	8.10	6.50
1 minute.....	4.05	3.25
30 seconds.....	2.70	2.85

**SPECIAL FEATURES**  
News Service—AP and local. No extra charge.  
Library Service—World.

**Participating Programs**

Details on request.  
**Closing Time**  
24 hours in advance of broadcast.

**CASPER (3 AM)**

Natrona County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

**KATI**

(Established 1956)



Rates effective December 1, 1957.  
Rates received January 28, 1958.  
Owned and operated by KATI Corporation.

**Personnel**

Manager—Kenneth G. Prather.  
Program Director—Misha S. Prather.

**Representatives**

John E. Pearson Company.

**Mailing Instructions**

Business Office and Studio—Midwest Bldg., P. O. Box 2006, Casper, Wyo. Phone 2-2200.  
Transmitter—Midwest Heights, 1 mile west of Casper, Wyo.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1400 kilocycles.  
Nondirectional.  
Licensed to operate full time.  
Operates on Mountain Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to 1:00 a.m. weekdays; 8:00 a.m. to 12:00 midnight Sunday.

**Agency Commission**

15% to recognized agencies; no cash discount.

**General Advertising**

Affiliated with Keystone Network.  
The following rates are for national advertising:

ANNOUNCEMENTS					
—1 minute—					
Class "A"		Class "B"		—30 seconds—	
	Class "A"	Class "B"	Class "A"	Class "B"	
1 time.....	6.00	5.00	5.00	4.00	
14 times.....	5.90	4.90	4.90	3.90	
30 times.....	5.80	4.80	4.80	3.80	
60 times.....	5.70	4.70	4.70	3.70	
90 times.....	5.60	4.60	4.60	3.60	
180 times.....	5.50	4.50	4.50	3.50	
270 times.....	5.40	4.40	4.40	3.40	
360 times.....	5.30	4.30	4.30	3.30	

**PROGRAMS**

CLASS "A"					
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	50.00	30.00	18.00	12.00	8.00
14 times.....	46.00	28.00	17.00	11.50	7.50
30 times.....	42.00	26.00	16.00	11.00	7.00
60 times.....	38.00	24.00	15.00	10.50	6.50
90 times.....	33.00	22.00	14.00	10.00	6.00
180 times.....	13.00	8.50	5.50		

CLASS "B"					
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	50.00	25.00	15.00	10.00	7.00
14 times.....	46.00	23.00	14.00	9.50	6.50
30 times.....	42.00	21.00	13.00	9.00	6.00
60 times.....	38.00	19.00	12.00	8.50	5.50
90 times.....	33.00	17.00	11.00	8.00	5.00
180 times.....	10.00	7.50	4.50		

**PACKAGE PLANS**  
(Run-of-schedule)

50 in 5 days; 100 in 30 days; 500 in 6 months; 1,000 in 1 year minimum announcements	1 min.	30 sec.
	4.25	3.25

**SPECIAL FEATURES**

News Service—AP.  
"Women's Program."

**POLITICAL**

Regular rates apply; cash in advance.

**Closing Time**  
48 hours in advance of broadcast.

**KSPR**

(Established 1930)

**CBS Radio Network**



Rates effective July 1, 1955. (Card No. 9.)  
Card received July 25, 1955.  
Owned and operated by Donald L. Hathaway.

**Personnel**

Owner-Mgr.—Donald L. Hathaway.  
Assistant Manager—M. R. Nichols.

**Representatives**

Walker-Rowatt Company, Inc.

**Mailing Instructions**

Business Office and Studio—3300 E. Second St., P.O. Box 930, Casper, Wyo., telephone 3-5777, TWX CP 190X.

Transmitter—1/2 mile East of Casper, Wyoming.

**Wave—Power—Time**

Operating power—5,000 watts days, 1,000 watts nights.  
Frequency—1470 kilocycles.

Non-directional.

Licensed to operate full time on regional channel.

Operates on Mountain Time.

Daylight Saving Time not observed.

Operating schedule: 6:30 a.m. to 11:00 p.m.

**Agency Commission**

15% to recognized advertising agencies on net time charges. No cash discount. Bills due and payable when rendered.

**General Advertising**

For combination rates see CBS Radio Network.

Accepts AAAA copyrighted contract.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

At station's option cancellation of contracts cannot become effective until two weeks after contractual starting date.

**CLASS "A"**

(12:00 noon to 1:00 p.m.; after 6:00 p.m. week days; After 12:00 noon Sunday)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	Stat'n break
1 time.....	65.00	35.00	20.00	12.50	6.50	6.00
13 times.....	61.00	33.00	18.75	11.75	6.25	5.75
26 times.....	57.00	31.00	17.50	11.00	6.00	5.50
52 times.....	53.00	28.50	16.25	10.25	5.75	5.25
100 times.....	49.00	26.50	15.00	9.50	5.50	5.00
300 times.....	45.00	24.25	14.00	8.65	5.25	4.75

**CLASS "B"**

(All other times)

1 time.....	45.00	25.00	14.00	8.75	5.75	5.00
13 times.....	42.00	23.25	13.00	8.15	5.50	4.80
26 times.....	39.00	21.75	12.00	7.55	5.25	4.60
52 times.....	36.50	20.00	11.50	7.10	5.05	4.40
100 times.....	34.00	19.00	10.60	6.60	4.85	4.20
300 times.....	31.50	17.50	9.80	6.10	4.60	4.00

**SPECIAL FEATURES**

News Service—UPI and local news bureau.  
CBS cooperative news programs.

**Participating Programs**

"Women's News Program"—10:45 a.m. to 11:00 a.m.  
"Telephone Quiz Show"—11:30 a.m. to 12:00 noon.  
"Riding Home"—5:00 p.m. to 5:30 p.m.

Each of these participating programs take the 1-minute or 30-second rate on announcements with no additional charge and are commissionable.

**TRANSCRIPTIONS**

Library Service—Thesaurus.

**KVOC**

(Established 1946)

**Intermountain Network**



Rates effective July 1, 1954.  
Rates received July 28, 1954.  
Owned and operated by KVOC Broadcasting Co.

**Personnel**

Station Manager—William F. Shutts.  
Commercial Manager—Duane W. Simons.



Casper—K V O C—Continued

Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate. Alcoholic beverage advertising not accepted on Sundays. Programs and announcements may not be combined to earn rates. 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.	

CLASS "A"  
(12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:30 p.m. week days; 12:00 noon to 10:30 p.m. Sunday)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	50.00	30.00	18.00	11.00	4.75
26 times.....	49.00	29.40	17.64	10.78	4.65
52 times.....	48.00	28.80	17.28	10.56	4.56
104 times.....	47.00	28.20	16.92	10.34	4.46
156 times.....	46.00	27.60	16.56	10.12	4.37
260 times.....	44.00	26.40	14.84	9.68	4.18
312 times.....	42.00	25.20	14.12	9.24	3.99
624 times.....	40.00	24.00	13.40	8.80	3.80

CLASS "B"  
(All other times)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	32.50	19.50	13.00	6.50	4.00
26 times.....	31.85	19.11	12.74	6.37	3.92
52 times.....	31.20	18.72	12.48	6.24	3.84
104 times.....	30.55	18.33	12.22	6.11	3.76
156 times.....	29.90	17.94	11.96	5.98	3.68
260 times.....	28.60	17.16	11.44	5.72	3.52
312 times.....	27.30	16.38	10.92	5.46	3.36
624 times.....	26.00	15.60	10.40	5.20	3.20

(\*) One minute transcribed or 100 words live in participating programs or when time allows between programs.

Cut-in announcements..... 5.00  
Station break, 25 seconds or 40 words live.

Participating Programs  
Announcement rates apply. Available to non-competitive producers and manufacturers of food products and home equipment. Commercial continuity prepared by program director from material furnished by the client or his agency.

Station Breaks  
25 seconds or 40 words live. Announcement rates apply.

SPECIAL FEATURES

News Service—AP.  
News service charge—Add 10% to program rates to determine newscast rates. Additional 10% for news not subject to agency commission.  
Sports and special events—rates on request.

POLITICAL

Regular rates apply.

TRANSCRIPTIONS

One 16" reference disc per advertiser without charge. Additional discs at following rates:  
16" disc (15 minutes)..... 2.50  
12" disc (8 minutes)..... 1.25  
10" disc (5 minutes)..... 1.00  
Engineering charges..... 2.50

Closing Time  
Broadcast copy and program material must be received at least 48 hours in advance.

CHEYENNE (2 AM)

Laramie County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

K F B C  
(Established 1940)

Intermountain - - ABC Networks



Rates effective April 1, 1956.  
Rates received February 27, 1956.  
Owned and operated by Frontier Broadcasting Co.

Personnel  
Station Manager—W. C. Grove.  
Commercial Manager—C. P. Cahill.  
Representatives  
Avery-Knodel, Inc.  
Mailing Instructions  
Business Office and Studio—2923 E. Lincolnway, Cheyenne, Wyo.  
Transmitter—

Wave—Power—Time  
Operating power—250 watts.  
Frequency—1240 kilocycles.  
Non-directional.  
Licensed to operate full time on local channel.  
Operates on Mountain Time.  
Operating schedule: Sundays 7:00 a.m. to 11:40 p.m.; week days 6:00 a.m. to 11:40 p.m.

Agency Commission  
Agency commission 15% to recognized agencies on station time only. Bills rendered monthly; due the tenth of the following month.

General Advertising  
For combination rates see ABC Radio.  
The following rates are for national advertising. Rates include charges by owners of music copyrights.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	40.00	24.00	16.00	12.00	8.00	5.20
26 times.....	39.20	23.52	15.68	11.76	7.84	5.10
52 times.....	38.40	23.04	15.36	11.52	7.68	4.99
104 times.....	37.60	22.56	15.04	11.28	7.52	4.89
156 times.....	36.80	22.08	14.72	11.04	7.36	4.78
260 times.....	35.20	21.12	14.08	10.56	7.04	4.58
312 times.....	33.60	20.16	13.44	10.08	6.72	4.37
624 times.....	32.00	19.20	12.80	9.60	6.40	4.16

(\*) One minute, 100 words or less.  
Station breaks as quoted on the basis of 25 words live copy being the equivalent of 15 seconds transcribed 125 words live copy to be considered the equivalent of a one minute transcribed announcement. Same rates apply to station break and one minute announcements. Participating announcements during announcement

programs—wordage and rates same as station breaks and other announcements.

SPECIAL FEATURES

News: Leased wire service available.  
Newscasts, football, baseball, time signals and special events. Rates on request.  
"Shopping Highlights with Margie"—A woman's participation show, 6.00 per one minute. This is a flat rate, no frequency discounts; commissionable.

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.

K V W O

(Established 1952)

Rates effective October 1, 1957.  
Rates received September 23, 1957.  
Owned and operated by Great West Co.

Personnel  
General Manager—William T. Brack.  
Business Manager—Mal Wyman.  
Program Director—James Butters.  
Sales Manager—Bill Anderson.

Representatives  
Devney, Incorporated.  
Mailing Instructions  
Business Office, Studio and Transmitter—Box 926, Cheyenne, Wyo., telephone 2-6433.

Wave—Power—Time  
Operating power—1,000 watts days.  
Frequency—1370 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Mountain Time.

Agency Commission  
15% to recognized agencies.

General Advertising  
For combination rates see Mutual Broadcasting System (Mountain Group).  
Package rates available on request.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	40.00	24.00	16.00	8.00	6.00
26 times.....	39.20	23.52	15.68	7.84	5.80
52 times.....	38.40	23.04	15.36	7.68	5.60
104 times.....	37.60	22.56	15.04	7.52	5.40
156 times.....	36.80	22.08	14.72	7.36	5.20
260 times.....	35.20	21.12	14.08	7.04	5.00
312 times.....	33.60	20.16	13.44	6.72	4.80

(\*) One minute or less.

SPECIAL FEATURES

News Service—AP.  
Weather and road conditions direct from weather bureau and AAA available, three times daily, seven days a week.

Participating Programs

"Bill Anderson Show"—5:30 a.m. to 9:30 a.m.  
Talent on request.  
"Let's Listen to Records" with Jim Butters—1:30 p.m. to 4:00 p.m.

POLITICAL

Regular rates apply.  
Complete political copy, 24 hours prior to broadcast.  
Closing Time  
Announcement copy and transcriptions, 24 hours in advance.

CODY

Park County—Map Location E-2  
See SRDS consumer market map and data at beginning of the State.

K O D I

(Established 1947)



Rev. (Anncts.) rec'd March 3, 1958.  
Owned and operated by Park Broadcasters, Inc.

Personnel  
President—R. B. Croft.  
Vice-Pres. & Gen'l Sales Mgr.—Wayne E. Killmer.  
Sec'y-Treas. & Bus Mgr.—Robert B. Beall.

Representatives  
Devney, Incorporated.  
Mailing Instructions  
Business Office and Studio—1251 Sheridan Ave., P. O. Box 762, Cody, Wyo. Phone 1400, 1401.  
Transmitter—One half mile south of Cody, Wyo.

Wave—Power—Time  
Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Mountain Standard Time.  
Daylight Saving Time not observed.

Agency Commission  
15% commission allowed to all recognized agencies. No commission allowed on talent or production charges. No cash discount.

General Advertising  
Rates include ASCAP, BMI, and SESAC music copyright fees.  
Accepts AAAA copyrighted contract.  
Contracts are written for periods up to, and including 52 weeks.

PROGRAMS

1 hour.....	25.00
1/2 hour.....	17.50
1/4 hour.....	12.50
10 minutes.....	9.00
5 minutes.....	7.00

DISCOUNTS

1-25 times.....	Net
26-103 times.....	10%
104-260 times.....	20%

Spot Rates  
Rates are the same for station breaks and one minute announcements. Station breaks are 50 words or less. Maximum of 125 words in minute announcements. Availabilities determine length of spot.  
Station break or minute spot, flat.  
(No frequency discount on spots).

SPECIAL FEATURES

News Service—UPI. News program rate: time rate plus 25%. Stock market, local livestock market and other markets available.

POLITICAL

Regular rates apply, cash in advance.

TRANSCRIPTIONS

Library Service—World.  
Closing Time  
Remote broadcasts close one week in advance.  
Talent programs close 72 hours in advance.  
Announcements close 24 hours in advance.

DOUGLAS

Converse County—Map Location G-3  
See consumer SRDS market map and data at beginning of the State.

(Call letters not received)

(C.P. 250 watts, 1050 kc., days)  
Douglas Broadcasting, Inc.  
c/o J. Howard Jones.  
1227 Clark St.  
Thermopolis, Wyo.  
(C.P. is for Douglas)

EVANSTON

Uinta County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

K L U K

(Established 1953)

Intermountain Network

Rates effective May 1, 1957. (Card No. 3.)  
Card received May 20, 1957.

Owned and operated by BBH Enterprises, Inc.

Personnel  
President—M. D. Buchen.  
General Manager—Al Pyatt.  
Chief Engineer—Harry Aibers.

Representatives  
Avery-Knodel, Inc.  
Mailing Instructions  
Business Office, Studio and Transmitter—East on Highway 30, Evanston, Wyo. phone 700.

Wave—Power—Time  
Operating power—250 watts.  
Frequency—1240 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Mountain Time.  
Operating schedule: 6:30 a.m. to 10:30 p.m.

Agency Commission  
15% to recognized agencies on time only; 2% cash discount if paid in 10 days. Bills rendered 1st of month; payable by 10th of month.

General Advertising  
For combination rates see Mutual and Intermountain Networks. Rates are for national and local advertising.

PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	30.00	18.00	12.00	9.00	6.00	3.00
13 times.....	21.00	12.60	8.40	6.30	4.20	2.10
26 times.....	19.50	11.70	7.80	5.85	3.90	1.95
52 times.....	18.00	10.80	7.20	5.40	3.60	1.80
104 times.....	16.50	9.90	6.60	4.95	3.30	1.65
156 times.....	15.00	9.00	6.00	4.50	3.00	1.50

PACKAGE RATES

Spot announcements per day (6 day week):  
Per wk. Per mo.  
10 one-minute spots..... 75.50 315.00  
5 one-minute spots..... 40.00 165.00  
4 one-minute spots..... 32.00 132.00

Program Package  
1/2 hour Monday through Friday, per month..... 168.00  
1/4 hour Monday through Friday, per month..... 112.00  
2 5-minutes per day (6 day week), per month 120.00  
Newscasts, per week..... 31.00

SPECIAL FEATURES

News Service—UPI. No extra charge.

POLITICAL

Local rates apply. Contract for public inspection.  
Cash in advance.

TRANSCRIPTIONS

Library Service—Thesaurus.  
Closing Time  
Reasonable length of time in advance of broadcast.

LANDER

Fremont County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

K O V E

(Established 1948)

Intermountain Network



Rates effective June 1, 1954. (Card No. 3.)  
Owned and operated by Fremont Broadcasters, Inc.

Personnel  
General Manager—Dan E. Breece.  
Commercial Manager—Dorothy L. Reed.  
General Sales Manager—James J. M. Fitzgerald.

Representatives  
Continental Radio Sales.  
Mailing Instructions  
Business Office and Studio—P. O. Box 436, Lander, Wyo., telephone 488.  
Transmitter—One mile north of Lander, Wyo., on U. S. Highway 287.

(This listing continued on next page)

# WYOMING

## Londer—K O V E—Continued

**Wave—Power—Time**  
 Operating power—1,000 watts.  
 Frequency—1330 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate unlimited time.  
 Licensed on Mountain Standard Time.  
 Daylight Saving Time not observed.  
 Operating schedule: Week days 6:00 a.m. to 11:00 p.m.; Sunday 7:30 a.m. to 10:30 p.m.

**Agency Commission**  
 15% to recognized agencies on time and talent; no cash discount. Bills rendered 1st of month; payable within 10 days.

**General Advertising**  
 For combination rates see Intermountain Network. Affiliated with Keystone Network. Rates include music copyright fees, ASCAP, BMI and SESAC licenses. Contracts are written for periods not to exceed 51 weeks. Combination rates not permissible on programs and announcements.

**CLASS "A"**  
 (7:00 a.m. to 9:00 a.m., 12:00 noon to 1:00 p.m. and 6:00 p.m. to 9:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	(*)
1 time.....	30.00	18.00	10.00	6.00	3.50	2.75
26 times.....	27.50	16.00	9.00	5.50	3.25	2.59
52 times.....	25.00	14.50	8.00	5.00	3.00	2.25
156 times.....	23.50	12.75	7.25	4.50	2.75	2.00
208 times.....	21.75	11.50	6.50	4.00	2.50	1.75
312 times.....	20.50	10.50	6.00	3.50	2.25	1.50

**CLASS "B"**  
 (All other times)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	(*)
1 time.....	27.50	16.00	9.00	5.00	3.00	2.23
26 times.....	25.00	14.00	8.00	4.50	2.80	2.00
52 times.....	23.00	12.50	7.00	4.00	2.60	1.75
156 times.....	21.50	11.25	6.25	3.75	2.40	1.60
208 times.....	20.25	10.00	5.75	3.50	2.20	1.45
312 times.....	19.00	9.00	5.25	3.25	2.00	1.35

**SPECIAL FEATURES**  
 News Service—AP. Weather and road conditions, direct from U. S. Weather Bureau, 3 times daily. Participations available.  
 News Service—AP.

**Participating Programs**  
 "KLUB-KOVE"—1:45 p.m. to 4:00 p.m. Monday through Saturday. Participations available. Regular spot rates apply.

**POLITICAL**  
 Regular rates apply. Cash in advance.  
**Closing Time**  
 48 hours in advance of broadcast. Political copy to be submitted 24 hours before broadcast time.

## LARAMIE

Albany County—Map Location G-5  
 See SRDS consumer market map and data at beginning of the State.

## K O W B

(Established 1947)



Rates effective \_\_\_\_\_  
 Rates received February 28, 1958.  
 Owned and operated by KOWBoy Broadcasting Co.

**Personnel**  
 Pres. & Mgr.—John C. Hunter.  
 Assistant Manager—W. "Britt" Davis.  
 Commercial Manager—Charles Bell.

**Representatives**  
 Gill-Perna, Inc.

**Mailing Instructions**  
 Business Office and Studio—P. O. Box 972, Laramie, Wyo., telephone 4888.  
 Transmitter—One mile west on State Highway 130 (over viaduct), Laramie, Wyo.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1340 kilocycles.  
 (C.P. 5,000 w.; 1290 kc.)  
 Non-directional.  
 Licensed to operate full time on local channel.  
 Operates on Mountain Standard Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 6:00 a.m. to midnight weekdays; 6:00 a.m. to 11:00 p.m. Sunday.

**Agency Commission**  
 15% to recognized agencies; no cash discount. No discount on talent and line charges. Bills due 10th of month following broadcast.

**General Advertising**  
 Accepts AAAA copyrighted contract. Advertising of alcoholic beverages accepted. All rates are protected for the duration of the contract. Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs cannot be combined to earn larger discount.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	Ann.
1 time.....	45.00	27.50	18.50	15.00	10.00	7.00
13 times.....	42.75	26.00	17.50	14.25	9.50	6.75
26 times.....	40.50	24.75	16.75	13.50	9.00	6.50
52 times.....	38.25	23.50	15.75	12.75	8.50	6.00
100 times.....	.....	.....	.....	.....	.....	5.75
104 times.....	36.00	22.00	14.75	12.00	8.00	.....
195 times.....	33.75	20.50	13.75	11.25	7.50	.....
260 times.....	31.50	19.25	13.00	10.50	7.00	.....
300 times.....	.....	.....	.....	.....	.....	5.00

**SATURATION PACKAGE**  
 16 announcements in 1 day..... 47.00  
 32 announcements in 2 days..... 79.00

## SPECIAL FEATURES

News Service—AP.  
 Mobile unit available for special broadcasts. No extra charge.  
 University of Wyoming football and basketball sponsorship available.

**Participating Programs**  
 "Pop the Question"—telephone quiz.  
 "Ringo"—bingo on the air daily with 3.00 prizes.  
 "Community Club Awards"—women's clubs participate for cash prizes.  
 University of Wyoming request show.

**POLITICAL**  
 Regular rates apply; cash in advance.  
**Closing Time**  
 48 hours in advance of broadcast.

## NEWCASTLE

Weston County—Map Location G-3  
 See SRDS consumer market map and data at beginning of the State.

## K A S L

(Established 1953)

Rates effective March 1, 1958. (Card No. 2.)  
 Card received March 26, 1958.  
 Owned and operated by Northeast Wyoming Broadcasters, Inc.

**Personnel**  
 President—Stella Sue Parrott.  
 General Manager—Roy S. Marsh.

**Mailing Instructions**  
 Business Office and Studio—P. O. Box 967, Newcastle, Wyo.  
 Transmitter—One mile west of city.

**Representatives**  
 Devney, Incorporated.

**Wave—Power—Time**  
 Operating power—250 watts days.  
 Frequency—1240 kilocycles.  
 Non-directional.  
 Licensed to operate unlimited time.  
 Operates on Mountain Time.  
 Operating schedule: 6:00 a.m. to 10:00 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. All bills rendered 1st of each month; payable 10th.

**General Advertising**  
 Affiliated with Keystone Network. Accepts AAAA copyrighted contract. ASCAP, BMI and SESAC licenses.

	1 ti.	13 ti.	26 ti.	52 ti.
1 hour.....	47.25	43.85	42.25	41.85
1/2 hour.....	27.00	25.65	24.30	23.85
1/4 hour.....	16.90	16.20	15.50	14.85
10 minutes.....	13.50	12.15	11.50	10.80
5 minutes.....	10.10	9.45	8.80	8.10
1 minute.....	5.40	4.05	4.65	4.40
30 seconds.....	3.95	3.70	3.50	3.25

**SATURATION PACKAGE**  
 10 30-second spots in 2 days..... 20.25  
 10 1-minute spots in 2 days..... 33.75  
 1800 spots on firm years contract, each..... 1.35

**SPECIAL FEATURES**  
 News Service—AP.  
 News: 25% above time rate.  
 Weather—time rate plus line charge.  
 Sports—time rate, plus special talent, plus line charge.

**POLITICAL**  
 Regular rates apply; cash in advance.  
**Closing Time**  
 48 hours in advance of broadcast.

## POWELL

Park County—Map Location E-2  
 See SRDS consumer market map and data at beginning of the State.

## K P O W

(Established 1941)

## Intermountain Network

Rates effective December 1, 1956.  
 Rates received November 28, 1956.  
 Owned and operated by Albert J. Meyer.

**Personnel**  
 Manager—A. J. Meyer.

**Representatives**  
 Avery-Knodel, Inc.

**Mailing Instructions**  
 Business Office—Elder Bldg., P. O. Box 879, Powell, Wyo., telephone 222.  
 Studios—Two miles south on Willwood Road, Powell, Wyo.  
 Transmitter—Two miles south on Willwood Road, Powell, Wyo.

**Wave—Power—Time**  
 Operating power—5,000 watts.  
 Frequency—1260 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate full time.  
 Operates on Mountain Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 6:00 a.m. to 10:30 p.m.

**Agency Commission**  
 Agency commission 15% to recognized agencies. Cash discount 2%. Bills rendered 1st of each month and are due 15th of month.

**General Advertising**  
 For combination rates see Mutual Broadcasting System and Intermountain Network. Accepts AAAA copyrighted contract.

The following rates are for national advertising. Rates include charges by owners of music copyrights.

1 hour.....	40.00
1/2 hour.....	22.00
1/4 hour.....	12.50
5 minutes.....	6.50

**DISCOUNTS**  
 26 or more times..... 5%  
 52 or more times..... 10%

**ANNOUNCEMENTS**  
 1 tl. 13 tl. 26 tl. 52 tl. 104 tl. 260 tl.  
 100 words..... 4.00 3.85 3.70 3.45 3.25 3.00

**SPECIAL FEATURES**  
 News Service—AP.  
 Time signals, weather and temperature reports, stock and market reports, farm flashes, news. Rates and details on request.

**POLITICAL**  
 Regular rates apply.

**TRANSCRIPTIONS**  
 Library Service—Thesaurus.

**Closing Time**  
 Contracts close two weeks in advance of first program. Announcement copy, transcription and talks close 30 hours in advance.

## RAWLINS

Carbon County—Map Location F-4  
 See SRDS consumer market map and data at beginning of the State.

## K R A L

(Established 1947)

## Intermountain Network



Rates effective September 7, 1947. (Card No. 1.)  
 Card reinstated on information received February 8, 1950.

Owned and operated by Rawlins Broadcasting Co.

**Personnel**  
 Gen'l & Com'l Mgr.—Donald D. Stanczyk.  
 Program Director—Juvana Wheeler.

**Representatives**  
 Joseph Hershey McGillvra, Inc.

**Mailing Instructions**  
 Business Office and Studio—Western entrance to Rawlins, Wyo., on U. S. Highway 30, telephone 1003.  
 Transmitter—Western entrance to Rawlins, Wyo., on U. S. Highway 30.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1240 kilocycles.  
 Non-directional.  
 Licensed to operate full time on local channel.  
 Operates on Mountain Standard Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 6:00 a.m. to 10:30 p.m.

**Agency Commission**  
 15% to recognized agencies on station time only; no cash discount. Bills rendered monthly.

**General Advertising**  
 Accepts AAAA copyrighted contract. Rates include music fees. ASCAP blanket license. Rates for periods longer than one hour are in exact proportion to the corresponding one-hour rate.

Length of commercial copy:	Day and Evening	
	Programs	News
5 minutes.....	1:45 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"**  
 (6:00 p.m. to 10:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
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
65 times.....	36.00	21.60	14.40	7.20	3.60
130 times.....	35.00	21.00	14.00	7.00	3.50
156 times.....	34.00	20.40	13.60	6.80	3.40
260 times.....	32.00	19.20	12.80	6.40	3.20
312 times.....	31.00	18.60	12.40	6.20	3.10
468 times.....	30.00	18.00	12.00	6.00	3.00
624 times.....	28.00	16.80	11.20	5.00	2.80

**CLASS "B"**  
 (6:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	30.00	18.00	12.00	6.00	2.75
13 times.....	29.25	17.55	11.70	5.85	2.68
26 times.....	28.50	17.10	11.40	5.70	2.61
52 times.....	27.75	16.65	11.10	5.55	2.54
65 times.....	27.00	16.20	10.80	5.40	2.48
130 times.....	26.25	15.75	10.50	5.25	2.40
156 times.....	25.50	15.30	10.20	5.10	2.34
260 times.....	24.00	14.40	9.60	4.80	2.20
312 times.....	23.25	13.95	9.30	4.65	2.13
468 times.....	22.50	13.50	9.00	4.50	2.06
624 times.....	21.00	12.60	8.40	4.20	1.92

(\*) Announcements: One minute transcription or 100 words. Station breaks: 25 words live; 20 words transcribed.

**SPECIAL FEATURES**  
 News Service—AP. Rates on request.

**POLITICAL**  
 Regular rates apply.

**Closing Time**  
 Contracts close one week in advance of broadcast. Announcement copy must be received by station 24 hours in advance. Transcriptions and talks 48 hours in advance.

# RIVERTON

Fremont County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

## KWRL

(Established 1948)

Owned and operated by Joseph P. Ernst.

**Personnel**  
Commercial Manager—Bill Stewart.  
Program Director—John Hickot.

**Representatives**  
None

**Mailing Instructions**  
Business Office and Studio—Riverton, Wyo.  
Transmitter—Riverton, Wyo.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Mountain Time.  
Operating schedule: \_\_\_\_\_

**Agency Commission**  
15% to recognized agencies on station time only; no cash discount. Bills rendered on the first of each month, due on the 10th of each month.

**General Advertising**  
ASCAP, BMI and SESAC licenses.  
The following rates are for national advertising and include charges by owners of music copyrights.

1 hour.....	40.00
1/2 hour.....	25.00
1/4 hour.....	15.00
5 minutes.....	7.00

### DISCOUNTS

26 or more times.....	5%
52 or more times.....	10%
104 or more times.....	15%

### ANNOUNCEMENTS

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	260 tl.
100 words.....	4.00	3.85	3.70	3.55	3.40	3.25
50 words.....	3.00	2.85	2.70	2.55	2.40	2.25

### SPECIAL FEATURES

Time signals, weather and temperature reports, stock and market reports, farm programs, news and special programs using live talent—rates on request.

### POLITICAL

Regular rates apply.

**Closing Time**  
Contracts close two weeks in advance of first programs, transcriptions and talks 36 hours in advance.

# ROCK SPRINGS

Sweetwater County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

## KVRS

(Established 1938)

### Intermountain Network



Rates effective March 1, 1948.  
Owned and operated by the Wyoming Broadcasting Company.

**Personnel**  
President—D. G. Richardson.  
Manager—Dwight A. Fisher.  
Commercial Manager—Laurel Moseby.

**Representatives**  
Avery-Knodel, Inc.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 1007, Rock Springs, Wyo. Telephone Em 2-3799.  
Transmitter—Two miles north of Rock Springs, Wyo.

**Wave—Power—Time**  
Operating power—1,000 watts days; 500 watts nights.  
Frequency—1360 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Mountain Time.  
Operating schedule: \_\_\_\_\_

**Agency Commission**  
15% commission allowed to all recognized agencies. Bills on accepted accounts are payable on the 10th of the month after billing. No cash discount. Inter-mitted accounts of 10.00 or less required to pay in advance.

**General Advertising**  
The following rates are for national advertising.

### CLASS "A"

	1	13	26	52	104	195	260
	tl.	tl.	tl.	tl.	tl.	tl.	tl.
1 hour.....	60.00	57.00	54.00	51.00	48.00	45.00	42.00
1/2 hour.....	37.50	34.75	33.75	31.75	30.00	28.25	26.25
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.....	12.50	12.00	11.25	10.75	10.00	9.50	8.75

### CLASS "B"

	1	13	26	52	104	195	260
	tl.	tl.	tl.	tl.	tl.	tl.	tl.
1 hour.....	45.00	42.75	40.50	38.25	36.00	33.75	31.50
1/2 hour.....	27.50	26.00	24.75	23.50	22.00	20.50	19.25
1/4 hour.....	18.50	17.50	16.75	15.75	14.75	13.75	13.00
10 minutes.....	15.00	14.25	13.50	12.75	12.00	11.25	10.50
5 minutes.....	10.00	9.50	9.00	8.50	8.00	7.50	7.00

### ANNOUNCEMENTS

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	260 tl.
1 time.....	7.50	7.50	7.50	7.50	7.50	6.00
13 times.....	6.75	6.75	6.75	6.75	6.75	5.50
26 times.....	6.50	6.50	6.50	6.50	6.50	5.25

**CLASS "B"**  
(6:00 a.m. to 5:00 p.m. and after 10:00 p.m.)  
1 time..... 5.00 52 times..... 4.25  
13 times..... 4.75 100 times..... 4.00  
26 times..... 4.50 300 or more times..... 3.75

### SPECIAL FEATURES

News Service—UPI. Rates on request.  
Audience tested programs available for sponsorship.

# SHERIDAN

Sheridan County—Map Location F-2  
See SRDS consumer market map and data at beginning of the State.

## KWYO

(Established 1934)

### Intermountain Network



Rates effective October 1, 1947.  
Revision received March 12, 1953.  
Owned and operated by Big Horn Broadcasting Co.

**Personnel**  
General Manager—Jim Carroll.  
Commercial Manager—Don Tannehill.

**Representatives**  
Avery-Knodel, Inc.  
**Mailing Instructions**  
Business Office and Studio—19 N. Main Street, Sheridan, Wyoming, Or 4-4461.  
Transmitter—two miles northwest of Sheridan.

**Wave—Power—Time**  
Operating power—1,000 watts days; 500 watts nights.  
(100% modulation—crystal control.)  
Frequency—1410 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Mountain Standard Time.  
Operating schedule: 6:00 a.m. to 11:00 p.m.

**Agency Commission**  
Agency commission 15% to recognized agencies. No commission on talent or production charges. No cash discount.

**General Advertising**  
For combination rates see Mutual Broadcasting System and Intermountain Network.

### DAY AND NIGHT

	1	13	26	52	104	156	260
	tl.	tl.	tl.	tl.	tl.	tl.	tl.
1 hour.....	45.00	42.75	40.50	38.25	36.00	33.75	31.50
1/2 hour.....	26.25	24.94	23.63	22.32	21.00	19.39	18.38
1/4 hour.....	15.00	14.25	13.50	12.75	12.00	11.25	10.50
10 min.....	11.25	10.69	10.13	9.57	9.00	8.44	7.88
5 min.....	7.50	7.13	6.75	6.38	6.00	5.63	5.25

### ANNOUNCEMENTS

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	(*)
1 minute or less.....	3.75	3.57	3.38	3.19	3.00	2.82
(*) 260 or more times.....						

### SPECIAL FEATURES

Time signals, stock and market reports, farm flashes, news—rates and details on request.

### POLITICAL

Rates on request.  
**Closing Time**  
Talent programs close one week in advance. Announcements close 48 hours in advance.

# THERMOPOLIS

Hot Springs County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

## KRTR

(Established 1955)



Rates effective June 1, 1955.  
Rates received October 24, 1955.  
Owned and operated by Mildred V. Ernst.

**Personnel**  
Gen'l Mgr. & Prog. Dir.—Mildred V. Ernst.  
Manager—Karl V. Kertson.  
Chief Engineer—Philip Ernst.

**Representatives**  
None.  
**Mailing Instructions**  
Business Office and Studio—500 Broadway, Thermopolis, Wyo., telephone 800.  
Transmitter—South of Thermopolis, Wyo.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1490 kilocycles.  
Non-directional.  
Operates on Mountain Standard Time.  
Licensed to operate unlimited time.  
Operating schedule: 6:00 a.m. to 11:00 p.m. week days; 8:00 a.m. to 11:00 p.m. Sundays.

**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Bills rendered monthly; payable ten days.

**General Advertising**  
For combination rates see Intermountain Network.  
Affiliated with Keystone Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

1 hour.....	40.00
1/2 hour.....	25.00
1/4 hour.....	15.00
5 minutes.....	7.50

### DISCOUNTS

26 or more times.....	5%
52 or more times.....	10%
104 or more times.....	15%

# WYOMING

### ANNOUNCEMENTS

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	260 tl.
100 words.....	4.00	3.85	3.70	3.55	3.40	3.25
50 words.....	3.00	2.85	2.70	2.55	2.40	2.25

### SPECIAL FEATURES

News Service—AP.  
Newscast schedule on request.  
Participating Programs  
"Farm Fair"—6:15 a.m. to 6:45 a.m.  
"Women's Angle"—11:00 a.m. to 12:00 noon.  
"House Party"—4:30 p.m. to 5:00 p.m.

### POLITICAL

Regular rates and discounts apply; cash in advance.

## KTHE

(Established 1955)

(250 watts, 1240 kc., unlimited)  
Thermopolis Broadcasting Co., Inc.  
c/o H. Scott Taylor  
228 Kilink Bldg.  
Thermopolis, Wyo.

**General Advertising**  
License granted August 15, 1955.  
National rates to be listed when received.

# TORRINGTON

Goshen County—Map Location H-4  
See SRDS consumer market map and data at beginning of the State.

## KGOS

(Established 1950)

Owned and operated by Kermit G. Kath.

**Personnel**  
General Manager—Kerm Kath.  
Commercial Manager—Bob Kath.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 271, Torrington, Wyo. Jefferson 2-2158.  
Transmitter—One mile northwest of Torrington, Wyo.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1490 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operating schedule: 6:00 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 station time only; no cash discount. Bills rendered monthly.

**General Advertising**  
ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	45.00	26.25	15.00	11.25	7.50
13 times.....	42.75	24.95	14.25	10.70	7.15
26 times.....	40.50	23.65	13.50	10.15	6.75
52 times.....	38.25	22.35	12.75	9.60	6.40
104 times.....	36.00	21.00	12.00	9.00	6.00
260 times.....	31.50	18.40	10.50	7.90	5.50

### ANNOUNCEMENTS

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	260 tl.
100 words.....	4.00	3.85	3.70	3.55	3.40	3.25
50 words.....	3.00	2.85	2.70	2.55	2.40	2.25

### SPECIAL FEATURES

News Service—UPI. Rates on request. Time signals, stock market, weather and road reports. Details on request.  
5-minute newscasts every hour on the hour.  
Sports—Baseball, University of Wyoming and local football and basketball, Kerm Kath sportscasts.

Participating Programs  
"Breakfast with the Boys"—6:00 a.m. to 9:00 a.m.  
"Partyline"—2:00 p.m. to 3:00 p.m.  
"Al Anderson Show"—3:00 p.m. to 6:00 p.m.  
Foreign Language Programs  
"Dave Perado Show"—noon to 1:00 p.m. Sunday.  
Spanish program.

### POLITICAL

Regular rates apply.

# WORLAND

Washakie County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

## KWOR

(Established 1946)

Rates received December 20, 1948.  
Owned and operated by J. P. Ernst.

**Personnel**  
Owner—J. P. Ernst.  
Commercial Manager—Mildred V. Ernst.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—One-half mile west of business district on route 20, Worland 303.  
Transmitter—One-half mile west of business district on route 20.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1340 kilocycles.  
Non-directional.  
Licensed to operate full time on local channel.  
Operates on Mountain Time.  
Operating schedule—6:00 a.m. to 10:00 p.m.

(This listing continued on next page)



# WYOMING—BERMUDA

## Worland—K W O R—Continued

**Agency Commission**  
15% to recognized agencies. Bills rendered 1st of each month, due on 10th of each month.

### General Advertising

The following rates are for national advertising and include charges by owners of music copyrights.

1 hour.....	40.00
1/2 hour.....	25.00
1/4 hour.....	15.00
5 minutes.....	7.50

### DISCOUNTS

26 or more times.....	5%	104 or more times.....	15%
52 or more times.....	10%		

### ANNOUNCEMENTS

1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	260 tl.
100 words.....	4.00	3.85	3.70	3.55	3.40
50 words.....	3.00	2.85	2.70	2.55	2.40

### SPECIAL FEATURES

Time signals, weather and temperature reports, stock and market reports, farm programs, news and special programs using live talent—rates on request.

### POLITICAL

Rates on request.

### Closing Time

Contracts close two weeks in advance of first programs, transcriptions and talks 36 hours in advance.

## BERMUDA

### PEMBROKE

#### ZBM-1 & ZBM-2

(Established 1946)

Rates effective January 1, 1958. (Card No. 3.)  
Card received October 25, 1957.  
Owned and operated by Bermuda Broadcasting Co., Ltd.

### Personnel

President—H. J. Tucker.  
General Manager—Walt Staskow.

### Representatives

Intercontinental Services Ltd.  
Canada—Stovin-Byles Ltd.  
London—Overseas Rediffusion, Ltd.

### Mailing Instructions

Mailing Address—P. O. Box 314, Hamilton Bermuda.  
Business Office and Studio—Radio Center, Bermuda—  
diana Rd., Hamilton, Bermuda. Phone 3116-8.  
Cable Address—ZBM, Bermuda.  
Transmitter—Cemetery Rd., Pembroke, Bermuda.

### Wave—Power—Time

Operating power:  
ZBM-1—250 watts.  
ZBM-2—250 watts.

Frequency:  
ZBM-1—1235 kilocycles.  
ZBM-2—1340 kilocycles.

Licensed to operate full time.

Operates on Atlantic Standard Time.

Operating schedule: ZBM-1—6:00 a.m. to 1:00 a.m.  
Monday through Friday; 6:00 a.m. to 2:00 a.m. Sat-  
urday; 9:00 a.m. to 11:00 p.m. Sunday.

### Agency Commission

15% to recognized advertising agencies on net station time; no cash discount. Accounts payable 15th of month following service.

### General Advertising

For combination rates see ABC Radio and Mutual Broadcasting System.  
For combination rates (ZBM-1, ZBM-2) contact rep-  
resentatives.

Contracts and copy subject to approval of station management and government regulations.

### CLASS "A"

(7:00 a.m. to 9:00 a.m.; 12:15 p.m. to 1:30 p.m. and 6:00 p.m. to 8:00 p.m. weekdays;  
1:00 p.m. to 8:00 p.m. Sunday)

	1 tl.	26 tl.	52 tl.	104 tl.	156 tl.	312 tl.
1 hour.....	40.00	38.00	36.00	34.00	32.00	30.00
1/2 hour.....	24.00	22.80	21.60	20.40	19.20	18.00
1/4 hour.....	16.00	15.20	14.40	13.60	12.80	12.00
10 minutes	12.00	11.40	10.80	10.20	9.60	9.00
5 minutes	9.60	9.12	8.64	8.16	7.68	7.20
5 minute news.....	12.00	11.40	10.80	10.20	9.60	9.00
1 minute..	7.50	7.12	6.75	6.37	6.00	5.62
30 seconds..	4.50	4.27	4.05	3.82	3.60	3.37
15 seconds..	2.63	2.49	2.36	2.23	2.10	1.97

### CLASS "B"

(6:00 a.m. to 7:00 a.m.; 9:00 a.m. to 12:15 p.m.; 1:30 p.m. to 6:00 p.m. and 8:00 p.m. to midnight weekdays; 8:30 a.m. to 1:00 p.m. and 8:00 p.m. to 11:00 p.m. Sunday)

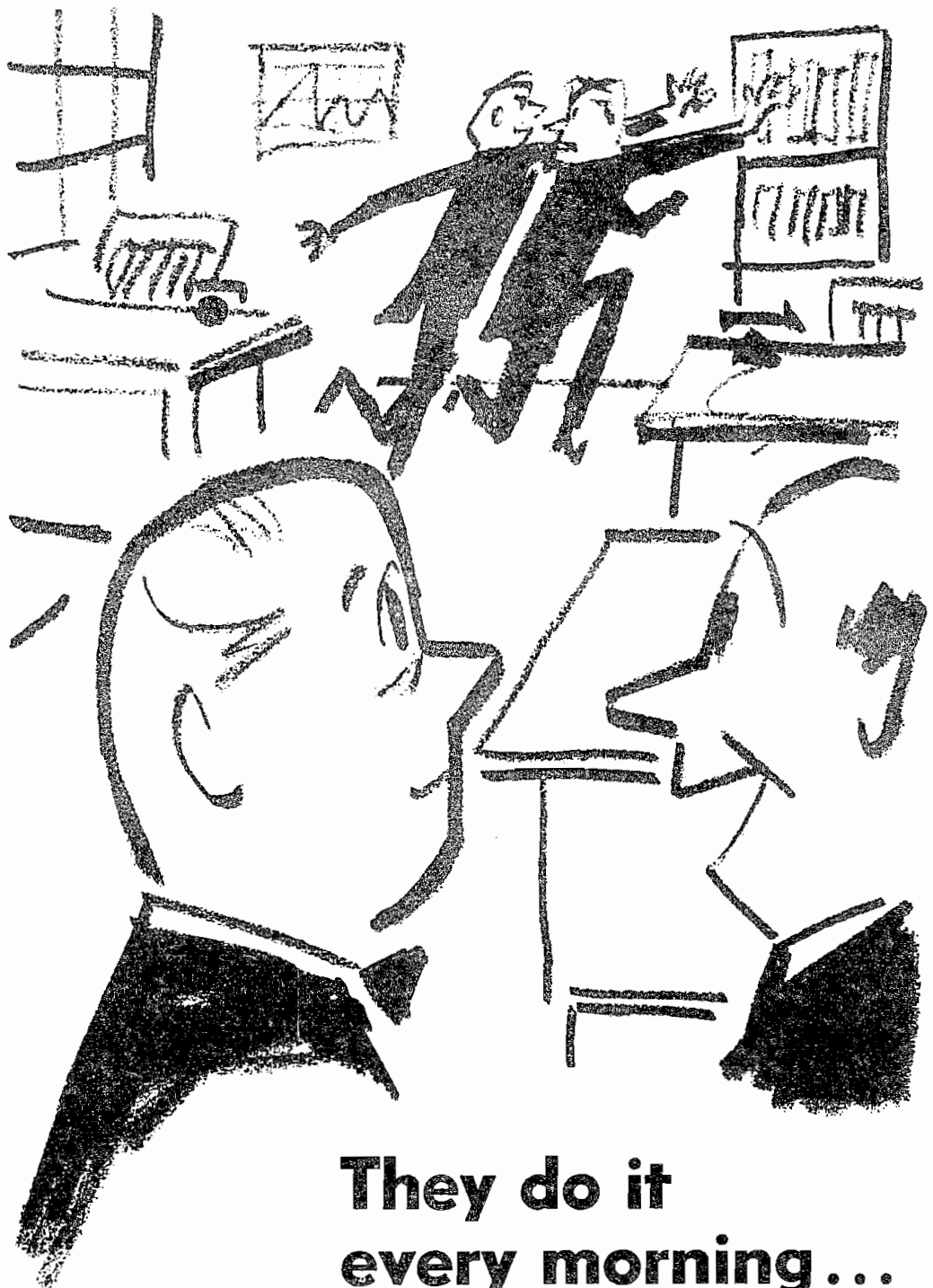
	1 tl.	26 tl.	52 tl.	104 tl.	156 tl.	312 tl.
1 hour.....	20.00	19.00	18.00	17.00	16.00	15.00
1/2 hour.....	12.00	11.40	10.80	10.20	9.60	9.00
1/4 hour.....	8.00	7.60	7.20	6.80	6.40	6.00
10 minutes	6.00	5.70	5.40	5.10	4.80	4.50
5 minutes	4.80	4.56	4.32	4.08	3.84	3.60
5 minute news.....	6.00	5.70	5.40	5.10	4.80	4.50
1 minute..	3.75	3.56	3.38	3.19	3.00	2.81
30 seconds..	2.25	2.14	2.03	1.91	1.80	1.69
15 seconds..	1.32	1.25	1.19	1.12	1.05	.98

### DISCOUNTS

All discounts are predicated upon the fulfillment of contracts within a 12 month period dating from first broadcast. For combination rates on ZBM-1 and ZBM-2 contact station.

### TRANSCRIPTIONS

Library Service—Lang-Worth.



**They do it every morning...**

the idea is to see who gets the current copies of Standard Rate

Absurd? Of course it is. But it's just as silly when key account men and media people don't have their own copies of SRDS. Extra subscriptions are worth so much — cost so little.

Keep up to date . . . with

# Standard Rate

Subscription Department

Standard Rate & Data Service, Inc.  
1740 Ridge Avenue, Evanston, Illinois



# LISTED AM RADIO STATIONS

- CKLW—Detroit, Mich.  
 DXAW—Davao City, P. I.  
 DXCC—Cagayan de Oro, P. I.  
 DXJW—Zamboanga City, P. I.  
 DXMC—Davao City, P. I.  
 DYBC—Bacolod City, P. I.  
 UYBU—Cebu, P. I.  
 DYRC—Cebu, P. I.  
 DZAQ—Manila, P. I.  
 DZBC—Manila, P. I.  
 DZMB—Manila, P. I.  
 DZMM—Manila, P. I.  
 DZPI—Manila, P. I.  
 DZRB—Naga City, P. I.  
 DZRH—Manila, P. I.  
 DZRI—Dagupan City, P. I.  
 DZST—Manila, P. I.  
 DZXL—Manila, P. I.  
 KAAA—Kingman, Ariz.  
 KABC—Los Angeles, Calif.  
 KABQ—Albuquerque, N. M.  
 KABB—Aberdeen, S. D.  
 KACE—Riverside, Calif.  
 KACT—Andrews, Tex.  
 KADA—Ada, Okla.  
 KADO—Marshall, Tex.  
 KADY—St. Charles, Mo.  
 KAFP—Petaluma, Calif.  
 KAFY—Bakersfield, Calif.  
 KAGE—Winona, Minn.  
 KAGH—Crossett, Ark.  
 KAGR—Yuba City, Calif.  
 KAGT—Anacortes, Wash.  
 KAHU—Auburn, Calif.  
 KAHU—Waipahu, Hawaii  
 KAIM—Honolulu, Hawaii  
 KAIR—Tucson, Ariz.  
 KAJQ—Grants Pass, Ore.  
 KAKC—Tulsa, Okla.  
 KAKE—Wichita, Kans.  
 KALB—Alexandria, La.  
 KALE—Richland, Wash.  
 KALG—Alamogordo, N. M.  
 KALI—Pasadena, Calif.  
 KALL—Salt Lake City, Utah  
 KALM—Thayer, Mo.  
 KALT—Atlanta, Tex.  
 KALV—Alva, Okla.  
 KAMD—Camden, Ark.  
 KAML—Kenedy—Karnes City, Tex.  
 KAMO—Rogers, Ark.  
 KAMP—El Centro, Calif.  
 KAMQ—Amarillo, Tex.  
 KANA—Anaconda, Mont.  
 KAND—Corsicana, Tex.  
 KANE—New Iberia, La.  
 KANI—Kaneohe, Hawaii  
 KANN—Sluton, Tex.  
 KANO—Anoka, Minn.  
 KANS—Wichita, Kans.  
 KAOK—Lake Charles, La.  
 KAPA—Raymond, Wash.  
 KAPB—Marksville, La.  
 KAPR—Douglas, Ariz.  
 KARE—Athenison, Kans.  
 KARK—Little Rock, Ark.  
 KARM—Fresno, Calif.  
 KART—Jerome, Idaho  
 KARY—Prosser, Wash.  
 KASA—Elk City, Okla.  
 KASH—Eugene, Ore.  
 KASI—Ames, Iowa  
 KASK—Ontario, Calif.  
 KASL—Newcastle, Wyo.  
 KASM—Albany, Minn.  
 KASO—Minden, La.  
 KAST—Astoria, Ore.  
 KASY—Auburn, Wash.  
 KATE—Albert Lea, Minn.  
 KATI—Casper, Wyo.  
 KATL—Miles City, Mont.  
 KATO—Reno, Nev.  
 KATR—Corpus Christi, Tex.  
 KATY—San Luis Obispo, Calif.  
 KATZ—St. Louis, Mo.  
 KAUS—Austin, Minn.  
 KAVE—Carlsbad, N. M.  
 KAVI—Rocky Ford, Colo.  
 KAVL—Lancaster, Calif.  
 KAVR—Apple Valley, Calif.  
 KAWL—York, Neb.  
 KAWT—Douglas, Ariz.  
 KAYE—Puyallup, Wash.  
 KAYL—Storm Lake, Iowa  
 KAYO—Seattle, Washington  
 KAYS—Hays, Kans.  
 KAYT—Rupert, Idaho  
 KBAM—Longview, Wash.  
 KBAR—Burley, Idaho  
 KBBA—Benton, Ark.  
 KBBS—Borger, Tex.  
 KBBS—Buffalo, Wyo.  
 KBCH—Oceanlake, Ore.  
 KBCL—Bossier City, La.  
 KBCS—Grand Prairie, Tex.  
 KBEC—Waxahachie, Tex.  
 KBEE—Modesto, Calif.  
 KBEL—Idabel, Okla.  
 KBEN—Carrizo Springs, Tex.  
 KBHM—Branson, Missouri  
 KBHS—Hot Springs, Ark.  
 KBIA—Columbia, Mo.  
 KBIF—Fresno, Calif.  
 KBIG—Avalon, Catalina Island, Calif.  
 KBIM—Roswell, N. M.  
 KBIS—Bakersfield, Calif.  
 KBIX—Muskegee, Okla.  
 KBIZ—Ottumwa, Iowa  
 KBKC—Kansas City, Mo.  
 KBKR—Baker, Ore.  
 KBKW—Aberdeen, Wash.  
 KBLA—Burbank, Calif.  
 KBLF—Red Bluff, Calif.  
 KBLI—Blackfoot, Idaho  
 KBLO—Hot Springs, Arkansas  
 KBLR—Goodland, Kans.  
 KBLT—Big Lake, Tex.  
 KBMI—Henderson, Nev.  
 KBMN—Bozeman, Mont.  
 KBMO—Benson, Minn.  
 KBMW—Breckenridge, Minn.  
 KBMX—Coalituga, Calif.  
 KBMY—Billings, Mont.  
 KBND—Bend, Ore.  
 KBNZ—La Junta, Colo.  
 KBOA—Kennett, Mo.  
 KBOE—Oskaloosa, Iowa  
 KBOI—Boise, Idaho  
 KBOK—Malvern, Ark.  
 KBOL—Boulder, Colo.  
 KBOM—Bismarck, N. D.  
 KBON—Omaha, Nebr.  
 KBOP—Pleasanton, Tex.  
 KBOR—Brownsville, Tex.  
 KBOW—Butte, Mont.  
 KBOX—Dallas, Tex.  
 KBOY—Medford, Ore.  
 KBRC—Mount Vernon, Wash.  
 KBRK—Brookings, S. D.  
 KBRM—McCook, Neb.  
 KBRO—Bremerton, Wash.  
 KBRS—Springdale, Ark.  
 KBRV—Soda Springs, Ida.  
 KBRX—O'Neill, Neb.  
 KBRZ—Freeport, Tex.  
 KBSF—Springhill, La.  
 KBST—Big Spring, Tex.  
 KBTA—Batesville, Ark.  
 KBTK—Missoula, Mont.  
 KBTL—Jonesboro, Ark.  
 KBTN—Neosho, Mo.  
 KBTO—El Dorado, Kans.  
 KBUC—Corona, Calif.  
 KBUD—Athens, Tex.  
 KBUH—Brigham City, Utah  
 KBUN—Bemidji, Minn.  
 KBUR—Burlington, Iowa  
 KBUS—Mexico, Tex.  
 KBUZ—Mesa, Ariz.  
 KBVM—Lancaster, Calif.  
 KBWD—Brownwood, Tex.  
 KBYE—Oklahoma City, Okla.  
 KBYG—Big Spring, Tex.  
 KBYR—Anchorage, Alaska  
 KBZY—Salem, Ore.  
 KCAL—Redlands, Calif.  
 KCAP—Helena, Mont.  
 KCAR—Clarksville, Tex.  
 KCBK—Des Moines, Iowa  
 KCBF—Lubbock, Tex.  
 KCBQ—San Diego, Calif.  
 KCBS—San Francisco, Calif.  
 KCCO—Lawton, Okla.  
 KCCU—Corpus Christi, Tex.  
 KCFI—Cedar Falls, Iowa  
 KCFH—Cuero, Tex.  
 KCHA—Charles City, Iowa  
 KCHE—Cherokee, Iowa  
 KCHI—Chillicothe, Mo.  
 KCHJ—Delano, Calif.  
 KCHR—Charleston, Mo.  
 KCHS—Truth or Consequences, N. M.  
 KCHV—Coachella, Calif.  
 KCID—Caldwell, Idaho  
 KCII—Shreveport, La.  
 KCIL—Houma, La.  
 KCIM—Carroll, Iowa  
 KCJB—Minot, N. D.  
 KCKC—San Bernardino, Calif.  
 KCKN—Kansas City, Kans.  
 KCKY—Coolidge, Ariz.  
 KCLA—Pine Bluff, Ark.  
 KCLE—Cleburne, Tex.  
 KCLF—Clifton, Ariz.  
 KCLN—Clinton, Iowa  
 KCLO—Leavenworth, Kans.  
 KCLP—Rayville, La.  
 KCLS—Flagstaff, Ariz.  
 KCLV—Clovis, N. M.  
 KCLW—Hamilton, Tex.  
 KCLX—Colfax, Wash.  
 KCMC—Texarkana, Tex.  
 KCMJ—Palm Springs, Calif.  
 KCMO—Kansas City, Mo.  
 KCMR—McCamey, Tex.  
 KCNA—Tucson, Ariz.  
 KCON—Broken Bow, Neb.  
 KCNO—Alturas, Calif.  
 KCONY—San Marcos, Tex.  
 KCOB—Newton, Iowa  
 KCOG—Centerville, Iowa  
 KCOH—Houston, Tex.  
 KCOK—Tulare, Calif.  
 KCOL—Fort Collins, Ohio  
 KCON—Conway, Ark.  
 KCOB—San Antonio, Tex.  
 KCOW—Alliance, Neb.  
 KCOY—Santa Maria, Calif.  
 KCRA—Sacramento, Calif.  
 KCRB—Chanute, Kans.  
 KCRD—Enid, Okla.  
 KCRE—Crescent City, Calif.  
 KCRG—Cedar Rapids, Iowa  
 KCRS—Midland, Tex.  
 KCRV—Trinidad, Colo.  
 KCRV—Caruthersville, Mo.  
 KCKC—San Bernardino, Calif.  
 KCSJ—Pueblo, Colo.  
 KCSR—Chadron, Neb.  
 KCTL—Gonzales, Tex.  
 KCTX—Childress, Tex.  
 KCUB—Tucson, Ariz.  
 KCUE—Red Wing, Minn.  
 KCUL—Fort Worth, Tex.  
 KCVL—Colville, Wash.  
 KCVR—Lodi, Calif.  
 KCVL—Lampasas, Tex.  
 KDAC—Fort Bragg, Calif.  
 KDAL—Duluth, Minn.  
 KDAN—Eureka, Calif.  
 KDAV—Lubbock, Tex.  
 KDAY—Santa Monica, Calif.  
 KDB—Santa Barbara, Calif.  
 KDBC—Mansfield, La.  
 KDBM—Dillon, Mont.  
 KDBS—Alexandria, La.  
 KDDD—Dumas, Tex.  
 KDEC—Decorah, Iowa  
 KDEF—Albuquerque, N. M.  
 KDEN—Denver, Colo.  
 KDEO—El Cajon, Calif.  
 KDES—Palm Springs, Calif.  
 KDEE—Center, Tex.  
 KDEX—Dexter, Mo.  
 KDHL—Faribault, Minn.  
 KDIO—Ortonville, Minn.  
 KDIX—Dickinson, N. D.  
 KDJI—Holbrook, Ariz.  
 KDKA—Pittsburgh, Pa.  
 KDKD—Clinton, Mo.  
 KDLA—De Ridder, La.  
 KDLC—Del Rio, Tex.  
 KDLM—Detroit Lakes, Minn.  
 KDLR—Devils Lake, N. D.  
 KDMA—Montevideo, Minn.  
 KDMM—Carthage, Mo.  
 KDMS—El Dorado, Ark.  
 KDNT—Denton, Tex.  
 KDOK—Tyler, Texas  
 KDON—Salinas, Calif.  
 KDOT—Reno, Nevada  
 KQDN—De Queen, Ark.  
 KDRO—Sedalia, Mo.  
 KDRS—Paragould, Ark.  
 KDSJ—Deadwood, S. D.  
 KDSN—Sherman, Tex.  
 KDSX—Denison, Tex.  
 KDTA—Delta, Colo.  
 KDTH—Dubuque, Iowa  
 KDUB—Lubbock, Tex.  
 KDUF—Hutchinson, Minn.  
 KDWT—Stamford, Tex.  
 KDXT—St. George, Utah  
 KDYL—Salt Lake City, Utah  
 KDZA—Pueblo, Colo  
 KEAN—Brownwood, Tex.  
 KEAP—Fresno, Calif.  
 KEBE—Jacksonville, Tex.  
 KECK—Odessa, Tex.  
 KEED—Springfield, Ore.  
 KEEL—Shreveport, La.  
 KEEN—San Jose, Calif.  
 KEEP—Twin Falls, Idaho  
 KEEZ—San Antonio, Tex.  
 KELE—Centralia—Chehalis, Wash.  
 KELD—El Dorado, Ark.  
 KELK—Elko, Nev.  
 KELO—Sioux Falls, S. D.  
 KELP—El Paso, Tex.  
 KELY—Ely, Nev.  
 KENA—Mena, Ark.  
 KENE—Toppenish, Wash.  
 KENI—Anchorage, Alaska  
 KENL—Arcata, Calif.  
 KENN—Portales, N. M.  
 KENN—Farmington, N. M.  
 KENO—Las Vegas, Nev.  
 KENS—San Antonio, Tex.  
 KENT—Shreveport, La.  
 KENY—Bellingham, Wash.  
 KEPR—Kennewick, Wash.  
 KEPS—Eagle Pass, Texas  
 KERB—Kermit, Tex.  
 KERC—Eastland, Tex.  
 KERK—Eugene, Ore.  
 KERN—Bakersfield, Calif.  
 KERV—Kerrville, Tex.  
 KETX—Livingston, Tex.  
 KEUN—Eunice, La.  
 KEVA—Shamrock, Tex.  
 KEVE—Minneapolis—St. Paul, Minn.  
 KEVL—White Castle, La.  
 KEVT—Tucson, Ariz.  
 KEVY—Provo, Utah  
 KEX—Portland, Ore.  
 KEXX—San Antonio, Tex.  
 KEYE—Perryton, Tex.  
 KEYS—Jamestown, N. D.  
 KEYS—Corpus Christi, Tex.  
 KEYY—Provo, Utah  
 KEYZ—Williston, N. D.  
 KFAB—Omaha, Neb.  
 KFAC—Los Angeles, Calif.  
 KFAL—Fulton, Mo.  
 KFAM—St. Cloud, Minn.  
 KFAR—Fairbanks, Alaska  
 KFAY—Fayetteville, Ark.  
 KFBB—Great Falls, Mont.  
 KFBC—Cheyenne, Wyo.  
 KFBI—Wichita, Kans.  
 KFBK—Sacramento, Calif.  
 KFDA—Amarillo, Tex.  
 KFDM—Beaumont, Tex.  
 KFDR—Grand Coulee, Wash.  
 KFEL—Pueblo, Colo.  
 KFEP—St. Joseph, Mo.  
 KFFA—Helena, Ark.  
 KFGO—Fargo, N. D.  
 KFH—Wichita, Kans.  
 KFI—Los Angeles, Calif.  
 KFIR—North Bend, Ore.  
 KFIV—Modesto, Calif.  
 KFIZ—Pond du Lac, Wis.  
 KFJB—Marshalltown, Iowa  
 KFJJ—Klamath Falls, Ore.  
 KFJZ—Fort Worth, Tex.  
 KFKA—Greeley, Colo.  
 KFKF—Bellevue, Wash.  
 KFLD—Floydada, Tex.  
 KFLJ—Walsenburg, Colo.  
 KFLW—Klamath Falls, Ore.  
 KFLY—Corvallis, Ore.  
 KFMA—Davenport, Iowa  
 KFMB—San Diego, Calif.  
 KFMJ—Tulsa, Okla.  
 KFML—Denver, Colo.  
 KFMO—Flat River, Mo.  
 KFNF—Shenandoah, Iowa  
 KFNV—Ferriday, La.  
 KFOR—Lincoln, Neb.  
 KFOX—Long Beach, Calif.  
 KFPW—Fort Smith, Ark.  
 KFQD—Anchorage, Alaska  
 KFRB—Fairbanks, Alaska  
 KFRC—San Francisco, Calif.  
 KFRD—Rosenberg, Tex.  
 KFRE—Fresno, Calif.  
 KFRM—Concordia, Kans.  
 KFRO—Longview, Tex.  
 KFRU—Columbia, Mo.  
 KFSA—Fort Smith, Ark.  
 KFSE—Joplin, Mo.  
 KFSC—Denver, Colo.  
 KFSD—San Diego, Calif.  
 KFST—Fort Stockton, Tex.  
 KFTM—Fort Morgan, Colo.  
 KFTV—Paris, Tex.  
 KFVN—Las Vegas, N. M.  
 KFVS—Cape Girardeau, Mo.  
 KFVB—Los Angeles, Calif.  
 KFVD—Nampa, Idaho  
 KFVM—San Bernardino, Calif.  
 KFYN—Bonham, Tex.  
 KFYO—Lubbock, Tex.  
 KFYR—Bismarck, N. D.  
 KGA—Spokane, Wash.  
 KGAF—Gainesville, Tex.  
 KGAK—Gallup, N. M.  
 KGAL—Lebanon, Ore.  
 KGAN—Bastrop, La.  
 KGAS—Carthage, Texas  
 KGAY—Salem, Oregon  
 KGB—San Diego, Calif.  
 KGC—Galveston, Tex.  
 KGBT—Harlingen, Tex.  
 KGBX—Springfield, Mo.  
 KGCC—Sidney, Mont.  
 KGDE—Fergus Falls, Minn.  
 KGDN—Edmonds, Wash.  
 KGEE—Bakersfield, Calif.  
 KGEE—Sterling, Colo.  
 KGEM—Boise, Idaho  
 KGEM—Tulare, Calif.  
 KGER—Long Beach, Calif.  
 KGEZ—Kalspell, Mont.  
 KGF—Shawnee, Okla.  
 KGF—Los Angeles, Calif.  
 KGF—Roswell, N. M.  
 KGF—Kearney, Neb.  
 KGF—Pierre, S. D.  
 KGF—Coffeyville, Kans.  
 KGGM—Albuquerque, N. M.  
 KGHF—Pueblo, Colo.  
 KGH—Little Rock, Ark.  
 KGH—Billings, Mont.  
 KGHM—Brookfield, Mo.  
 KGI—San Fernando, Calif.  
 KGIW—Alamosa, Colo.  
 KGKB—Tyler, Tex.  
 KGKL—San Angelo, Tex.  
 KGLE—Miami, Okla.  
 KGLN—Glenwood Springs, Colo.  
 KGLO—Mason City Iowa  
 KGLU—Safford, Ariz.  
 KGMB—Honolulu, Hawaii  
 KGMC—Englewood, Colo.  
 KGMO—Cape Girardeau, Mo.  
 KGMS—Sacramento, Calif.  
 KGNB—New Braunfels, Tex.  
 KGNC—Amarillo, Tex.  
 KGNO—Dodge City, Kans.  
 KGO—San Francisco, Calif.  
 KGOL—Golden, Colo.  
 KGON—Oregon City, Ore.  
 KGOS—Torrington, Wyo.  
 KGRI—Henderson, Tex.  
 KGRO—Gresham, Ore.  
 KGRN—Grinnell, Ia.  
 KGBT—Las Cruces, N. Mex.  
 KGSF—Fresno, Calif.  
 KGU—Honolulu, Hawaii  
 KGV—Greenville, Tex.  
 KGO—Missoula, Mont.  
 KGW—Portland, Ore.  
 KGWA—Enid, Okla.  
 KGY—Olympia, Wash.  
 KGYN—Guyton, Okla.  
 KHAM—Albuquerque, New Mexico  
 KHAS—Hastings, Nebr.  
 KHAT—Phoenix, Ariz.  
 KHBC—Hilo, Hawaii  
 KHBG—Okmulgee, Okla.  
 KHBM—Monticello, Ark.  
 KHBR—Hillsboro, Tex.  
 KHCD—Clifton, Ariz.  
 KHED—Big Spring, Tex.  
 KHEN—Henryetta, Okla.  
 KHEP—Phoenix, Ariz.  
 KHEY—El Paso, Tex.  
 KHFF—Sierra Vista, Ariz.  
 KHGG—Pampa, Tex.  
 KHIL—Brighton, Colo.  
 KHIT—Walla Walla, Wash.  
 KHJ—Los Angeles, Calif.  
 KHMO—Hannibal, Mo.  
 KHOB—Hobbs, N. M.  
 KHOG—Fayetteville, Ark.  
 KHON—Honolulu, Hawaii  
 KHOT—Madera, Calif.  
 KHOW—Denver, Colo.  
 KHoz—Harrison, Ark.  
 KHQ—Spokane, Wash.  
 KHSL—Chico, Calif.  
 KHUB—Fremont, Neb.  
 KHUZ—Borger, Tex.  
 KHVH—Honolulu, T. H.  
 KIBE—Palo Alto, Calif.  
 KIBH—Seward, Alaska  
 KIBL—Beville, Tex.  
 KIBS—Bishop, Calif.  
 KICA—Clovis, N. M.  
 KICD—Spencer, Iowa  
 KICK—Springfield, Mo.  
 KICO—Calxico, Calif.  
 KID—Idaho Falls, Idaho  
 KIDD—Monterey, Calif.  
 KIDO—Boise, Idaho  
 KIEB—Eureka, Calif.  
 KIEV—Glendale, Calif.  
 KIFI—Idaho Falls, Idaho  
 KIFN—Phoenix, Ariz.  
 KIFW—Sitka, Alaska  
 KIH—Hugo, Okla.  
 KIH—Sioux Falls, S. D.  
 KIH—Hood River, Ore.  
 KIJY—Huron, S. D.  
 KIKI—Honolulu, Hawaii  
 KIKK—Bakersfield, Calif.  
 KIKO—Miami, Ariz.  
 KIKS—Sulphur, La.  
 KILA—Hilo, Hawaii  
 KILE—Galveston, Tex.  
 KILG—Grand Forks, N. D.  
 KILT—Houston, Tex.  
 KIMA—Yakima, Wash.  
 KIMN—Denver, Colo.  
 KIMO—Independence, Mo.  
 KIMP—Mount Pleasant, Tex.  
 KIND—Independence, Kans.  
 KINE—Kingsville, Tex.  
 KING—Seattle, Wash.  
 KINS—Eureka, Calif.  
 KINY—Juneau, Alaska  
 KIOA—Des Moines, Iowa  
 KIOX—Bay City, Tex.  
 KIPA—Hilo, Hawaii  
 KIRO—Seattle, Wash.  
 KIRT—Mission, Texas  
 KIRX—Kirkville, Mo.  
 KISD—Sioux Falls, S. D.  
 KIST—Santa Barbara, Calif.  
 KIT—Yakima, Wash.  
 KIT—Centralia—Chehalis, Wash.  
 KITN—Olympia, Wash.  
 KIO—San Bernardino, Calif.  
 KIUL—Garden City, Kans.  
 KIUN—Pecos, Tex.  
 KIUP—Durango, Colo.  
 KIVY—Crockett, Tex.  
 KIWW—San Antonio, Tex.  
 KIXL—Dallas, Tex.  
 KIXX—Provo, Utah  
 KIYI—Shelby, Mont.  
 KJAN—Atlantic, Iowa  
 KJAY—Topeka, Kans.  
 KJCB—Midland, Tex.  
 KJBS—San Francisco, Calif.  
 KJCF—Pestus, Mo.  
 KJCK—Junction City, Kans.  
 KJEF—Jennings, La.  
 KJFT—Beaumont, Tex.  
 KJFI—Webster City, Iowa  
 KJIM—Fort Worth, Tex.  
 KJNO—Juneau, Alaska  
 KJOE—Shreveport, La.  
 KJOY—Stockton, Calif.  
 KJR—Seattle, Wash.  
 KJRG—Newton, Kans.  
 KJSK—Columbus, Neb.  
 KKEY—Vancouver, Wash.  
 KKIS—Pittsburgh, Calif.  
 KKOG—Ogden, Utah  
 KLAC—Los Angeles, Calif.  
 KLAD—Klamath Falls, Ore.  
 KLAK—Lakewood, Colo.  
 KLAM—Cordova, Alaska  
 KLAN—Renton, Wash.  
 KLAS—Las Vegas, Nev.  
 KLCN—Blytheville, Ark.  
 KLCO—Poteau, Okla.  
 KLEA—Lovington, N. M.  
 KLEC—Jonesville, La.  
 KLEB—Ottumwa, Iowa  
 KLEM—Le Mars, Iowa  
 KLEN—Killeen, Tex.  
 KLER—Orifino, Idaho.  
 KLEX—Lexington, Mo.  
 KLEF—Golden Meadow, La.  
 KLGA—Algona, Iowa  
 KLGN—Logan, Utah  
 KLGR—Redwood Falls, Minn.  
 KLIC—Monroe, La.  
 KLIF—Dallas, Tex.  
 KLIK—Jefferson City, Mo.  
 KLIL—Estherville, Iowa  
 KLIN—Lincoln, Neb.  
 KLIQ—Portland, Ore.  
 KLIR—Denver, Colo.  
 KLIX—Twin Falls, Idaho  
 KLIZ—Brainerd, Minn.  
 KLLC—Parsons, Kans.  
 KLLA—Leesville, La.  
 KLLL—Lubbock, Tex.  
 KLMO—Langmont, Colo.  
 KLMR—Lamar, Colo.  
 KLMS—Lincoln, Neb.  
 KLMX—Clayton, N. M.  
 KLO—Ogden, Utah  
 KLOG—Keiso, Wash.  
 KLOH—Pipestone, Minn.  
 KLOK—San Jose, Calif.  
 KLOO—Corvallis, Ore.  
 KLOQ—Yakima, Wash.  
 KLOS—Albuquerque, N. M.  
 KLOU—Lake Charles, La.  
 KLOV—Loveland, Colo.  
 KLPL—Lake Providence, La.  
 KLPM—Minot, N. D.  
 KLPR—Oklahoma City, Okla.



# LISTED AM RADIO STATIONS—Continued

- KLPW—Union, Mo.  
 KLRA—Little Rock, Ark.  
 KLRS—Mountain Grove, Mo.  
 KLTF—Little Falls, Minn.  
 KLTJ—Longview, Tex.  
 KLTR—Blackwell, Okla.  
 KLTZ—Glasgow, Mont.  
 KLUB—Salt Lake City, Utah  
 KLUE—Shreveport, La.  
 KLUK—Evanston, Wyo.  
 KLVC—Leadville, Colo.  
 KLVJ—Vivian, La.  
 KLVV—Pasadena, Tex.  
 KLVY—Levelland, Tex.  
 KLWN—Lawrence, Kans.  
 KLWT—Lebanon, Mo.  
 KLY—Oakland, Calif.  
 (See San Francisco, Calif.)  
 KLYD—Bakersfield, Calif.  
 KLYR—Clarksburg, Ark.  
 KLYK—Spokane, Wash.  
 KLYN—Amarillo, Tex.  
 KLZ—Denver, Colo.  
 KMA—Shenandoah, Iowa  
 KMAC—San Antonio, Tex.  
 KMAE—McKinney, Tex.  
 KMAK—Fresno, Calif.  
 KMAN—Manhattan, Kans.  
 KMAP—Bakersfield, Calif.  
 KMAR—Winnsboro, La.  
 KMBC—Kansas City, Mo.  
 KMBL—Junction, Tex.  
 KMBY—Monterey, Calif.  
 KMCD—Fairfield, Ia.  
 KMCM—McMinnville, Ore.  
 KMCO—Conroe, Tex.  
 KMDO—Fort Scott, Kans.  
 KMED—Medford, Ore.  
 KMEI—Wenatchee, Wash.  
 KMHL—Marshall, Minn.  
 KMHT—Marshall, Tex.  
 KMIL—Cameron, Tex.  
 KMIN—Grants, N. M.  
 KMJ—Fresno, Calif.  
 KMLB—Monroe, La.  
 KMLW—Marlin, Tex.  
 KMMJ—Grand Island, Neb.  
 KMMO—Marshall, Mo.  
 KMNS—Sioux City, Iowa  
 KMO—Tacoma, Wash.  
 KMOM—Great Falls, Mont.  
 KMOP—Tucson, Arizona  
 KMOR—Oroville, Calif.  
 KMOX—St. Louis, Mo.  
 KMPC—Los Angeles, Calif.  
 KMRC—Morgan City, La.  
 KMRS—Morris, Minn.  
 KMUR—Murray, Utah  
 KMUS—Muskogee, Okla.  
 KMVI—Wailuku, Hawaii  
 KMYC—Marysville, Calif.  
 KMYR—Denver, Colo.  
 KNAF—Fredericksburg, Tex.  
 KNAK—Salt Lake City, Utah  
 KNAL—Victoria, Tex.  
 KNBA—Vallejo, Calif.  
 KNBC—San Francisco, Calif.  
 KNBX—Kirkland, Wash.  
 KNBY—Newport, Ark.  
 KNCK—Concordia, Kan.  
 KNCM—Moberly, Mo.  
 KNCO—Garden City, Kans.  
 KNDC—Hettinger, N. D.  
 KNDY—Marysville, Kansas  
 KNEA—Jonesboro, Ark.  
 KNEB—Scottsbluff, Nebr.  
 KNEC—McAlester, Okla.  
 KNEL—Brady, Tex.  
 KNEM—Nevada, Mo.  
 KNET—Palestine, Tex.  
 KNEW—Spokane, Wash.  
 KNEX—McPherson, Kans.  
 KNEZ—Lompac, Calif.  
 KNFS—Hanford, Calif.  
 KNIM—Maryville, Mo.  
 KNIT—Abilene, Tex.  
 KNLR—North Little Rock, Ark.  
 KNOC—Natchitoches, La.  
 KNOE—Monroe, La.  
 KNOG—Nogales, Ariz.  
 KNOK—Fort Worth, Tex.  
 KNOR—Norman, Okla.  
 KNOT—Prescott, Ariz.  
 KNOW—Austin, Tex.  
 KNOX—Grand Forks, N. D.  
 KNPT—Newport, Ore.  
 KNUJ—New Ulm, Minn.  
 KNUZ—Houston, Tex.  
 KNX—Los Angeles, Calif.  
 KOA—Denver, Colo.  
 KOAI—Price, Utah  
 KOAM—Pittsburg, Kans.  
 KOB—Albuquerque, N. M.  
 KOBE—Las Cruces, N. M.  
 KOBH—Hot Springs, S. D.  
 KOBY—San Francisco, Calif.  
 KOCA—Kilgore, Tex.  
 KOCY—Oklahoma City, Okla.  
 KODE—Joplin, Mo.  
 KODI—Cody, Wyo.  
 KODL—The Dalles, Ore.  
 KODY—North Platte, Neb.  
 KOEL—Oelwein, Iowa  
 KOFA—Yuma, Ariz.  
 KOFE—Pullman, Washington  
 KOFT—Kallispell, Mont.  
 KOFO—Ottawa, Kans.  
 KOFY—San Mateo, Calif.  
 (See San Francisco, Calif.)  
 KOGA—Ogallala, Neb.  
 KOGT—Orange, Tex.  
 KOH—Reno, Nev.  
 KOHU—Hermiston, Ore.  
 KOIL—Omaha, Nebr.  
 KOIN—Portland, Ore.  
 KOJM—Havre, Mont.  
 KOKA—Shreveport, La.  
 KOKK—Austin, Tex.  
 KOKO—Warrensburg, Mo.  
 KOKX—Keokuk, Iowa  
 KOKY—Little Rock, Ark.  
 KOL—Seattle, Wash.  
 KOLD—Tucson, Ariz.  
 KOLE—Port Arthur, Tex.  
 KOLJ—Quanah, Tex.  
 KOLL—Libby, Mont.  
 KOLO—Reno, Nev.  
 KOLR—Sterling, Colo.  
 KOLS—Pryor, Okla.  
 KOLT—Scottsbluff, Nebr.  
 KOLY—Moberly, S. Dakota  
 KOMA—Oklahoma City, Okla.  
 KOMB—Cottage Grove, Ore.  
 KOME—Tulsa, Okla.  
 KOMO—Seattle, Wash.  
 KOMW—Omak, Wash.  
 KOMY—Watsonville, Calif.  
 KONE—Reno, Nev.  
 KONG—Visalia, Calif.  
 KONI—Phoenix, Ariz.  
 KONO—San Antonio, Tex.  
 KONP—Port Angeles, Wash.  
 KOOK—Billings, Mont.  
 KOOL—Phoenix, Ariz.  
 KOOO—Omaha, Nebr.  
 KOOS—Coos Bay, Ore.  
 KOPR—Butte, Mont.  
 KOPY—Alice, Tex.  
 KORA—Bryan, Tex.  
 KORC—Mineral Wells, Tex.  
 KORH—Pasco, Washington  
 KORE—Eugene, Ore.  
 KORL—Las Vegas, Nev.  
 KORN—Mitchell, S. D.  
 KORT—Grangeville, Ida.  
 KOSA—Odessa, Tex.  
 KOSE—Osceola, Ark.  
 KOSF—Nacogdoches, Tex.  
 KOSI—Aurora, Colo.  
 KOSY—Texarkana, Tex.  
 KOTA—Rapid City, S. D.  
 KOTN—Pine Bluff, Ark.  
 KOTS—Deming, N. M.  
 KOVC—Valley City, N. D.  
 KOVE—Lander, Wyo.  
 KOVO—Provo, Utah  
 KOWB—Laramie, Wyo.  
 KOWH—Omaha, Nebr.  
 KOWL—Bijou, Calif.  
 KOWN—Escondido, Calif.  
 KOXR—Oxnard, Calif.  
 KOY—Phoenix, Ariz.  
 KOYE—El Paso, Tex.  
 KOYL—Odessa, Tex.  
 KOYN—Billings, Mont.  
 KOZE—Lewiston, Idaho  
 KOZI—Chelan, Wash.  
 KOZY—Grand Rapids, Minn.  
 KPAC—Port Arthur, Tex.  
 KPAL—Palm Springs, Calif.  
 KPAM—Portland, Ore.  
 KPAN—Hereford, Tex.  
 KPAS—Banning, Calif.  
 KPAY—Chico, Calif.  
 KPBA—Pine Bluff, Ark.  
 KPBM—Carlsbad, N. M.  
 KPDN—Pampa, Tex.  
 KPDI—Portland, Ore.  
 KPEG—Spokane, Wash.  
 KPFL—Lafayette, La.  
 KPFP—San Angelo, Tex.  
 KPER—Gilroy, Calif.  
 KPET—Lamesa, Tex.  
 KPHO—Phoenix, Ariz.  
 KPID—Payette, Idaho  
 KPIG—Cedar Rapids, Iowa  
 KPIK—Colorado Springs, Colo.  
 KPIN—Casa Grande, Ariz.  
 KPKW—Pasco, Wash.  
 KPPL—Lake Charles, La.  
 KPPLK—Dallas, Ore.  
 KPLT—Paris, Tex.  
 KPNC—Bakersfield, Calif.  
 KPOA—Honolulu, Hawaii  
 KPOF—Denver, Colo.  
 KPOJ—Portland, Ore.  
 KPOK—Scottsdale, Ariz.  
 KPOL—Los Angeles, Calif.  
 KPOP—Los Angeles, Calif.  
 KPOR—Quincy, Wash.  
 KPOS—Post, Tex.  
 KPOW—Powell, Wyo.  
 KPQ—Wenatchee, Wash.  
 KPRB—Redmond, Ore.  
 KPRC—Houston, Tex.  
 KPRK—Livingston, Mont.  
 KPRI—Paso Robles, Calif.  
 KPRO—Riverside, Calif.  
 KPRS—Kansas City, Mo.  
 KPSO—Falfurrias, Tex.  
 KPST—Preston, Idaho  
 KPUL—Carson City, Nev.  
 KPUG—Bellingham, Wash.  
 KPVA—Camas, Wash.  
 KQDI—Bismarck, N. D.  
 KQDY—Minot, N. D.  
 KQIK—Lakeview, Ore.  
 KQTY—Everett, Wash.  
 KQEO—Albuquerque, N. M.  
 KQV—Pittsburgh, Pa.  
 KRAC—Craig, Colo.  
 KRAK—Stockton, Calif.  
 KRAL—Rawlins, Wyo.  
 KRAM—Las Vegas, Nev.  
 KRAY—Amarillo, Tex.  
 KRBA—Lufkin, Tex.  
 KRBC—Abilene, Tex.  
 KRBI—St. Peter, Minn.  
 KRBO—Las Vegas, Nev.  
 KRCK—Ridgecrest, Calif.  
 KRCP—Prineville, Ore.  
 KRCT—Pasadena, Tex.  
 KRDG—Redding, Calif.  
 KRDO—Colorado Springs, Colo.  
 KRDU—Dinuba, Calif.  
 KRE—Berkeley, Calif.  
 (See San Francisco, Calif.)  
 KREH—Oakdale, La.  
 KREI—Farmington, Mo.  
 KREL—Baytown, Tex.  
 KREM—Spokane, Wash.  
 KREO—Indio, Calif.  
 KRES—St. Joseph, Mo.  
 KREW—Sunnyside, Wash.  
 KREX—Grand Junction, Colo.  
 KRFO—Owatonna, Minn.  
 KRGI—Grand Island, Neb.  
 KRGV—Weslaco, Tex.  
 KRHD—Duncan, Okla.  
 KRIB—Mason City, Iowa  
 KRIC—Beaumont, Tex.  
 KRIG—Odessa, Tex.  
 KRIO—McAllen, Tex.  
 KRIZ—Phoenix, Ariz.  
 KRKD—Los Angeles, Calif.  
 KRKE—Everett, Wash.  
 KRKS—Ridgecrest, Calif.  
 KRLE—Lewiston, Idaho  
 KRLD—Dallas, Tex.  
 KRLL—Canon City, Colo.  
 KRLLW—Walnut Ridge, Ark.  
 KRMD—Shreveport, La.  
 KRMG—Tulsa, Okla.  
 KRMO—Monett, Mo.  
 KRMS—Osage Beach, Mo.  
 KRMB—The Dalles, Ore.  
 KRNO—San Bernardino, Calif.  
 KRNR—Roseburg, Ore.  
 KRNS—Burns, Ore.  
 KRNT—Des Moines, Iowa  
 KRNY—Kearney, Nebr.  
 KRNC—Rochester, Minn.  
 KROR—El Paso, Tex.  
 KRPF—Abbeville, La.  
 KRQG—Sonora, Calif.  
 KRPP—Brawley, Calif.  
 KRPS—Clinton, Iowa  
 KROW—Oakland, Calif.  
 (See San Francisco, Calif.)  
 KROX—Crookston, Minn.  
 KROY—Sacramento, Calif.  
 KRPL—Moscow, Idaho  
 KRRL—Sherman, Tex.  
 KRSC—Othello, Wash.  
 KRSD—Rapid City, S. D.  
 KRSL—Minneapolis-St. Paul, Minn.  
 KRSL—Russell, Kans.  
 KRSN—Los Alamos, N. M.  
 KRTR—Raton, N. M.  
 KRTR—Thermopolis, Wyo.  
 KRUN—Ballinger, Tex.  
 KRUS—Ruston, La.  
 KRUX—Phoenix, Ariz.  
 KRVA—Lexington, Nebr.  
 KRWC—Forest Grove, Ore.  
 KRXC—Rexburg, Idaho  
 KRXL—Roseburg, Ore.  
 KRYS—Corpus Christi, Tex.  
 KSAI—Salina, Kans.  
 KSAM—Huntsville, Tex.  
 KSAN—San Francisco, Calif.  
 KSAR—Naha, Okinawa  
 KSAY—San Francisco, Calif.  
 KSBK—Naha, Okinawa  
 KSBW—Salinas, Calif.  
 KSCB—Liberal, Kans.  
 KSCJ—Sioux City, Iowa  
 KSCO—Santa Cruz, Calif.  
 KSD—St. Louis, Mo.  
 KSDN—Aberdeen, S. D.  
 KSDO—San Diego, Calif.  
 KSEL—Pocatello, Idaho  
 KSEK—Pittsburg, Kans.  
 KSEL—Lubbock, Tex.  
 KSEM—Moscow, Wash.  
 KSEO—Durant, Okla.  
 KSET—El Paso, Tex.  
 KSEW—Sitka, Alaska  
 KSEY—Seymour, Tex.  
 KSFA—Nacogdoches, Tex.  
 KSFE—Needles, Calif.  
 KSFO—San Francisco, Calif.  
 KSGM—St. Genevieve, Mo.  
 KSIB—Creston, Iowa  
 KSID—Sidney, Nebr.  
 KSIG—Crowley, La.  
 KSJ—Gladewater, Tex.  
 KSIL—Silver City, N. M.  
 KSIM—Sikeston, Mo.  
 KSIR—Wichita, Kans.  
 KSIS—Sedalia, Missouri  
 KSIV—Woodward, Okla.  
 KSIX—Corpus Christi, Tex.  
 KSJB—Jamestown, N. D.  
 KSJO—San Jose, Calif.  
 KSJY—Dallas, Tex.  
 KSL—Salt Lake City, Utah  
 KSLM—Salem, Ore.  
 KSLQ—Opelousas, La.  
 KSLV—Monte Vista, Colo.  
 KSMA—Santa Maria, Calif.  
 KSMI—Seminole, Texas  
 KSMN—Mason City, Iowa  
 KSMO—Salem, Mo.  
 KSNY—Snyder, Tex.  
 KSO—Des Moines, Iowa  
 KSOK—Arkansas City, Kans.  
 KSOP—San Diego, Calif.  
 KSOO—Sioux Falls, S. D.  
 KSOP—Salt Lake City, Utah  
 KSOX—Raymondville, Tex.  
 KSFA—Santa Paula, Calif.  
 KSPI—Stillwater, Okla.  
 KSPD—Diboll, Tex.  
 KSPR—Casper, Wyo.  
 KSPT—Sand Point, Idaho  
 KSRC—Socorro, N. M.  
 KSRO—Santa Rosa, Calif.  
 KSRV—Ontario, Ore.  
 KSST—Sulphur Springs, Tex.  
 KSTA—Coleman, Tex.  
 KSTB—Breckenridge, Tex.  
 KSTL—St. Louis, Mo.  
 KSTN—Stockton, Calif.  
 KSTP—Minneapolis-St. Paul, Minn.  
 KSTR—Grand Junction, Colo.  
 KSTV—Davenport, Iowa  
 KSTV—Stephenville, Tex.  
 KSUB—Cedar City, Utah  
 KSUM—Susanville, Calif.  
 KSUN—Fairmont, Minn.  
 KSUN—Bisbee, Ariz.  
 KSVK—Richfield, Utah  
 KSWP—Artesia, N. M.  
 KSWA—Graham, Tex.  
 KSWI—Council Bluffs, Iowa  
 KSWO—Lawton, Okla.  
 KSWW—Roswell, N. M.  
 KSYC—Yreka, Calif.  
 KSYD—Wichita Falls, Tex.  
 KSYL—Alexandria, La.  
 KTC—Tacoma, Wash.  
 KTAE—Taylor, Tex.  
 KTAR—Phoenix, Ariz.  
 KTAT—Frederick, Okla.  
 KTBB—Tyler, Tex.  
 KTBC—Austin, Tex.  
 KTCC—Malden, Mo.  
 KTCN—Berryville, Ark.  
 KTCS—Fort Smith, Ark.  
 KTEC—Carmel, Calif.  
 KTEL—Walla Walla, Wash.  
 KTEM—Temple, Tex.  
 KTER—Terrell, Tex.  
 KTFI—Twin Falls, Idaho  
 KTFB—Texarkana, Tex.  
 KTFY—Brownfield, Tex.  
 KTHS—Little Rock, Ark.  
 KTHT—Houston, Tex.  
 KTLB—Thibodaux, La.  
 KTLH—Tillamook, Ore.  
 KTM—San Rafael, Calif.  
 KTFP—Porterville, Calif.  
 KTIK—Seattle, Wash.  
 KTIJ—Hobart, Okla.  
 KTKN—Ketchikan, Alaska  
 KTKR—Taft, Calif.  
 KTKT—Tucson, Ariz.  
 KTL—Tallulah, La.  
 KTLN—Denver, Colo.  
 KTLQ—Mountain Home, Ark.  
 KTLQ—Tablequah, Okla.  
 KTLU—Rusk, Tex.  
 KTLW—Texas City, Tex.  
 KTM—McAlester, Okla.  
 KTML—Marked Tree, Ark.  
 KTMS—Santa Barbara, Calif.  
 KTN—Falls City, Nebr.  
 KTNM—Tucumcari, N. M.  
 KTN—Tacoma, Wash.  
 KTOE—Mankato, Minn.  
 KTOH—Lihue, Hawaii  
 KTKO—Oklahoma City, Okla.  
 KTOP—Henderson, Nev.  
 KTOU—Topeka, Kans.  
 KTOW—Oklahoma City, Okla.  
 KTRB—Modesto, Calif.  
 KTRC—Santa Fe, N. M.  
 KTRF—Lufkin, Tex.  
 KTRF—Thief River Falls, Minn.  
 KTRH—Houston, Tex.  
 KTRI—Sioux City, Iowa  
 KTRM—Beaumont, Tex.  
 KTRN—Wichita Falls, Tex.  
 KTRY—Bastrop, La.  
 KTS—San Antonio, Tex.  
 KTSM—El Paso, Tex.  
 KTTN—Trenton, Mo.  
 KTTT—Rolla, Mo.  
 KTTT—Springfield, Mo.  
 KTUC—Tucson, Ariz.  
 KTUE—Tulla, Tex.  
 KTUL—Tulsa, Okla.  
 KTUR—Turlock, Calif.  
 KTUT—Tooele City, Utah  
 KTW—Seattle, Wash.  
 KTXJ—Jasper, Tex.  
 KTXL—San Angelo, Tex.  
 KTXO—Sherman, Tex.  
 KTYM—Inglewood, Calif.  
 KUAM—Agana, Guam  
 KUBA—Yuba City, Calif.  
 KUBC—Montrose, Colo.  
 KUBE—Pendleton, Ore.  
 KUDE—Oceanside, Calif.  
 KUDI—Great Falls, Mont.  
 KUDL—Kansas City, Mo.  
 KUDU—Ventura, Calif.  
 KUDY—Littleton, Colo.  
 KUEN—Wenatchee, Wash.  
 KUEQ—Phoenix, Ariz.  
 KUGN—Eugene, Ore.  
 KUIK—Hillsboro, Oregon  
 KUIN—Grants Pass, Ore.  
 KUJ—Walla Walla, Wash.  
 KUKI—Ukiah, Calif.  
 KUKU—Willow Springs, Mo.  
 KULA—Honolulu, Hawaii  
 KULE—Ephrata, Wash.  
 KULP—El Campo, Tex.  
 KUMA—Pendleton, Ore.  
 KUNO—Corpus Christi, Tex.  
 KUOA—Sioux Springs, Ark.  
 KUPI—Idaho Falls, Ida.  
 KURV—Edinburg, Tex.  
 KUSH—Cushing, Okla.  
 KUSN—St. Joseph, Mo.  
 KUTI—Yakima, Wash.  
 KUTY—Palmdale, Calif.  
 KUVR—Holdrege, Neb.  
 KUZN—West Monroe, La.  
 KVAN—Vancouver, Wash.  
 KVAS—Astoria, Ore.  
 KVCK—Wolf Point, Mont.  
 KVCL—Winnfield, La.  
 KVCV—Redding, Calif.  
 KVEC—San Luis Obispo, Calif.  
 KVEL—Vernal, Utah  
 KVEN—Ventura, Calif.  
 KVET—Austin, Tex.  
 KVFC—Cortez, Colo.  
 KVFD—Fort Dodge, Iowa  
 KVGB—Great Bend, Kans.  
 KVHL—Homer, La.  
 KVI—Seattle, Wash.  
 KVIC—Victoria, Tex.  
 KVIN—New Iberia, La.  
 KVIN—Vinita, Okla.  
 KVIP—Redding, Calif.  
 KVIM—Monahans, Tex.  
 KVLC—Cleveland, Tex.  
 KVLH—Little Rock, Ark.  
 KVLH—Alpine, Tex.  
 KVLH—Paula Valley, Okla.  
 KVLV—Fallon, Nev.  
 KVMA—Magnolia, Ark.  
 KVMC—Colorado City, Tex.  
 KVNA—Flagstaff, Ariz.  
 KVNC—Winslow, Ariz.  
 KVNI—Coeur d'Alene, Idaho  
 KVNU—Logan, Utah  
 KVOC—Casper, Wyo.  
 KVOC—Emporia, Kans.  
 KVOG—Ogden, Utah  
 KVOL—Lafayette, La.  
 KVOM—Morrilton, Ark.  
 KVON—Napa, Calif.  
 KVOT—Tulsa, Okla.  
 KVOP—Plainview, Tex.  
 KVOR—Colorado Springs, Colo.  
 KVOS—Bellingham, Wash.  
 KVOU—Uvalde, Tex.  
 KVOW—Littlefield, Tex.  
 KVOX—Moorhead, Minn.  
 (See Fargo, Minn.)  
 KVOY—Yuma, Ariz.  
 KVOZ—Laredo, Tex.  
 KVPI—Vile Platte, La.  
 KVRC—Arkadelphia, Ark.  
 KVRH—Salida, Colo.  
 KVRB—Rock Springs, Wyo.  
 KVSA—McGehee, Ark.  
 KVSP—Santa Fe, N. M.  
 KVSO—Ardmore, Okla.  
 KVWC—Vernon, Tex.  
 KVWM—Show Low, Ariz.  
 KVWO—Cheyenne, Wyo.  
 KWAD—Wadena, Minn.  
 KWAK—Stuttgart, Ark.  
 KWAL—Wallace, Idaho  
 KWAT—Watertown, S. D.  
 KWBB—Wichita, Kan.  
 KWBE—Beatrice, Neb.  
 KWBG—Boone, Iowa  
 KWBR—Oakland, Calif.  
 (See San Francisco, Calif.)  
 KWBW—Hutchinson, Kans.  
 KWBY—Colorado Springs, Colo.  
 KWCB—Searcy, Ark.  
 KWCO—Chickasha, Okla.  
 KWDM—Des Moines, Iowa  
 KWEE—Rochester, Minn.  
 KWED—Seguin, Tex.  
 KWEL—Weiser, Idaho  
 KWEL—Midland, Tex.  
 KWEM—Memphis, Tenn.  
 KWEW—Hobbs, N. M.  
 KWFC—Hot Springs, Ark.  
 KWFR—San Angelo, Tex.  
 KWFT—Wichita Falls, Tex.  
 KWG—Stockton, Calif.  
 KWHI—Brenham, Tex.  
 KWHK—Hutchinson, Kans.  
 KWHN—Fort Smith, Ark.  
 KWHQ—Salt Lake City, Utah  
 KWHW—Altus, Okla.  
 KWIC—Salt Lake City, Utah  
 KWIK—Pocatello, Idaho  
 KWIL—Albany, Ore.  
 KWIN—Ashland, Ore.  
 KWIP—Merced, Calif.  
 KWIQ—Moses Lake, Wash.  
 KWIZ—Santa Ana, Calif.  
 KWJB—Globe, Ariz.  
 KWJJ—Portland, Ore.  
 KWK—St. Louis, Mo.  
 KWKC—Abilene, Tex.  
 KWKH—Shreveport, La.  
 KWKW—Pasadena, Calif.  
 KWLK—Longview, Wash.  
 KWLM—Willmar, Minn.  
 KWMT—Fort Dodge, Ia.  
 KWNA—Winnemucca, Nev.  
 KWNO—Winona, Minn.  
 KWQA—Worthington, Minn.  
 KWOC—Poplar Bluff, Mo.  
 KWOC—Clinton, Okla.  
 KWON—Bartlesville, Okla.  
 KWOR—Worland, Wyo.  
 KWOW—Pomona, Calif.  
 KWOS—Jefferson City, Mo.  
 KWPC—Muscatine, Iowa  
 KWPM—West Plains, Mo.  
 KWRC—Pendleton, Ore.  
 KWRE—Warrenton, Ore.  
 KWRF—Warren, Ark.  
 KWRL—Riverport, Wyo.  
 KWRO—Coquille, Ore.  
 KWRT—Boonville, Mo.  
 KWRW—Guthrie, Okla.  
 KWSD—Mount Shasta, Calif.

# LISTED AM RADIO STATIONS—Continued

- KWSH**—Seminole, Okla.  
**KWSK**—Pratt, Kans.  
**KWSO**—Wasco, Calif.  
**KWTC**—Barstow, Calif.  
**KWTO**—Springfield, Mo.  
**KWTK**—Waco, Tex.  
**KWWL**—Waterloo, Iowa  
**KWYK**—Farmington, N.M.  
**KWYN**—Wynne, Ark.  
**KWYO**—Sheridan, Wyo.  
**KWYR**—Winner, S. D.  
**KXA**—Seattle, Wash.  
**KXAR**—Hope, Ark.  
**KXEL**—Waterloo, Iowa  
**KXEO**—Mexico, Mo.  
**KXGI**—Fort Madison, Iowa  
**KXGN**—Glendive, Mont.  
**KXIC**—Iowa City, Iowa  
**KXIT**—Dalhart, Tex.  
**KXJK**—Forrest City, Ark.  
**KXLP**—Portland, Ore.  
**KXLA**—Pasadena, Calif.  
**KXLE**—Ellensburg, Wash.  
**KXLF**—Butte, Mont.  
**KXLL**—Helen, Mont.  
**KXLLK**—Great Falls, Mont.  
**KXLL**—Missoula, Mont.  
**KXLO**—Lewistown, Mont.  
**KXLO**—Bozeman, Mont.  
**KXLR**—North Little Rock, Ark.  
**KXLR**—Clayton, Mo.  
**KXLY**—Spokane, Wash.  
**KXO**—El Centro, Calif.  
**KXOA**—Sacramento, Calif.  
**KXOK**—St. Louis, Mo.  
**KXOL**—Fort Worth, Tex.  
**KXOX**—Sweetwater, Tex.  
**KXIA**—Alexandria, Minn.  
**KXIH**—Russellville, Ark.  
**KXIR**—Aberdeen, Wash.  
**KXIS**—San Jose, Calif.  
**KXXX**—Colby, Kans.  
**KXYZ**—Houston, Tex.  
  
**KYA**—San Francisco, Calif.  
**KYCA**—Prescott, Ariz.  
**KYES**—Roseburg, Ore.  
**KYJC**—Medford, Ore.  
**KYMA**—Yuma, Ariz.  
**KYME**—Boise, Idaho  
**KYNG**—Coos Bay, Ore.  
**KYNO**—Fresno, Calif.  
**KYNT**—Yankton, S. D.  
**KYOK**—Houston, Tex.  
**KYOR**—Blythe, Calif.  
**KYOS**—Merced, Calif.  
**KYOU**—Greeley, Colo.  
**KYSM**—Mankato, Minn.  
**KYSN**—Colorado Springs, Colo.  
**KYTE**—Pocatello, Idaho  
**KYUM**—Yuma, Ariz.  
**KYW**—Cleveland, Ohio  
**KZEE**—Weatherford, Tex.  
**KZEY**—Tyler, Tex.  
**KZIN**—Couer D'Alene, Ida.  
**KZIP**—Amarillo, Tex.  
**KZOK**—Prescott, Ariz.  
**KZOL**—Muleshoe, Tex.  
**KZUN**—Opportunity, Wash.  
**WAAA**—Winston-Salem, N. C.  
**WAAB**—Worcester, Mass.  
**WAAC**—Chicago, Ill.  
**WAAG**—Adel, Ga.  
**WAAY**—Huntsville, Ala.  
**WABA**—Aguadilla, P. R.  
**WABB**—Mobile, Ala.  
**WABC**—New York, N. Y.  
**WABG**—Greenwood, Miss.  
**WABI**—Bangor, Me.  
**WABJ**—Adrian, Mich.  
**WABL**—Amite, La.  
**WABM**—Houlton, Me.  
**WABO**—Waynesboro, Miss.  
**WABR**—Winter Park, Fla.  
**WABV**—Abbeville, S. C.  
**WABY**—Albany, N. Y.  
**WABZ**—Albany, N. Y.  
**WACA**—Camden, S. C.  
**WACB**—Kittanning, Pa.  
**WACE**—Chicopee, Mass.  
 (See Springfield, Mass.)  
**WACK**—Newark, N. Y.  
**WACL**—Waycross, Ga.  
**WACO**—Waco, Tex.  
**WACR**—Columbus, Miss.  
**WACT**—Tuscaloosa, Ala.  
**WADA**—Sheiby, N. C.  
**WADC**—Akron, Ohio  
**WADE**—Wadesboro, N. C.  
**WADK**—Newport, R. I.  
**WADF**—Kane, Pa.  
**WADS**—Ansonia, Conn.  
**WAEB**—Allentown, Pa.  
**WAEL**—Mayaguez, P. R.  
**WAEM**—Crossville, Tenn.  
**WAFC**—Staunton, Va.  
**WAGA**—Atlanta, Ga.  
**WAGC**—Chattanooga, Tenn.  
**WAGE**—Leesburg, Va.  
**WAGF**—Dothan, Ala.  
**WAGG**—Franklin, Tenn.  
**WAGM**—Presque Isle, Me.  
**WAGN**—Menominee, Mich.  
**WAGR**—Lumberton, S. C.  
**WAGS**—Bishopville, S. C.  
**WAHL**—Hastings, Mich.  
**WAHL**—Baton Rouge, La.  
**WAIM**—Anderson, S. C.  
**WAIN**—Columbia, Ky.  
**WAIP**—Prichard, Ala.  
**WAIR**—Winston-Salem, N. C.  
**WAIT**—Chicago, Ill.  
**WAJF**—Decatur, Ala.  
**WAJR**—Morgantown, W. Va.  
**WAKE**—Atlanta, Ga.  
**WAKN**—Aiken, S. C.  
**WAKR**—Akron, Ohio  
**WAKU**—Latrobe, Pa.  
**WAKY**—Louisville, Ky.  
  
**WALA**—Mobile, Ala.  
**WALB**—Albany, Ga.  
**WALD**—Walterboro, S. C.  
**WALE**—Fall River, Mass.  
**WALK**—Patchogue, N. Y.  
**WALL**—Middletown, N. Y.  
**WALM**—Albion, Mich.  
**WALT**—Tampa, Fla.  
**WALY**—Herkimer-Ilion, N. Y.  
**WAMD**—Aberdeen, Md.  
**WAMI**—Opp, Ala.  
**WAML**—Laurel, Miss.  
**WAMM**—Flint, Mich.  
**WAMO**—Homestead, Pa.  
**WAMP**—Pittsburg, Pa.  
**WAMS**—Wilmington, Del.  
**WAMV**—East St. Louis, Ill.  
**WAMW**—Washington, Ind.  
**WAMY**—Amory, Miss.  
**WANA**—Anniston, Ala.  
**WANB**—Waynesburg, Pa.  
**WAND**—Canton, Ohio  
**WANE**—Fort Wayne, Ind.  
**WANN**—Annapolis, Md.  
**WANS**—Anderson, S. C.  
**WANT**—Richmond, Va.  
**WANY**—Albany, Ky.  
**WAOK**—Atlanta, Ga.  
**WAOV**—Vincennes, Ind.  
**WAPA**—San Juan, P. R.  
**WAPE**—Jacksonville, Fla.  
**WAFF**—McComb, Miss.  
**WAPG**—Arcadia, Fla.  
**WAPI**—Birmingham, Ala.  
**WAPL**—Appleton, Wis.  
**WAPO**—Chattanooga, Tenn.  
**WAPX**—Montgomery, Ala.  
**WAQE**—Towson, Maryland  
**WARA**—Attleboro, Mass.  
**WARB**—Covington, La.  
**WARD**—Johnstown, Pa.  
**WARE**—Ware, Mass.  
**WARF**—Jasper, Ala.  
**WARK**—Hagerstown, Md.  
**WARL**—Arlington, Va.  
**WARM**—Scranton, Pa.  
**WARN**—Fort Pierce, Fla.  
**WARU**—Peru, Ind.  
**WASA**—Havre de Grace, Md.  
**WASK**—Lafayette, Ind.  
**WATA**—Boone, N. C.  
**WATC**—Gaylord, Mich.  
**WATE**—Knoxville, Tenn.  
**WATG**—Ashland, Ohio  
**WATH**—Athens, Ohio  
**WATK**—Antigo, Wis.  
**WATM**—Atmore, Ala.  
**WATN**—Watertown, N. Y.  
**WATO**—Oak Ridge, Tenn.  
**WATP**—Marion, S. C.  
**WATR**—Waterbury, Conn.  
**WATS**—Sayre, Pa.  
**WATT**—Cadillac, Mich.  
**WATV**—Birmingham, Ala.  
**WATW**—Ashland, Wis.  
**WATZ**—Alpena, Mich.  
**WAUC**—Wauchula, Fla.  
**WAUD**—Auburn, Ala.  
**WAUG**—Augusta, Ga.  
**WAUX**—Waukesha, Wis.  
**WAVE**—Louisville, Ky.  
**WAVI**—Dayton, Ohio  
**WAVL**—Apollo, Pa.  
**WAYN**—Stillwater, Minn.  
**WAVP**—Avon Park, Fla.  
**WAVU**—Albertville, Ala.  
**WAYV**—Portsmouth, Va.  
 (See Norfolk, Va.)  
**WAVZ**—New Haven, Conn.  
**WAWK**—Kendallville, Ind.  
**WAXE**—Vero Beach, Fla.  
**WAXX**—Chippewa Falls, Wis.  
**WAYB**—Waynesboro, Va.  
**WAYE**—Dundalk, Md.  
**WAYN**—Rockingham, N. C.  
**WAYS**—Charlotte, N. C.  
**WAYX**—Waycross, Ga.  
**WAYZ**—Waynesboro, Pa.  
**WAZA**—Bainbridge, Ga.  
**WAZF**—Yazoo City, Miss.  
**WAZL**—Hazleton, Pa.  
**WBAB**—Babylon, N. Y.  
**WBAC**—Cleveland, Tenn.  
**WBAL**—Baltimore, Md.  
**WBAM**—Montgomery, Ala.  
**WBAP**—Fort Worth, Tex.  
**WBAR**—Bartow, Fla.  
**WBAT**—Marion, Ind.  
**WBAW**—Barnwell, S. C.  
**WBAX**—Wilkes-Barre, Pa.  
**WBAY**—Green Bay, Wis.  
**WBBA**—Pittsfield, Ill.  
**WBBC**—Burlington, N. C.  
**WBCC**—Flint, Mich.  
**WBDF**—Rochester, N. Y.  
**WBFI**—Abingdon, Va.  
**WBGM**—Chicago, Ill.  
**WBGN**—Perry, Ga.  
**WBBO**—Forest City, N. C.  
**WBBS**—Augusta, Ga.  
**WBBS**—Youngstown, Ohio  
**WBBS**—Ponca City, Okla.  
**WBBA**—Bay Minette, Ala.  
**WBCB**—Levittown, Pa.  
**WBCK**—Battle Creek, Mich.  
**WBDM**—Bay City, Mich.  
**WBDR**—Christiansburg, Va.  
**WBCU**—Union, S. C.  
**WBEC**—Pittsfield, Mass.  
**WBEE**—Harvey, Ill.  
**WBEJ**—Elizabethton, Tenn.  
**WBEL**—Beloit, Wis.  
**WBEN**—Buffalo, N. Y.  
**WBET**—Brockton, Mass.  
**WBEU**—Beaufort, S. C.  
**WBEV**—Beaver Dam, Wis.  
  
**WBEX**—Chillicothe, Ohio  
**WBFC**—Fremont, Mich.  
**WBFD**—Bedford, Pa.  
**WBGR**—Jesup, Ga.  
**WBHB**—Fitzgerald, Ga.  
**WBHC**—Hampton, S. C.  
**WBHP**—Cartersville, Ga.  
**WBHP**—Huntsville, Ala.  
**WBIA**—Augusta, Ga.  
**WBIE**—Marietta, Ga.  
**WBIG**—Greensboro, N. C.  
**WBIL**—Leesburg, Fla.  
**WBIP**—Booneville, Miss.  
**WBIR**—Knoxville, Tenn.  
**WBIS**—Bristol, Conn.  
 (See Hartford, Conn.)  
**WBIV**—Bedford, Ind.  
**WBIZ**—Eau Claire, Wis.  
**WBKH**—Hattiesburg, Miss.  
**WBKV**—West Bend, Wis.  
**WBLA**—Elizabethtown, N. C.  
**WBLE**—Batesville, Miss.  
**WBLE**—Bellefonte, Pa.  
**WBLG**—Lexington, Ky.  
**WBLJ**—Dalton, Ga.  
**WBLO**—Evergreen, Ala.  
**WBLL**—Batesburg, S. C.  
**WBLY**—Bedford, Va.  
**WBLY**—Springfield, Ohio  
**WBMA**—Beaufort, N. C.  
**WBMC**—McMinnville, Tenn.  
**WBMD**—Baltimore, Md.  
**WBNE**—West Point, Ga.  
**WBML**—Macon, Ga.  
**WBNC**—Conway, N. H.  
**WBNL**—Boonville, Ind.  
**WBNS**—Columbus, Ohio  
**WBNY**—New York, N. Y.  
**WBNY**—Buffalo, N. Y.  
**WBOB**—Galax, Va.  
**WBOC**—Sailsbury, Md.  
**WBOF**—Virginia Beach, Va.  
 (See Norfolk, Va.)  
**WBOK**—New Orleans, La.  
**WBOP**—Pensacola, Fla.  
**WBOS**—Brookline, Mass.  
**WBOV**—Terre Haute, Ind.  
**WBOY**—Clarksburg, W. Va.  
**WBPD**—Orangeburg, S. C.  
**WBPE**—Lock Haven, Pa.  
**WBRE**—Mt. Clemens, Mich.  
**WBRC**—Birmingham, Ala.  
**WBRE**—Bradenton, Fla.  
 (See Sarasota, Fla.)  
**WBRE**—Wilkes-Barre, Pa.  
**WBRG**—Lynchburg, Va.  
**WBRK**—Pittsfield, Mass.  
**WBRM**—Marion, N. C.  
**WBRR**—Big Rapids, Mich.  
**WBRO**—Waynesboro, Ga.  
**WBRT**—Bardonia, N. Y.  
**WBRV**—Boonville, N. Y.  
**WBRX**—Berwick, Pa.  
**WBRY**—Waterbury, Conn.  
**WBSC**—Bennettsville, S. C.  
**WBSE**—Hillsdale, Mich.  
**WBSS**—New Bedford, Mass.  
**WBSS**—Pensacola, Fla.  
**WBTA**—Batavia, N. Y.  
**WBTH**—Williamson, W. Va.  
**WBTM**—Danville, Va.  
**WBTN**—Bennington, Vt.  
**WBTO**—Linton, Ind.  
**WBUD**—Trenton, Pa.  
**WBUT**—Butler, Pa.  
**WBUX**—Doylestown, Pa.  
**WBUY**—Lexington, N. C.  
**WBUZ**—Fredonia, N. Y.  
**WBVA**—Barbourville, Ky.  
**WBVP**—Beaver Falls, Pa.  
**WBYS**—Calera, Ala.  
**WBYS**—Canton, Ill.  
**WBZ** and **WBZA**—Boston, Mass.  
  
**WBZY**—Torrington, Conn.  
**WCAE**—Pittsburgh, Pa.  
**WCAM**—Camden, N. J.  
**WCAO**—Baltimore, Md.  
**WCAP**—Lowell, Mass.  
**WCAR**—Detroit, Mich.  
**WCAS**—Gadsden, Alabama  
**WCAT**—Orange, Mass.  
**WCAU**—Philadelphia, Pa.  
**WCAW**—Charleston, W. Va.  
**WCAX**—Burlington, Vt.  
**WCAY**—Carthage, Ill.  
**WCBA**—Corning, N. Y.  
**WCBC**—Anderson, Ind.  
**WCBD**—Zion, Ill.  
**WCBG**—Chambersburg, Pa.  
**WCBT**—Columbus, Miss.  
**WCBT**—Benton, Ky.  
**WCBM**—Baltimore, Md.  
**WCBS**—New York, N. Y.  
**WCBT**—Roanoke Rapids, N. C.  
**WCBY**—Cheboygan, Mich.  
**WCCC**—Hartford, Conn.  
**WCCM**—Lawrence, Mass.  
**WCCN**—Neillsville, Wis.  
**WCCO**—Minneapolis-St. Paul, Minn.  
**WCCP**—Savannah, Ga.  
**WCDJ**—Edenton, N. C.  
**WCDL**—Carbondale, Pa.  
**WCDF**—Winchester, Tenn.  
**WCDE**—Rocky Mount, N. C.  
**WCDE**—Du Bois, Pa.  
**WCDF**—Parkersburg, W. Va.  
**WCDF**—Hawkinsville, Ga.  
**WCDF**—Cambridge, Md.  
**WCEN**—Mt. Pleasant, Mich.  
**WCER**—Charlotte, Mich.  
**WCET**—Chicago, Ill.  
**WCFF**—Springfield, Vt.  
**WCFF**—Clifton Forge, Va.  
**WCGA**—Calhoun, Ga.  
**WCGC**—Belmont, N. C.  
**WCHA**—Chambersburg, Pa.  
  
**WCHB**—Inkster, Mich.  
**WCHI**—Chillicothe, Ohio  
**WCHJ**—Brookhaven, Miss.  
**WCHK**—Canton, Ga.  
**WCHL**—Chapel Hill, N. C.  
**WCHN**—Norwich, N. Y.  
**WCHO**—Washington, Ohio  
**WCHS**—Charleston, W. Va.  
**WCHV**—Charlottesville, Va.  
**WCIL**—Carbondale, Ill.  
**WCIN**—Cincinnati, Ohio  
**WCJU**—Columbia, Miss.  
**WCKB**—Dunn, N. C.  
**WCKI**—Greer, S. C.  
**WCKR**—Miami, Fla.  
**WCKY**—Cincinnati, Ohio  
**WCLA**—Claxton, Ga.  
**WCLB**—Camilla, Ga.  
**WCLC**—Jamestown, Tenn.  
**WCLD**—Cleveland, Miss.  
**WCLE**—Cleveland, Tenn.  
**WCLG**—Morgantown, W. Va.  
**WCLJ**—Corning, N. Y.  
**WCLO**—Janesville, Wis.  
**WCLS**—Columbus, Ga.  
**WCLT**—Newark, Ohio  
**WCLW**—Mansfield, Ohio  
**WCMA**—Corinth, Miss.  
**WCMB**—Harrisburg, Pa.  
**WCNC**—Wildwood, N. J.  
**WCME**—Brunswick, Maine  
**WCMI**—Ashland, Ky.  
 (See Huntington, W. Va.)  
**WCMM**—Arecibo, P. R.  
**WCMP**—Pine City, Minn.  
**WCMR**—Elkhart, Ind.  
**WCMS**—Norfolk, Va.  
**WCMT**—Canton, Ohio  
**WCMT**—Ottawa, Ill.  
**WCNB**—Connersville, Ind.  
**WCNC**—Elizabeth City, N. C.  
**WCNG**—Canonsburg, Pa.  
**WCNH**—Quincy, Fla.  
**WCNR**—Bloomington, Pa.  
**WCNT**—Centralia, Ill.  
**WCNU**—Crestview, Fla.  
**WCNX**—Middletown, Conn.  
**WCOA**—Pensacola, Fla.  
**WCOC**—Meridian, Miss.  
**WCOD**—Greensboro, N. C.  
**WCOH**—Newnan, Ga.  
**WCOJ**—Coatesville, Pa.  
**WCOL**—Columbus, Ohio  
**WCOP**—Parkersburg, W. Va.  
**WCOR**—Cornelia, Ga.  
**WCOP**—Boston, Mass.  
**WCOR**—Lebanon, Tenn.  
**WCOS**—Columbia, S. C.  
**WCOW**—Lewiston, Me.  
**WCOW**—Montgomery, Ala.  
**WCOW**—Sparta, Wis.  
**WCPO**—Columbia, Pa.  
**WCPC**—Clearfield, Pa.  
**WCPC**—Houston, Miss.  
**WCPC**—Etowah, Tenn.  
**WCPM**—Cumberland, Ky.  
**WCPO**—Cincinnati, Ohio  
**WCPS**—Tartboro, N. C.  
**WCQS**—Alma, Ga.  
**WCRA**—Eflingham, Ill.  
**WCRC**—Waltham, Mass.  
**WCRC**—Cheraw, S. C.  
**WCRI**—Scottsboro, Ala.  
**WCRC**—Morristown, Tenn.  
**WCRL**—Oneonta, Ala.  
**WCRO**—Johnstown, Pa.  
**WCRR**—Corinth, Miss.  
  
**WCRS**—Greenwood, S. C.  
**WCRT**—Birmingham, Ala.  
**WCRT**—Washington, N. J.  
**WCRT**—Chicago, Ill.  
**WCRT**—Macon, Ga.  
**WCSC**—Charleston, S. C.  
**WCSS**—Portland, Me.  
**WCST**—Columbus, Ind.  
**WCSS**—Amsterdam, N. Y.  
**WCST**—Andalusia, Ala.  
**WCST**—New Brunswick, N. J.  
**WCST**—Corbin, Ky.  
**WCUB**—Manitowoc, Wis.  
**WCUC**—Akron, Ohio  
**WCUM**—Cumberland, Md.  
**WCVA**—Culpeper, Va.  
**WCVI**—Connellsville, Pa.  
**WCVS**—Springfield, Ill.  
**WCWC**—Ripon, Wis.  
**WCYB**—Bristol, Va.  
**WCYN**—Cynthiana, Ky.  
  
**WDAD**—Indianz, Pa.  
**WDAE**—Tampa, Fla.  
**WDAF**—Kansas City, Mo.  
**WDAK**—Columbus, Ga.  
**WDAL**—Meridan, Miss.  
**WDAN**—Danville, Ill.  
**WDAS**—Philadelphia, Pa.  
**WDAT**—South Daytona, Fla.  
**WDAX**—McRae, Ga.  
**WDAY**—Fargo, N. D.  
**WDBB**—Escanaba, Mich.  
**WDBF**—Delray Beach, Fla.  
**WDBJ**—Roanoke, Va.  
**WDBL**—Springfield, Tenn.  
**WDBM**—Statesville, N. C.  
  
**WDBO**—Orlando, Fla.  
**WDBQ**—Dubuque, Iowa  
**WDCL**—Dade City, Fla.  
**WDCL**—Tarpon Springs, Fla.  
**WDCR**—Hanover, N. H.  
**WDDT**—Greenville, Miss.  
**WDDY**—Gloucester, Va.  
**WDEC**—Americus, Ga.  
**WDEF**—Chattanooga, Tenn.  
**WDEH**—Sweetwater, Tenn.  
**WDEL**—Wilmington, Del.  
**WDEV**—Waterbury, Vt.  
**WDEW**—Westfield, Mass.  
  
**WDGY**—Minneapolis-St. Paul, Minn.  
**WDIA**—Memphis, Tenn.  
**WDIG**—Dothan, Ala.  
**WDIX**—Orangeburg, S. C.  
**WDKD**—Kingstree, S. C.  
**WDKN**—Dickson, Tenn.  
**WDLA**—Charleston, W. Va.  
**WDLB**—Marshfield, Wis.  
**WDLG**—Port Jervis, N. Y.  
**WDLF**—Panama City, Fla.  
**WDMB**—Buford, Ga.  
**WDMG**—Douglas, Ga.  
**WDMJ**—Marquette, Mich.  
**WDNC**—Durham, N. C.  
**WDNE**—Elkins, W. Va.  
**WDNG**—Anniston, Ala.  
**WDNT**—Dayton, Tenn.  
  
**WDOB**—Canton, Miss.  
**WDOC**—Prestonsburg, Ky.  
**WDOO**—Chattanooga, Tenn.  
**WDOE**—Dunkirk, N. Y.  
**WDOG**—Marine City, Mich.  
**WDOK**—Cleveland, Ohio  
**WDOI**—Athens, Georgia  
**WDOO**—Wheaton, Md.  
**WDOO**—Sturgeon Bay, Wis.  
**WDOO**—Oneonta, N. Y.  
**WDOT**—Burlington, Vt.  
**WDOV**—Dover, Del.  
**WDQN**—Du Quoin, Ill.  
**WDRR**—Hartford, Conn.  
**WDRF**—Chester, Pa.  
**WDRS**—Dillon, S. C.  
**WDSG**—Dyersburg, Tenn.  
**WDSM**—Superior, Wis.  
**WDSF**—DeFuniak Springs, Fla.  
**WDSR**—Lake City, Fla.  
**WDSU**—New Orleans, La.  
**WDUN**—Gainesville, Ga.  
**WDUX**—Waupaca, Wis.  
**WDUZ**—Green Bay, Wis.  
**WDVA**—Danville, Va.  
**WDVH**—Gainesville, Fla.  
**WDVL**—Vineland, N. J.  
**WDVM**—Pocomoke, Md.  
**WDWD**—Dawson, Ga.  
**WDWS**—Champaign, Ill.  
**WDWB**—Chattanooga, Tenn.  
**WDXE**—Lawrenceburg, Tenn.  
**WDXI**—Jackson, Tenn.  
**WDXL**—Lexington, Tenn.  
**WDXN**—Clarksville, Tenn.  
**WDXR**—Paducah, Ky.  
**WDZ**—Decatur, Ill.  
  
**WEAB**—Greer, S. C.  
**WEAG**—Alcoa, Tenn.  
**WEAM**—Arlington, Va.  
**WEAN**—Providence, R. I.  
**WEAS**—Decatur, Ga.  
**WEAT**—West Palm Beach, Fla.  
**WEAU**—Eau Claire, Wis.  
**WEAV**—Plattsburgh, N. Y.  
**WEAW**—Evanston, Ill.  
**WEBB**—Baltimore, Md.  
**WEBC**—Duluth, Minn.  
**WEBJ**—Brewton, Ala.  
**WEBO**—Owego, N. Y.  
**WEBQ**—Harrisburg, Ill.  
**WEBR**—Buffalo, N. Y.  
**WEBS**—Milton, Fla.  
**WECL**—Eau Claire, Wis.  
**WECC**—Chicago, Ill.  
**WEDO**—McKeesport, Pa.  
**WEDR**—Birmingham, Ala.  
**WEEB**—Southern Pines, N. C.  
**WEED**—Rocky Mount, N. C.  
**WEEL**—Boston, Mass.  
**WEEM**—Peoria, Ill.  
**WEEL**—Fairfax, Va.  
**WEPP**—Pittsburgh, Pa.  
**WEER**—Warrenton, Va.  
**WEUU**—Reading, Pa.  
**WEEX**—Easton, Pa.  
**WEGO**—Concord, N. C.  
**WEHH**—Elmira Heights—Horse heads, N. Y.  
**WEIC**—Charleston, Ill.  
**WEIM**—Fitchburg, Mass.  
**WEIR**—Wilmington, W. Va.  
 (See Steubenville, Ohio)  
**WEJL**—Scranton, Pa.  
**WEKR**—Fayetteville, Tenn.  
**WEKY**—Richmond, Ky.  
**WEKZ**—Monroe, Wis.  
**WELC**—Welch, W. Va.  
**WELF**—Fisher, W. Va.  
**WELI**—New Haven, Conn.  
**WELK**—Charlottesville, Va.  
**WELL**—Battle Creek, Mich.  
**WELM**—Elmira, N. Y.  
**WELP**—Tupelo, Miss.  
**WELR**—Easley, S. C.  
**WELR**—Roanoke, Ala.  
**WELS**—Kinston, N. C.  
**WELY**—Ely, Minn.  
**WEMB**—Erwin, Tenn.  
**WEMP**—Milwaukee, Wis.  
**WENA**—Bayamon, P. R.  
**WENC**—Whiteville, N. C.  
**WEND**—Baton Rouge, La.  
**WENE**—Endicott, N. Y.  
**WENK**—Union City, Tenn.  
**WENN**—Bessemer, Ala.  
**WENO**—Madison, Tenn.  
**WENT**—Gloversville, N. Y.  
**WENY**—Elmira, N. Y.  
**WEOA**—Evanville, Ind.  
**WEOK**—Poughkeepsie, N. Y.  
**WEOL**—Elyria, Ohio  
**WEPG**—South Pittsburg, Tenn.  
**WEPM**—Martinsburg, W. Va.  
**WERC**—Erie, Pa.  
**WERD**—Atlanta, Ga.  
**WERE**—Cleveland, Ohio  
**WERH**—Hamilton, Ala.  
**WERI**—Westerly, R. I.  
**WESA**—Charleroi, Pa.



# LISTED AM RADIO STATIONS—Continued

- WESB—Bradford, Pa.  
WESC—Greenville, S. C.  
WESO—Southbridge, Mass.  
WESR—Tasley, Va.  
WEST—Easton, Pa.  
WESX—Salem, Mass.  
WESY—Leland, Miss.  
WETB—Johnston City, Tenn.  
WETO—Gadsden, Ala.  
WETU—Wetumpka, Ala.  
WETZ—New Martinsville, W. Va.  
WEUP—Huntsville, Ala.  
WEVA—Emporia, Va.  
WEVD—New York, N. Y.  
WEVE—Eveleth, Minn.  
WEW—St. Louis, Mo.  
WEWO—Laurinburg, N. C.  
WEXL—Royal Oak, Mich.  
WEYE—Sanford, N. C.  
WEZB—Homewood, Ala.  
WEZE—Boston, Mass.  
WEZL—Richmond, Va.  
WEZY—Cocoa, Fla.  
WFAA—Dallas, Tex.  
WFAH—Alliance, Ohio  
WFAI—Fayetteville, N. C.  
WFAF—Farrell, Pa.  
WFAV—White Plains, N. Y.  
WFAU—Augusta, Me.  
WFAZ—Falls Church, Va.  
WFBG—Greenville, S. C.  
WFBF—Fernandina Beach, Fla.  
WFBG—Altoona, Pa.  
WFBP—Syracuse, N. Y.  
WFBM—Indianapolis, Ind.  
WFBT—Baltimore, Md.  
WFBV—Ft. Walton, Fla.  
WFDL—Flint, Mich.  
WFDK—Manchester, Ga.  
WFEA—Manchester, N. H.  
WFEB—Sylacauga, Ala.  
WFEC—Miami, Fla.  
WFGM—Fitchburg, Mass.  
WFGN—Gaffney, S. C.  
WFGH—Bristol, Va.  
WFHR—Wisconsin Rapids, Wis.  
WFIG—Sumter, S. C.  
WFIL—Philadelphia, Pa.  
WFIN—Findlay, Ohio  
WFIS—Fountain Inn, S. C.  
WFIW—Fairfield, Ill.  
WFKN—Franklin, Ky.  
WFKY—Frankfort, Ky.  
WFLA—Tampa, Fla.  
WFLB—Fayetteville, N. C.  
WFLN—Philadelphia, Pa.  
WFLP—Farmville, Va.  
WFLR—Dundee, N. Y.  
WFLW—Monticello, Ky.  
WFMG—Goldsboro, N. C.  
WFMF—Frederick, Md.  
WFMH—Cullman, Ala.  
WFMJ—Youngstown, Ohio  
WFMQ—Fairmont, N. C.  
WFMW—Madisonville, Ky.  
WFNC—Fayetteville, N. C.  
WFNS—Burlington, N. C.  
WFNM—De Funiak Springs, Fla.  
WFOB—Festoria, Ohio  
WFOR—Marietta, Ga.  
WFOR—Hattiesburg, Miss.  
WFOV—Milwaukee, Wis.  
WFOY—St. Augustine, Fla.  
WFOZ—Ft. Payne, Ala.  
WFPD—Atlantic City, N. J.  
WFPV—Fort Valley, Ga.  
WFRP—Hammond, La.  
WFRS—Franklin, Pa.  
WFRM—Freeport, Ill.  
WFRN—Coudersport, Pa.  
WFRP—Fremont, Ohio  
WFRP—Savannah, Ga.  
WFRX—West Frankfort, Ill.  
WFSC—Franklin, N. C.  
WFST—Caribou, Maine  
WFTC—Kinston, N. C.  
WFTG—London, Ky.  
WFTL—Fort Lauderdale, Fla.  
WFTM—Maysville, Ky.  
WFTW—Front Royal, Va.  
WFTV—Fort Walton Beach, Fla.  
WFUL—Fulton, Ky.  
WFUN—Huntsville, Ala.  
WFUR—Grand Rapids, Mich.  
WFVA—Fredericksburg, Va.  
WFGV—Fuquay Springs, N. C.  
WFGC—Alma, Mich.  
WGA—Cedartown, Ga.  
WGAC—Augusta, Ga.  
WGAD—Gadsden, Ala.  
WGAF—Valdosta, Ga.  
WGAI—Elizabeth City, N. C.  
WGAL—Lancaster, Pa.  
WGAN—Portland, Me.  
WGAP—Maryville, Tenn.  
WJAR—Cleveland, Ohio  
WGAU—Athens, Ga.  
WGAW—Gardner, Mass.  
WGAY—Silver Spring, Md.  
WGBC—Columbus, Ga.  
WGBB—Freeport, N. Y.  
WGBF—Evansville, Ind.  
WGBG—Greensboro, N. C.  
WGBI—Scranton, Pa.  
WGBR—Goldsboro, N. C.  
WGBS—Miami, Fla.  
WGBL—Red Lion, Pa.  
WGCD—Chester, S. C.  
WGCN—Gulfport, Miss.  
(See Biloxi, Miss.)  
WGEA—Geneva, Ala.  
WGEI—Indianapolis, Ind.  
WGEN—Quincy, Ill.  
WGES—Chicago, Ill.  
WGET—Gettysburg, Pa.  
WGEZ—Beloit, Wis.  
WGFS—Covington, Ga.  
WGGA—Gainesville, Ga.  
WGGG—Gainesville, Fla.  
WGGH—Marion, Ill.  
WGGO—Salamanca, N. Y.  
WGH—Newport News, Va.  
(See Norfolk, Va.)  
WGHM—Skownegan, Me.  
WGHN—Grand Haven, Mich.  
WGIG—Brunswick, Ga.  
WGIL—Galesburg, Ill.  
WGIR—Manchester, N. H.  
WGKA—Atlanta, Ga.  
WGLV—Charlotte, N. C.  
WGL—Fort Wayne, Ind.  
WGLC—Centerville, Miss.  
WGLI—Babyon, N. Y.  
WGMA—Hollywood, Fla.  
WGNM—Washington, D. C.  
WGN—Chicago, Ill.  
WGNM—Gastonia, N. C.  
WGNL—Wilmington, N. C.  
WGNM—Murfreesboro, Tenn.  
WGNV—Newburgh, N. Y.  
WGOA—Winter Garden, Fla.  
WGOK—Mobile, Ala.  
WGOL—Goldsboro, N. C.  
WGOK—Georgetown, Ky.  
WGOV—Valdosta, Ga.  
WGPA—Bethlehem, Pa.  
WGPC—Albany, Ga.  
WGR—Buffalo, N. Y.  
WGRA—Cairo, Ga.  
WGRD—Grand Rapids, Mich.  
WGRM—Greenwood, Miss.  
WGRQ—Lake City, Fla.  
WGRV—Greensville, Tenn.  
WGRY—Gary, Ind.  
WGS—Ephrata, Pa.  
WGS—Huntington, N. Y.  
WGSR—Millen, Ga.  
WGST—Atlanta, Ga.  
WGSV—Guntersville, Ala.  
WGSW—Greenwood, S. C.  
WGTA—Summerville, Ga.  
WGTC—Greenville, N. C.  
WGTL—Kannapolis, N. C.  
WGTN—Wilson, N. C.  
WGTN—Georgetown, S. C.  
WGTQ—Cypress Gardens, Fla.  
WGU—Bangor, Me.  
WGU—Geneva, N. Y.  
WGV—Greenville, Miss.  
WGW—Selma, Ala.  
WGW—Asheboro, N. C.  
WGY—Schenectady, N. Y.  
(See Albany, N. Y.)  
WGYV—Greenville, Ala.  
WHA—Madison, Wis.  
WHAB—Baxley, Ga.  
WHAI—Greenfield, Mass.  
WHAK—Rogers City, Mich.  
WHAL—Shelbyville, Tenn.  
WHAM—Rochester, N. Y.  
WHAN—Charleston, S. C.  
WHAP—Hopewell, Va.  
WHAR—Clarksburg, W. Va.  
WHAS—Louisville, Ky.  
WHAT—Philadelphia, Pa.  
WHAV—Haverhill, Mass.  
WHAW—Weston, W. Va.  
WHAY—New Britain, Conn.  
(See Hartford, Conn.)  
WHB—Kansas City, Mo.  
WHB—Selma, Ala.  
WHBC—Canton, Ohio  
WHBF—Rock Island, Ill.  
WHBG—Harrisonburg, Va.  
WHBI—Newark, N. J.  
WHBL—Sheboygan, Wis.  
WHBN—Harrodsburg, Ky.  
WHBO—Tampa, Fla.  
WHBQ—Memphis, Tenn.  
WHBT—Harriman, Tenn.  
WHBU—Anderson, Ind.  
WHBY—Appleton, Wis.  
WHCC—Waynesville, N. C.  
WHCO—Sparta, Ill.  
WHCU—Ithaca, N. Y.  
WHDF—Houghton, Mich.  
WHDH—Boston, Mass.  
WHDL—Olean, N. Y.  
WHDM—McKenzie, Tenn.  
WHEN—Portsmouth, N. H.  
WHEE—Rochester, N. Y.  
WHEE—Martinsville, Va.  
WHEN—Syracuse, N. Y.  
WHEP—Foley, Ala.  
WHER—Memphis, Tenn.  
WHEY—Millington, Ten.  
WHFB—Benton Harbor, Mich.  
WHFC—Cicero, Ill.  
WHGB—Harrisburg, Pa.  
WHGR—Houghton Lake, Mich.  
WHHH—Warren, Ohio  
WHHM—Memphis, Tenn.  
WHHY—Montgomery, Ala.  
WHIE—Griffin, Ga.  
WHIL—Medford, Mass.  
WHIM—Providence, R. I.  
WHIN—Gallatin, Tenn.  
WHIO—Dayton, Ohio  
WHIP—Mooresville, N. C.  
WHIR—Danville, Ky.  
WHIS—Bluefield, W. Va.  
WHIT—New Bern, N. C.  
WHIY—Orlando, Fla.  
WHIZ—Zanesville, Ohio  
WHJB—Greensburg, Pa.  
WHJC—Matewan, W. Va.  
WHK—Cleveland, Ohio  
WHKK—Akron, Ohio  
WHKY—Hendersonville, N. C.  
WHKY—Hickory, N. C.  
WHLD—Virginia, Minn.  
WHLD—Niagara Falls, N. Y.  
(See Buffalo, N. Y.)  
WHLF—South Boston, Va.  
WHLL—Hempstead, N. Y.  
WHLL—Wheeling, W. Va.  
WHLM—Bicomsburg, Pa.  
WHLN—Harlan, Ky.  
WHLS—Port Huron, Mich.  
WHLT—Huntington, Ind.  
WHMA—Anniston, Ala.  
WHMI—Howell, Mich.  
WHMP—Northampton, Mass.  
WHMS—Charleston, W. Va.  
WHNC—Henderson, N. C.  
WHNY—McComb, Miss.  
WHO—Des Moines, Iowa  
WHOA—San Juan, P. R.  
WHOC—Philadelphia, Miss.  
WHOK—Lancaster, Ohio  
WHOL—Allentown, Pa.  
WHOM—New York, N. Y.  
WHOO—Orlando, Fla.  
WHOP—Hopkinsville, Ky.  
WHOS—Decatur, Ala.  
WHOT—Campbell, Ohio  
WHOW—Clinton, Ill.  
WHP—Harrisburg, Pa.  
WHPB—Belton, S. C.  
WHPE—High Point, N. C.  
WHRT—Hartselle, Ala.  
WHRV—Ann Arbor, Mich.  
WHSC—Hartsville, S. C.  
WHSM—Hayward, Wis.  
WHSY—Hattiesburg, Miss.  
WHTB—Talladega, Ala.  
WHTC—Holland, Mich.  
WHTG—Eatontown, N. J.  
WHTN—Huntington, W. Va.  
WHUB—Cookeville, Tenn.  
WHUC—Hudson, N. Y.  
WHUM—Reading, Pa.  
WHUN—Huntingdon, Pa.  
WHV—Wausau, Wis.  
WHVH—Henderson, N. C.  
WHVR—Hanover, Pa.  
WHWB—Rutland, Vt.  
WHXY—Bogalusa, La.  
WHYE—Roanoke, Va.  
WHYL—Carlisle, Pa.  
WHYN—Springfield, Mass.  
WHYS—Ocala, Fla.  
WIAC—San Juan, P. R.  
WIAM—Williamston, N. C.  
WIBA—Madison, Wis.  
WIBB—Macon, Ga.  
WIBC—Indianapolis, Ind.  
WIBG—Philadelphia, Pa.  
WIBM—Jackson, Mich.  
WIBR—Baton Rouge, La.  
WIBU—Poynette, Wis.  
WIBV—Belleville, Ill.  
WIBW—Topeka, Kans.  
WIBX—Utica, N. Y.  
WICA—Ashtabula, Ohio  
WICC—Bridgeport, Conn.  
WICE—Providence, R. I.  
WICH—Norwich, Conn.  
WICK—Scranton, Pa.  
WICO—Salisbury, Md.  
WICU—Erie, Pa.  
WICY—Malone, N. Y.  
WIDE—Biddeford, Me.  
WIEL—Elizabethtown, Ky.  
WIFM—Elkin, N. C.  
WIGM—Medford, Wis.  
WIIN—Atlanta, Ga.  
WIKB—Iron River, Mich.  
WIKC—Bogalusa, La.  
WIKK—Newport, Vt.  
WIKY—Evansville, Ind.  
WIL—St. Louis, Mo.  
WILA—Danville, Va.  
WILD—Boston, Mass.  
WILE—Cambridge, Ohio  
WILI—Willimantic, Conn.  
WILK—Wilkes-Barre, Pa.  
WILM—Wilmington, Del.  
WILO—Frankfort, Ind.  
WILS—Lansing, Mich.  
WILZ—Tampa-St. Petersburg, Fla.  
WIMA—Lima, Ohio  
WIMO—Winder, Ga.  
WIMS—Michigan City, Ind.  
WINA—Charlottesville, Va.  
WINC—Winchester, Va.  
WIND—Chicago, Ill.  
WINE—Kenmore, N. Y.  
(See Buffalo, N. Y.)  
WINF—Manchester, Conn.  
WING—Dayton, Ohio  
WINI—Murphysboro, Ill.  
WINK—Fort Myers, Fla.  
WINN—Louisville, Ky.  
WINS—Binghamton, N. Y.  
WINS—New York, N. Y.  
WINX—Rockville, Md.  
WINZ—Miami, Fla.  
WIOD—Sanford, Fla.  
WION—Ionia, Mich.  
WIOS—Tawas City, Mich.  
WIOU—Kokomo, Ind.  
WIPA—Philadelphia, Pa.  
WIPA—Annapolis, Md.  
WIPC—Lake Wales, Fla.  
WIPR—Santurce, P. R.  
WIPS—Ticonderoga, N. Y.  
WIRA—Port Pierce, Fla.  
WIRB—Enterprise, Ala.  
WIRC—Hickory, N. C.  
WIRE—Indianapolis, Ind.  
WIRJ—Humbolt, Tenn.  
WIRK—West Palm Beach, Fla.  
WIRL—Peoria, Ill.  
WIRO—Ironton, Ohio  
WIRY—Plattsburgh, N. Y.  
WISC—Columbia, S. C.  
WISC—Madison, Wis.  
WISE—Asheville, N. C.  
WISH—Indianapolis, Ind.  
WISK—Minneapolis-St. Paul, Minn.  
WISL—Shamokin, Pa.  
WISN—Milwaukee, Wis.  
WISO—Ponce P. R.  
WISP—Kinston, N. C.  
WISR—Butler, Pa.  
WIST—Charlotte, N. C.  
WISV—Viroqua, Wis.  
WITA—San Juan, P. R.  
WITB—Baltimore, Md.  
WITT—Lewisburg, Pa.  
WITY—Danville, Ill.  
WITZ—Jasper, Ind.  
WIVI—Christiansted, V. I.  
WIVK—Knoxville, Tenn.  
WIVY—Jacksonville, Fla.  
WIZE—Springfield, Ohio  
WIZZ—Streator, Ill.  
WJAC—Johnstown, Pa.  
WJAG—Norfolk, Neb.  
WJAK—Jackson, Tenn.  
WJAM—Marion, Ala.  
WJAR—Providence, R. I.  
WJAT—Swainsboro, Ga.  
WJAX—Jacksonville, Fla.  
WJAY—Mullins, S. C.  
WJAZ—Albany, Ga.  
WJBB—Haleyville, Ala.  
WJBC—Bloomington, Ill.  
WJBD—Salem, Ill.  
WJBB—Detroit, Mich.  
WJBL—Holland, Mich.  
WJBO—Baton Rouge, La.  
WJBS—DeLand, Fla.  
WJWB—New Orleans, La.  
WJCD—Seymour, Ind.  
WJCM—Sebring, Fla.  
WJDA—Quincy, Mass.  
WJDB—Thomasville, Ala.  
WJDX—Jackson, Miss.  
WJDY—Salisbury, Md.  
WJEF—Grand Rapids, Mich.  
WJEH—Gallipolis, Ohio  
WJEJ—Hagerstown, Md.  
WJEA—Valdosta, Ga.  
WJER—Dover, Ohio  
WJET—Erie, Pa.  
WJHB—Talladega, Ala.  
WJHL—Johnson City, Tenn.  
WJHO—Opelika, Ala.  
WJIG—Tulahoma, Tenn.  
WJIA—Lansing, Mich.  
WJIV—Savannah, Ga.  
WJJC—Commerce, Ga.  
WJJD—Chicago, Ill.  
WJNL—Niagara Falls, N. Y.  
(See Buffalo, N. Y.)  
WJLM—Lewisburg, Tenn.  
WJLB—Detroit, Mich.  
WJLD—Homewood, Ala.  
WJLK—Asbury Park, N. J.  
WJLS—Beckley, W. Va.  
WJMA—Orange, Va.  
WJMB—Brookhaven, Miss.  
WJMC—Rice Lake, Wis.  
WJMJ—Philadelphia, Pa.  
WJMO—Cleveland, Ohio  
WJMR—New Orleans, La.  
WJMS—Ironwood, Mich.  
WJMW—Athens, Ala.  
WJMX—Florence, S. C.  
WJNC—Jacksonville, N. C.  
WJNO—West Palm Beach, Fla.  
WJOB—Hammond, Ind.  
WJOC—Jamestown, N. Y.  
WJOI—Florence, Ala.  
WJOL—Joliet, Ill.  
WJON—St. Cloud, Minn.  
WJOT—Lake City, S. C.  
WJOY—Burlington, Vt.  
WJPA—Washington, Pa.  
WJPD—Ishpeming, Mich.  
WJPF—Herrin, Ill.  
WJPG—Green Bay, Wis.  
WJPR—Greenville, Miss.  
WJPS—Evansville, Ind.  
WJQS—Jackson, Miss.  
WJRR—Detroit, Mich.  
WJRD—Tuscaloosa, Ala.  
WJRI—Lenoir, N. C.  
WJRS—Crestview, Fla.  
WJTN—Jamestown, N. Y.  
WJUN—Mexico, Pa.  
WJVA—South Bend, Ind.  
WJWA—Cleveland, Ohio  
WJWL—Georgetown, Del.  
WJWS—South Hill, Va.  
WJXN—Jackson, Miss.  
WJZM—Clarksville, Tenn.  
WKAB—Mobile, Ala.  
WKAI—Macomb, Ill.  
WKAL—Rome, N. Y.  
(See Utica, N. Y.)  
WKAM—Goshen, Ind.  
WKAN—Kankakee, Ill.  
WKAP—Allentown, Pa.  
WKAQ—San Juan, P. R.  
WKAT—Miami Beach, Fla.  
(See Miami, Fla.)  
WKAY—Glasgow, Ky.  
WKAZ—Charleston, W. Va.  
WKBC—North Wilkesboro, N. C.  
WKBB—La Crosse, Wis.  
WKBI—St. Marys, Pa.  
WKBJ—Milan, Tenn.  
WKBL—Covington, Tenn.  
WKBN—Youngstown, Ohio  
WKBO—Harrisburg, Pa.  
WKBR—Manchester, N. H.  
WKBV—Richmond, Ind.  
WKBW—Buffalo, N. Y.  
WKCB—Muskegon, Mich.  
WKCB—Berlin, N. H.  
WKCT—Bowling Green, Ky.  
WKDA—Nashville, Tenn.  
WKDK—Newberry, S. C.  
WKDL—Clarksdale, Miss.  
WKDX—Hamlet, N. C.  
WKED—Kewanee, Ill.  
WKEN—Dover, Del.  
WKEU—Griffin, Ga.  
WKEY—Covington, Va.  
WKGN—Knoxville, Tenn.  
WKHM—Jackson, Mich.  
WKIC—Hazard, Ky.  
WKID—Urbana, Ill.  
(See Champaign, Ill.)  
WKIK—Leonardtown, Md.  
WKIN—Kingsport, Tenn.  
WKIP—Poughkeepsie, N. Y.  
WKIS—Orlando, Florida  
WKIT—Mineola, N. Y.  
WKIX—Raleigh, N. C.  
WKJB—Mayaguez, P. R.  
WKJG—Fort Wayne, Ind.  
WKKO—Cocoa, Fla.  
WKKS—Lynchburg, Ky.  
WKLA—Vanceburg, Mich.  
WKLK—St. Albans, W. Va.  
WKLK—Washington, Ga.  
WKLK—Clinton, Ala.  
WKLK—Cloquet, Minn.  
WKLK—Wilmington, N. C.  
WKLK—Louisville, Ky.  
WKLK—Blackstone, Va.  
WKLK—Paris, Ky.  
WKLK—Hartwell, Ga.  
WKLK—Kalamazoo, Mich.  
WKMC—Roaring Spring, Pa.  
WKMF—Flint, Mich.  
WKMH—Dearborn, Mich.  
WKMT—Kalamazoo, Mich.  
WKMT—Kings Mountain, N. C.  
WKNB—New Britain, Conn.  
(See Hartford, Conn.)  
WKNE—Keene, N. H.  
WKNX—Saginaw, Mich.  
WKNY—Kingston, N. Y.  
WKOA—Hopkinsville, Ky.  
WKOK—Sunbury, Pa.  
WKOP—Binghamton, N. Y.  
WKOV—Wellston, Ohio  
WKOW—Madison, Wis.  
WKPY—Framingham, Mass.  
WKQY—Bluefield, W. Va.  
WKQZ—Kosciusko, Miss.  
WKPA—New Kensington, Pa.  
WKPT—Kingsport, Tenn.  
WKIC—Cincinnati, Ohio  
WKRG—Mobile, Ala.  
WKRR—Murphy, N. C.  
WKRM—Columbia, Tenn.  
WKRO—Cairo, Ill.  
WKRS—Waukegan, Ill.  
WKRT—Cortland, N. Y.  
WKRB—Oil City, Pa.  
WKSB—Milford, Del.  
WKSR—Pulaski, Tenn.  
WKST—New Castle, Pa.  
WKTF—Warrenton, Va.  
WKTG—Thomasville, Ga.  
WXTX—Atlantic Beach, Fla.  
WKTQ—South Paris, Me.  
WKTY—La Crosse, Wis.  
WKUL—Cullman, Ala.  
WKVA—Lewistown, Pa.  
WKVM—San Juan, P. R.  
WKWP—Key West, Fla.  
WKWK—Wheeling, W. Va.  
WKXL—Concord, N. H.  
WKXV—Knoxville, Tenn.  
WKXY—Sarasota, Fla.  
WKY—Oklahoma City, Okla.  
WKYB—Paducah, Ky.  
WKYR—Keyser, W. Va.  
WKYV—Louisville, Ky.  
WKZO—Kalamazoo, Mich.  
WLAC—Nashville, Tenn.  
WLAD—Danbury, Conn.  
WLAF—La Follette, Tenn.  
WLAG—La Grange, Ga.  
WLAK—Lakeland, Fla.  
WLAM—Lewiston, Me.  
WLAN—Lancaster, Pa.  
WLAP—Lexington, Ky.  
WLAQ—Rome, Ga.  
WLAR—Athens, Tenn.  
WLAS—Jacksonville, N. C.  
WLAT—Conway, S. C.  
WLAU—Laurel, Miss.  
WLAV—Grand Rapids, Mich.  
WLAY—Muscle Shoals, Ala.  
(See Florence, Ala.)  
WLBA—Gainesville, Ga.  
WLBB—Carrollton, Ga.  
WLBC—Muncie, Ind.  
WLBE—Leesburg, Fla.  
WLBG—Laurens, S. C.  
WLBI—Mattoon, Ill.  
WLBJ—Bowling Green, Ky.  
WLBK—DeKalb, Ill.  
WLBN—Lebanon, Ky.  
WLBR—Lebanon, Pa.  
WLBS—Bangor, Me.  
WLCK—Scottsville, Ky.  
WLDM—Lancaster, S. C.  
WLCO—Eustis, Fla.  
WLCS—Baton Rouge, La.  
WLCC—La Crosse, Wis.  
WLDB—Atlantic City, N. J.  
WLDS—Jacksonville, Ill.  
WLDY—Ladysmith, Wis.  
WLEA—Hornell, N. Y.  
WLEC—Sandusky, Ohio  
WLEE—Richmond, Va.  
WLEM—Emporium, Pa.  
WLET—Toccoa, Ga.  
WLEW—Erie, Pa.  
WLEW—Bad Axe, Mich.  
WLFA—Lafayette, Ga.



# LISTED AM RADIO STATIONS—Continued

- WLFH—Little Falls, N. Y.  
 WLIB—New York, N. Y.  
 WLIK—Newport, Tenn.  
 WLIL—Lenoir City, Tenn.  
 WLIP—Kenosha, Wis.  
 WLIS—Old Saybrook, Conn.  
 WLIV—Livingston, Tenn.  
 WLLH—Lowell, Mass.  
 WLLY—Richmond, Va.  
 WLMJ—Jackson, Ohio  
 WLNK—Peekskill, N. Y.  
 WLNH—Laconia, N. H.  
 WLOA—Braddock, Pa.  
 WLOB—Portland, Maine  
 WLOC—Munfordville, Ky.  
 WLOE—Leaksville, N. C.  
 WLOF—Orlando, Fla.
- WLOG—Logan, W. Va.  
 WLOH—Princeton, W. Va.  
 WLOI—La Porte, Ind.  
 WLOK—Memphis, Tenn.  
 WLOL—Minneapolis-St. Paul, Minn.  
 WLOO—Lincolnton, N. C.  
 WLOS—Asheville, N. C.  
 WLOU—Louisville, Ky.  
 WLOW—Portsmouth, Va. (See Norfolk, Va.)  
 WLOX—Biloxi, Miss.  
 WLPK—Suffolk, Va.  
 WLPQ—LaSalle, Ill.  
 WLRP—New Albany, Ind.  
 WLS—Chicago, Ill.  
 WLSB—Big Stone Gap, Va.  
 WLSH—Wallace, N. C.  
 WLSH—Lansford, Pa.  
 WLSI—Pikesville, Ky.  
 WLSM—Louisville, Miss.  
 WLSV—Wellsville, N. Y.  
 WLTC—Gastonia, N. C.  
 WLVA—Lynchburg, Va.  
 WLW—Cincinnati, Ohio  
 WLYC—Williamsport, Pa.  
 WLYN—Lynn, Mass.
- WMAB—Munising, Mich.  
 WMAF—Madison, Fla.  
 WMAH—Forest, Miss.  
 WMAJ—State College, Pa.  
 WMAK—Nashville, Tenn.  
 WMAL—Washington, D. C.  
 WMAM—Marionette, Wis.  
 WMAN—Mansfield, Ohio  
 WMAP—Monroe, N. C.  
 WMAQ—Chicago, Ill.  
 WMAS—Springfield, Mass.  
 WMAX—Grand Rapids, Mich.  
 WMAY—Springfield, Ill.  
 WMAZ—Macon, Ga.  
 WMBA—Ambridge, Pa.  
 WMBC—Macon, Miss.  
 WMBD—Peoria, Ill.  
 WMBG—Richmond, Va.  
 WMBH—Joplin, Mo.  
 WMBL—Morehead City, N. C.  
 WMBM—Miami Beach, Fla. (See Miami, Fla.)  
 WMBN—Potosky, Mich.  
 WMBQ—Auburn, N. Y.  
 WMBR—Jacksonville, Fla.  
 WMBT—Uniontown, Pa.  
 WMC—Memphis, Tenn.  
 WMCB—New York, N. Y.  
 WMCN—Church Hill, Tenn.  
 WMCN—McKeesport, Pa.  
 WMCN—Columbia, Tenn.  
 WMD—Hazlehurst, Miss.  
 WMD—Fajardo, P. R.  
 WMD—Mount Dora, Fla.  
 WMDN—Midland, Mich.  
 WMEG—Eau Gallie, Fla.  
 WMEN—Tallahassee, Fla.  
 WMET—Miami Beach, Fla. (See Miami, Fla.)
- WMEV—Marion, Va.  
 WMEY—Boston, Mass.  
 WMFC—Monroeville, Ala.  
 WMFD—Wilmington, N. C.  
 WMFG—Hibbing, Minn.  
 WMFG—Daytona Beach, Fla.  
 WMFR—High Point, N. C.  
 WMFS—Chattanooga, Tenn.  
 WMFT—Terre Haute, Ind.  
 WMGA—Moultrie, Ga.  
 WMGM—New York, N. Y.  
 WMGR—Bainbridge, Ga.  
 WMGW—Meadville, Pa.  
 WMGY—Montgomery, Ala.  
 WMIA—Arecibo, Puerto Rico  
 WMIC—Monroe, Mich.  
 WMID—Atlantic City, N. J.  
 WMIE—Miami, Fla.  
 WMIK—Middlesboro, Ky.  
 WMIL—Milwaukee, Wis.  
 WMIN—Minneapolis-St. Paul, Minn.
- WMIQ—Iron Mountain, Mich.  
 WMS—Natchez, Miss.  
 WMX—Mt. Vernon, Ill.  
 WMJM—Cordele, Ga.  
 WMLE—Pineville, Ky.  
 WMLP—Milton, Pa.  
 WMLS—Sylacauga, Ala.  
 WMLT—Dublin, Ga.  
 WMMA—Miami, Fla.  
 WMMB—Melbourne, Fla.  
 WMMH—Marshall, N. C.  
 WMMN—Fairmont, W. Va.  
 WMMS—Bath, Me.  
 WMMT—McMinnville, Tenn.  
 WMMW—Meriden, Conn.  
 WMINA—Gretna, Va.  
 WNB—North Adams, Mass.  
 WNB—Morgantown, N. C.  
 WNB—Menominee, Wis.
- WMNF—Richwood, W. Va.  
 WMNI—Columbus, Ohio  
 WMNS—Olean, N. Y.  
 WMOA—Marietta, Ohio  
 WMOD—Moundsville, W. Va.  
 WMOG—Brunswick, Ga.  
 WMOH—Hamilton, Ohio  
 WMOK—Metropolis, Ill.  
 WMON—Montgomery, W. Va.  
 WMOP—Ocala, Fla.  
 WMOH—Morehead, Ky.  
 WMOV—Ravenswood, W. Va.  
 WMOX—Meridian, Miss.  
 WMOZ—Mobile, Ala.  
 WMFA—Aberdeen, Miss.  
 WMPL—Hancock, Mich.  
 WMPM—Smithfield, N. C.  
 WMPM—Memphis, Tenn.  
 WMPM—Williamsport, Pa.  
 WMRB—Greenville, S. C.  
 WMRC—Milford, Mass.  
 WMRE—Monroe, Ga.  
 WMRF—Lewistown, Pa.  
 WMRI—Marion, Ind.  
 WMRN—Marion, Ohio  
 WMRO—Aurora, Ill.  
 WMRP—Flint, Mich.  
 WMRS—Massena, N. Y.  
 WMSC—Columbia, S. C.  
 WMSJ—Sylva, N. C.  
 WMSL—Decatur, Ala.  
 WMSN—Raleigh, N. C.  
 WMST—Mt. Sterling, Ky.  
 WMT—Cedar Rapids, Iowa  
 WMTA—Central City, Ky.  
 WMT—Vanleue, Ky.  
 WMT—Manistee, Mich.  
 WMTM—Moultrie, Ga.  
 WMTN—Morristown, Tenn.  
 WMT—Morristown, N. J.  
 WMTS—Murfreesboro, Tenn.  
 WMUS—Muskegon, Mich.  
 WMU—Greenville, S. C.  
 WMVA—Martinsville, Va.  
 WMVB—Millville, N. J.  
 WMVG—Milledgeville, Ga.  
 WMVO—Mt. Vernon, Ohio  
 WMYB—Myrtle Beach, S. C.  
 WMYN—Mayodan, N. C.  
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- WNAB—Bridgeport, Conn.  
 WNAC—Boston, Mass.  
 WNAE—Warren, Pa.  
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 WNAH—Nashville, Tenn.  
 WNAK—Nanticoke, Pa.  
 WNAM—Neenan, Wis.  
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 WPAM—Pottsville, Pa.  
 WPAQ—Mt. Airy, N. C.  
 WPAR—Parkersburg, W. Va.  
 WPAT—Paterson, N. J.  
 WPAW—Pawtucket, R. I. (See Providence, R. I.)  
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 WPKO—Waverly, Ohio  
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 WPLY—Plymouth, Wis.  
 WPM—Punxsutawney, Pa.  
 WPM—Pascagoula, Miss.  
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 WRAD—Radford, Va.  
 WRAG—Carrollton, Ala.  
 WRAT—Anna, Ill.  
 WRBK—Williamsport, Pa.  
 WRAL—Raleigh, N. C.  
 WRAM—Monmouth, Ill.  
 WRAP—Norfolk, Va.  
 WRAW—Reading, Pa.  
 WRAY—Princeton, Ind.  
 WRBC—Jackson, Miss.  
 WRBL—Columbus, Ga.  
 WRBS—Tuscaloosa, Ala.  
 WRC—Washington, D. C.  
 WRCA—New York, N. Y.  
 WRCD—Dalton, Ga.  
 WRCO—Richland Center, Wis.  
 WRCS—Ahsokie, N. C.  
 WRCP—Philadelphia, Pa.  
 WRDB—Reedsburg, Wis.  
 WRDO—Augusta, Me.  
 WRDW—Augusta, Ga.  
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 WREC—Memphis, Tenn.  
 WREL—Lexington, Va.  
 WREN—Topeka, Kans.  
 WREV—Reidsville, N. C.  
 WRFC—Athens, Ga.  
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 WRGR—Starke, Fla.  
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 WRJW—Picayune, Miss.  
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 WRKH—Rockwood, Tenn.  
 WRLD—West Point, Ga.  
 WRMA—Montgomery, Ala.  
 WRMF—Titusville, Fla.  
 WRMN—Elgin, Ill.  
 WRNB—New Bern, N. C.  
 WRNL—Richmond, Va.  
 WROA—Gulfport, Miss. (See Biloxi, Miss.)  
 WROB—West Point, Miss.  
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 WROK—Rockford, Ill.  
 WROM—Rome, Ga.  
 WRON—Ronceverte, W. Va.  
 WROS—Scottsboro, Ala.  
 WROV—Roanoke, Va.  
 WROW—Albany, N. Y.  
 WROX—Clarksdale, Miss.  
 WROY—Carmi, Ill.  
 WRPB—Warner Robins, Ga.  
 WRR—Dallas, Tex.  
 WRRF—Washington, N. C.  
 WRRR—Rockford, Ill.  
 WRRZ—Clinton, N. C.  
 WRSB—Saratoga Springs, N. Y.  
 WRSW—Warsaw, Ind.  
 WRTA—Altoona, Pa.  
 WRUF—Gainesville, Fla.  
 WRUM—Rumford, Me.  
 WRUN—Utica, N. Y.  
 WRUS—Russellville, Ky.  
 WRVA—Richmond, Va.  
 WRVK—Renfro Valley, Ky.  
 WRVM—Rochester, N. Y.  
 WRWB—Kissimmee, Fla.  
 WRWJ—Selma, Ala.  
 WRXO—Roxboro, N. C.
- WSAC—Radcliff, Ky.  
 WSAI—Cincinnati, Ohio  
 WSAL—Logansport, Ind.  
 WSAM—Saginaw, Mich.  
 WSAN—Allentown, Pa.  
 WSAR—Fall River, Mass.  
 WSAT—Salisbury, N. C.  
 WSAU—Wausau, Wis.  
 WSAY—Savannah, Ga.  
 WSAY—Rochester, N. Y.  
 WSAY—Huntington, W. Va.  
 WSBA—Atlanta, Ga.  
 WSBA—York, Pa.  
 WSBB—New Smyrna Beach, Fla.  
 WSBC—Chicago, Ill.  
 WSBS—Great Barrington, Mass.  
 WSBT—South Bend, Ind.  
 WSCR—Scranton, Pa.  
 WSDB—Homestead, Fla.
- WSDR—Sterling, Ill.  
 WSEV—Sevierville, Tenn.  
 WSFB—Quitman, Ga.  
 WSG—Somerset, Ky.  
 WSGT—Thomaston, Ga.  
 WSGA—Savannah, Ga.  
 WSGC—Elberton, Ga.  
 WSGN—Birmingham, Ala.  
 WSGW—Saginaw, Mich.  
 WSHE—Sheboygan, Wis.  
 WSTC—Statesville, N. C.  
 WSTD—Baltimore, Md.  
 WSIG—Mount Jackson, Va.
- WSIP—Paintsville, Ky.  
 WSIR—Winter Haven, Fla.  
 WSIV—Pekin, Ill.  
 WSIX—Nashville, Tenn.  
 WSIZ—Douglas, Ga.  
 WSJC—Magee, Miss.  
 WSJM—St. Joseph, Mich.  
 WSJS—Winston-Salem, N. C.  
 WSKI—Montpelier, Vt.  
 WSKN—Saugerties, N. Y.  
 WSKP—Miami, Fla.  
 WSKY—Asheville, N. C.  
 WSLB—Ogdensburg, N. Y.  
 WSLI—Jackson, Miss.  
 WSLM—Salem, Ind.  
 WSLS—Roanoke, Va.  
 WSM—Nashville, Tenn.  
 WSMB—New Orleans, La.  
 WSMF—Sanford, Me.  
 WSMI—Litchfield, Ill.  
 WSMN—Nashua, N. H.  
 WSRB—Sparta, Tenn.  
 WSNJ—Bridgeton, N. J.  
 WSN—Sandersville, Ga.  
 WSNW—Seneca, S. C.  
 WSNY—Schenectady, N. Y. (See Albany, N. Y.)  
 WSO—Charlotte, N. C.  
 WSON—Henderson, Ky.  
 WSOO—Sault Ste. Marie, Mich.  
 WSOY—Decatur, Ill.  
 WSPA—Spartanburg, S. C.  
 WSPB—Sarasota, Fla.  
 WSPD—Toledo, Ohio  
 WSPN—Saratoga Springs, N. Y.  
 WSPR—Springfield, Mass.  
 WSP—Stevens Point, Wis.  
 WSR—Durham, N. C.  
 WSRB—Cleveland Heights, Ohio  
 WSRW—Hillsboro, Ohio  
 WSSB—Durham, N. C.  
 WSSC—Sumter, S. C.  
 WSSO—Starkville, Miss.  
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 WSTA—St. Thomas, V. I.  
 WSTC—Stamford, Conn.  
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 WSWW—Platteville, Wis.  
 WSYB—Rutland, Vt.  
 WSYD—Mt. Airy, N. C.  
 WSYL—Sylvania, Ga.  
 WSYR—Syracuse, N. Y.  
 WTAB—Tabor City, N. C.  
 WTAC—Flint, Mich.  
 WTAD—Quincy, Ill.  
 WTAG—Worcester, Mass.  
 WTAL—Tallahassee, Fla.  
 WTAN—Clearwater, Fla. (See Tampa, Fla.)  
 WTAO—Cambridge, Mass.  
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 WTAR—Norfolk, Va.  
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 WTBC—Tuscaloosa, Ala.  
 WTBF—Troy, Ala.  
 WTBO—Cumberland, Md.  
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 WTCH—Shawano, Wis.  
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 WESC—Greenville, S. C., 876  
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 WISN—Milwaukee, Wis., 1069  
 WIST—Charlotte, N. C., 705  
 WJAG—Norfolk, Neb., 618  
 WJBK—Detroit, Mich., 484  
 WJEF—Grand Rapids, Mich., 492  
 WJET—Erie, Pa., 819  
 WJLB—Detroit, Mich., 485  
 WJPS—Evansville, Ind., 347  
 WJR—Detroit, Mich., 486  
 WKBO—Harrisburg, Pa., 821  
 WKHM—Jackson, Mich., 497  
 WKLO—Louisville, Ky., 404  
 WKMF—Flint, Mich., 490  
 WKMH—Dearborn, Mich., 487  
 WKRC—Cincinnati, Ohio, 747  
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 WKY—Oklahoma City, Okla., 783  
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 WLIP—Kenosha, Wis., 1064  
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 WMAL—Washington, D. C., 229  
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 WMOH—Hamilton, Ohio, 738  
 WMT—Cedar Rapids, Iowa, 365  
 WNEW—New York, N. Y., 679  
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 WOKJ—Jackson, Miss., 535  
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 WOPA—Oak Park, Ill., 316  
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 WPBC—Minneapolis, Minn., 520  
 WPEN—Philadelphia, Pa., 321, 679  
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 WPTV—Albany, N. Y., 657  
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 WQOK—Greenville, S. C., 878  
 WRAK—Williamsport, Pa., 848  
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 WSUN—St. Petersburg, Fla., 266  
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 WTCR—Ashland, Ky., 1049  
 WTTX—New Orleans, La., 423  
 WTVN—Columbus, Ohio, 757  
 WVIP—Mount Kisco, N. Y., 678  
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## SRDS Advertising Rates for SPOT RADIO RATES AND DATA

with which is combined  
**CONSUMER MARKETS**

For more complete information turn to Classification No. 1 in Business Publication Rates and Data.

### ADVERTISING RATES

Effective January, 1957 Issue.

#### GENERAL

Orders are accepted subject to change in rates upon notice from the publisher. Advertising will be billed at rates prevailing at time of insertion.

RATES	1 tl.	6 tl.	12 tl.	*24 tl.
1 page.....	395.00	360.00	335.00	320.00
2/3 page.....	310.00	280.00	260.00	250.00
1/2 page.....	260.00	238.00	220.00	210.00
2 col. Island (a).....	238.00	216.00	200.00	190.00
1/3 page.....	190.00	173.00	162.00	152.00
1/4 page (b).....	148.00	136.00	126.00	119.00
1/6 page (c).....	108.00	100.00	91.00	87.00

(\* The 24-time rate applies when 1 or more media under the same ownership uses more than one position for a minimum of 24 insertions during the schedule year.

(a) Available only on Media Listing Pages.  
 (b) Available only on Consumer Market Data Pages.  
 (c) Additional 1/6 page rates:

36 times.....	84.00	60 or more times.....	80.00
48 times.....	82.00		

#### COVERS

With SRDS cover blue.	1 tl.	6 tl.	12 tl.
1st cover.....			705.00
2nd or 3rd cover.....	325.00	300.00	290.00
4th cover.....			455.00
Backbone, per insertion.....			255.00
Additional color on covers, each extra.....			103.00

Cover schedules can be cancelled only on 90-day notice before closing date. First cover, fourth covers, and backbone cancellations carry no short rate penalty. Insertion frequency determines the rate for the second and third covers. First and fourth cover rates are minimum and are not affected by other space used within the year, but can be applied to earn frequency rates for other advertising space.

#### INSERTS

No commission allowed on tipping, back-up, or other production surcharges.

Furnished by advertiser complete ready for tipping-in: irregular black and white earned page rates plus production costs.

Back-up production charge: one side of one-page insert, 40.00.

Tipping-in production charge, 35.00.

Printed by SRDS:

One page, black and AAAA standard red, regular earned black and white page rate plus 125.00 production cost covering stock, color, back-up, and tipping-in.

Two pages (both sides complete insert) black and AAAA standard red, regular earned black and white page rates plus 125.00 production cost covering stock, color, and tipping-in.

Production cost for 4-, 6- or 8-page inserts and for 4-color process printing will be chargeable at prevailing commercial printing rates.

Colors other than standard AAAA red, each.

extra..... 50.00

Special printing on inserts, such as embossed printing, where embossing makes it impossible for publishers to sell other side, or for other use, sold only as a complete insert and charged as two pages.

#### SECTION DIVIDER INSERTS

Includes AAAA standard red. Any other, or additional colors considered special color and takes regular or special color surcharge.

Effective January 1, 1958:

1 time.....	610.00
6 times.....	560.00
12 times.....	615.00

#### ACETATE INSERTS

Per insert.....	1 tl.	6 tl.	12 tl.
Tipping-in charge, extra.....	650.00	540.00	490.00
			105.00

#### COLORS

AAAA red, per page or fraction, r.o.p., extra 70.00

AAAA red, 2-page spread, extra..... 97.00

Any other colors or added colors, per page or fraction, r.o.p., each, extra..... 103.00

2-page spread, any other colors or added colors, each, extra..... 135.00

#### BLEED Covers and Inserts—no extra charge.

On inside pages, per page, extra..... 32.00

Spreads, extra..... 54.00

No charge for partial gutter bleed. Bleed, top or bottom takes regular bleed charge.

#### TELL-ALL UNIT

2-page (facing) spread unit, or multiples thereof, consisting of ad and listing. Listing must start at top of first column on left-hand page. Minimum charge—based on 35 inches of advertising space where one listing appears in Tell-All units; if two or more listings appear, minimum charge based on 40 inches. Only display space remaining, after listings are provided for, is subject to charge. Colors and bleed, when used, at rates shown under those headings.

1 time..... 13.50 12 times..... 11.50

6 times..... 12.50 \*24 times..... 11.00

(\* The 24-time rate applies when 1 or more media under the same ownership uses more than one position for a minimum of 24 insertions during the schedule year.

#### LISTING ADS

Minimum 14 lines, per line..... 1.25

Minimum six insertions. No agency commission or cash discount.

#### LISTING HEADS

Each..... 6.00

Minimum six insertions. No agency commission or cash discount.

For more rate information write to Standard Rate and Data Service, 1740 Ridge Avenue, Evanston, Illinois, or see Classification No. 1 Business Publication Rates and Data.

(Standard Rate & Data Service does not assume responsibility for any omissions)

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**Other  
Stations  
Are  
Competitors  
— Not  
Buyers**

Radio-station executives who advertise exclusively in broadcast trade magazines may impress other radio-station executives . . . but other radio-station executives **buy** very little time.

**In fact, they don't buy any.**

The advertising industry's new magazine, *Media/scope*, published by Standard Rate & Data Service, Inc., is 94% effective in reaching advertiser and agency executives who perform the media-buying function. (In other words, the people who do buy time.)

*Media/scope* is the only magazine that concentrates on ideas, methods, and techniques directly related to media selection.

In its short lifetime, *Media/scope* has attracted the most efficiently concentrated magazine audience ever known to advertising. It chooses its audience and delivers effective circulation far beyond the capacity of publications about advertising in general, or vertical publications about facets of radio or any other single medium.

The people who decide where dollars will be invested—in time or space or both—get *Media/scope*. **You** compete with other media as well as other stations for advertising dollars. Doesn't it make good sense to reach the people who decide which media will be used?

**FOR MAXIMUM SELLING EFFECTIVENESS . . .**

**ADVERTISE in *Media/scope*, the magazine serving the media-buying function**

Full details on request. Write or 'phone . . .

***Media/scope***

1740 Ridge Ave.  
Evanston, Ill.  
HO 5-2400

420 Lexington Ave.  
New York 17, N. Y.  
MU 9-6630

1709 W. Eighth St.  
Los Angeles 17, Calif.  
HU 3-5141

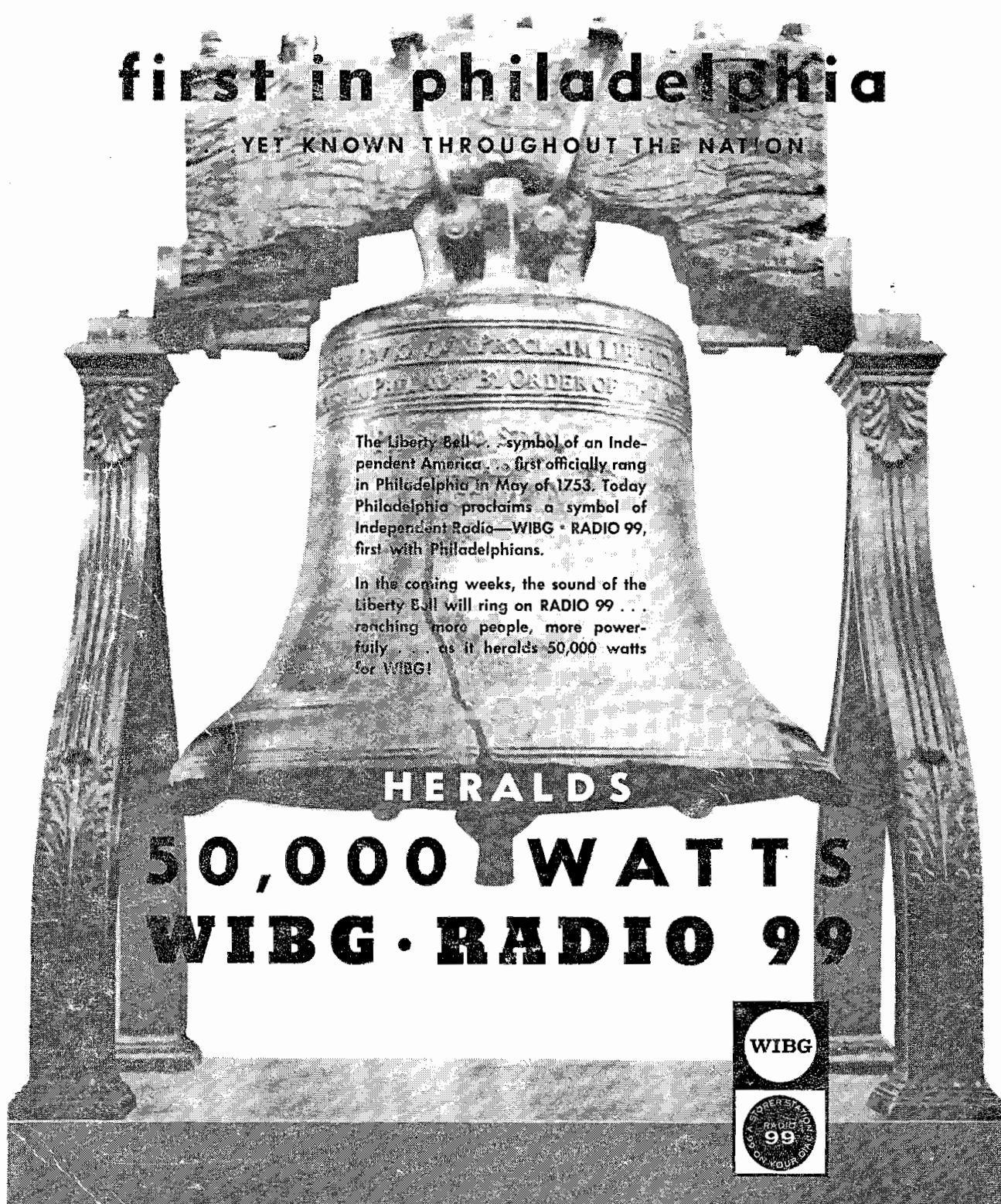
818 Exchange Bank Bldg.  
Dallas 35, Texas  
FL 1-4523

Consistent **PROGRESS** is  
 part of the **STORER STORY**

*for example*

**first in philadelphia**

YET KNOWN THROUGHOUT THE NATION



The Liberty Bell . . . symbol of an Independent America . . . first officially rang in Philadelphia in May of 1753. Today Philadelphia proclaims a symbol of Independent Radio—WIBG • RADIO 99, first with Philadelphians.

In the coming weeks, the sound of the Liberty Bell will ring on RADIO 99 . . . reaching more people, more powerfully . . . as it heralds 50,000 watts for WIBG!

**HERALDS**

**50,000 WATTS**

**WIBG • RADIO 99**



**Storer Radio**

**WIBG** Philadelphia    **WWVA** Wheeling    **WAGA** Atlanta    **WGBS** Miami    **WSPD** Toledo    **WJW** Cleveland    **WJBK** Detroit

National Sales Offices: 625 Madison Ave., New York 22 • 230 N. Michigan, Chicago 1, Ill.